

## Franchising

**FORTUNE** drives the conversation about business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today - and the will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce and society around the world, **FORTUNE** lights the path for global leaders-and gives them the tools to make business better.

### OVER-INDEXING GLOBAL BUSINESS LEADERS

#1 Average HHI: \$309,549

#1 Average HHI Net Worth: \$2,020,581

#1 Intent to start a new business this year (215 Index)

#1 Owner/Partner in Own Business (159 Index)

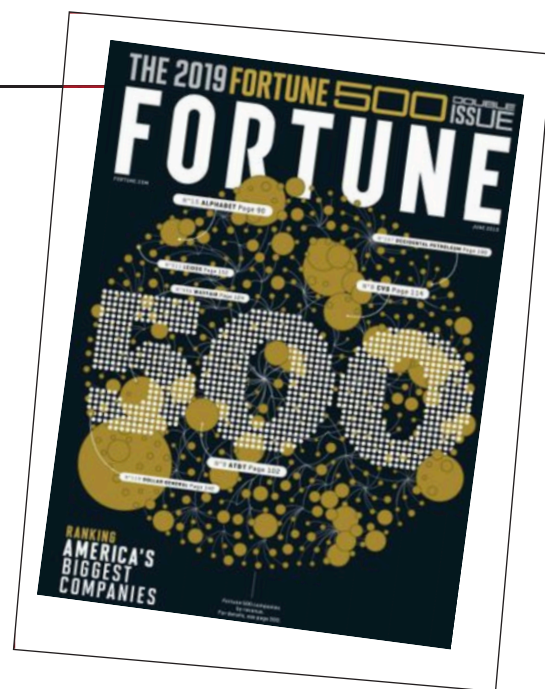
### FORTUNE 500

THE MOST DOMINANT AND ESTABLISHED LIST IN CORPORATE AMERICA, THE LIST THAT DEFINES "BIG BUSINESS" ITSELF

**FORTUNE 500** is our venerable ranking of America's largest corporations and the companies that make the story of business worth telling

The annual **FORTUNE 500** issue holds a singular status as a year-long reference tool reaching 3,200,000 readers and featuring bonus newsstand circulation with a 3-month shelf life. Its launch is always a major business news story, carried by leading print, broadcast and on-line media outlets.

The **FORTUNE 500** Franchising section is the unparalleled tool for reaching your most valuable prospects. Indexing #1 for intent to start a new business this year, they possess the corporate experience, connections and financial qualifications to engage single, multi-unit and area developer opportunities.



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### 4C Display Advertising Rates

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