FAST COMPANY INSPIRES A PURPOSE-DRIVEN NETWORK OF INNOVATORS WHO EMBRACE A COMMON VISION THAT BUSINESS SHOULD BE A FORCE FOR POSITIVE CHANGE IN THE WORLD.
MEDIA KIT 2018

700,000
Ratebase

11 MM
Avg. Monthly Unique Visitors

36 MM
Avg. Monthly Page Views

AUDIENCE

Ty Stiklorius, Founder and CEO, Friends at Work; June 2017

TOP MANAGEMENT
Comp: 47% | Index 193

GRADUATED COLLEGE+
Comp: 86% | Index 115

BIZ DECISION MAKERS
Comp: 62% | Index 145

$184,076
Median HHI

41
Median Age

58%
Gender

42%

Google Analytics, Jun-Aug 2017; Ipsos Fall 2017

For more information contact Amanda Smith, VP Sales, P: 212.389.5530 E: asmith@fastcompany.com
**PRINT ISSUES**

**FEBRUARY**  
**ISSUE THEME:** LEADERSHIP  
Regional close: 11/30  
National close: 12/7  
On newsstand: 1/16

**MARCH/APRIL**  
**ISSUE THEME:** MOST INNOVATIVE COMPANIES  
Regional close: 1/11  
National close: 1/18  
On newsstand: 2/27

**MAY**  
**ISSUE THEME:** WORLD CHANGING IDEAS  
Regional close: 3/1  
National close: 3/8  
On newsstand: 4/17

**JUNE/JULY**  
**ISSUE THEME:** MOST CREATIVE PEOPLE  
Regional close: 4/19  
National close: 4/26  
On newsstand: 6/5

**SEPTEMBER**  
**ISSUE THEME:** BUILDING A BRAND THAT MATTERS  
Regional close: 6/28  
National close: 7/9  
On newsstand: 8/14

**OCTOBER**  
**ISSUE THEME:** INNOVATION BY DESIGN  
Regional close: 8/2  
National close: 8/9  
On newsstand: 9/18

**NOVEMBER**  
**ISSUE THEME:** TECH & CULTURE  
Regional close: 9/7  
National close: 9/13  
On newsstand: 10/23

**DECEMBER**  
**ISSUE THEME:** MOST PRODUCTIVE PEOPLE  
Regional close: 10/11  
National close: 10/18  
On newsstand: 11/27

*Issue themes subject to change*
PAID RATEBASE: **700,000**

FREQUENCY: **8 ISSUES**

<table>
<thead>
<tr>
<th>Four Color</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$126,576</td>
</tr>
<tr>
<td>Spread</td>
<td>$253,152</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$98,172</td>
</tr>
<tr>
<td>1/2 Horiz</td>
<td>$74,520</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$50,652</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$151,848</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$139,212</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$158,220</td>
</tr>
</tbody>
</table>

Custom Regional Buys/Copy Splits
Pricing and regional options available upon request.

Premium Charges
No bleed charge.
Special fifth color rates available upon request.

Specialty Units
Rates and production specifications available upon request.

Billing Information
Commission is 15% to agencies.
Production premiums are not commissionable or discountable.

Frequency Discounts
Check with your account manager.

*All rates are gross. These rates and all advertising transactions are subject to Mansueto Ventures’ Advertising Terms and Conditions.

For more information contact Amanda Smith, VP Sales, P: 212.389.5530 E: asmith@fastcompany.com
# MEDIA KIT 2018

## PLACEMENTS

<table>
<thead>
<tr>
<th>Placement</th>
<th>Unit</th>
<th>Specs</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$40.</td>
</tr>
<tr>
<td>ROS</td>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>ROS</td>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
</tr>
<tr>
<td>ROS</td>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
</tr>
<tr>
<td>First Impression Takeover</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$125.</td>
</tr>
<tr>
<td>First Impression Takeover</td>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>First Impression Takeover</td>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
</tr>
<tr>
<td>First Impression Takeover</td>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>Welcome Screen</td>
<td>100% Responsive</td>
<td>$140.</td>
</tr>
<tr>
<td>Targeted Channel</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$50.</td>
</tr>
<tr>
<td>Targeted Channel</td>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>Targeted Channel</td>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
</tr>
<tr>
<td>Targeted Channel</td>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
</tr>
<tr>
<td>Geo Targeted</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$40.</td>
</tr>
<tr>
<td>Geo Targeted</td>
<td>Rectangle</td>
<td>300 x 250</td>
<td></td>
</tr>
<tr>
<td>Geo Targeted</td>
<td>Half Page</td>
<td>300 x 600</td>
<td></td>
</tr>
<tr>
<td>Geo Targeted</td>
<td>Billboard</td>
<td>970 x 250</td>
<td></td>
</tr>
</tbody>
</table>

---

For more information contact Amanda Smith, VP Sales, P: 212.389.5530 E: asmith@fastcompany.com

Satya Nadella, CEO, Microsoft; October 2017

Rashad Robinson, Executive Director, Color Of Change; November 2017
**PAGE SIZES**

<table>
<thead>
<tr>
<th>PAGE</th>
<th>LIVE</th>
<th>TRIM</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD</td>
<td>8¾” × 10¾”</td>
<td>8¾” × 10¾”</td>
<td>9” × 11½”</td>
</tr>
<tr>
<td>½ HORIZONTAL SPREAD</td>
<td>16½&quot; × 10½”</td>
<td>17½” × 10½”</td>
<td>17½” × 11½”</td>
</tr>
<tr>
<td>½ VERTICAL</td>
<td>5¼” × 10¾”</td>
<td>5¾” × 10¾”</td>
<td>5¾” × 11½”</td>
</tr>
<tr>
<td>⅓ SQUARE</td>
<td>5¼” × 5”</td>
<td>5¼” × 5⅛”</td>
<td>5¾” × 5¼”</td>
</tr>
<tr>
<td>⅓ VERTICAL</td>
<td>2¾” × 10¾”</td>
<td>3” × 10¾”</td>
<td>3¼” × 11½”</td>
</tr>
</tbody>
</table>

**PRINTING PROCESS**
- Web Offset

**BINDING METHOD**
- Perfect Bound

**LINE SCREEN**
- 133

**MAX DENSITY**
- 4 color: 290%
- 2 color: 190%

---

**Gutter safety for spreads**
Allow 1/4” on each side of gutter, 1/2” total gutter safety. For ad spread units please supply 1/16” duplicated image on both sides of the centerline.

**Materials**

**Shipping for ad proofs**
Quad Graphics
Attn: Ted Reidy c/o Fast Company
1900 W. Sumner Street

**Proofs**
One SWOP-certified proof AND one ruled proof as a positioning guide

**Safety**
Keep all LIVE matter, not intended to trim, 1/4” from TRIM edges. Offset for registration marks should be set at .1875.

**For extensions contact:**
Jane Hazel, production manager
P: 212-389-5308  E: jhazel@mansueto.com
or Dave Powell, assoc. production manager
P: 212-389-5416  E: dpowell@mansueto.com

---

For more information contact Amanda Smith, VP Sales, P: 212.389.5530 E: asmith@fastcompany.com
For all digital platforms
Advertisers must provide secure (https) 3rd party tags, and all partner file requests within the tags must also be secure (https).

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>PIXEL SIZE</th>
<th>HTML5 FILE SIZE</th>
<th>JPEG/GIF/PNG FILE SIZE</th>
<th>ANIMATION</th>
<th>RICH MEDIA SERVED</th>
<th>3RD PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>30 KB</td>
<td>60 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>30 KB</td>
<td>60 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>35 KB</td>
<td>60 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Edit Injection</td>
<td>618x250</td>
<td>40 KB</td>
<td>60 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>200 KB</td>
<td>60 KB</td>
<td>n/a</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>200 KB</td>
<td>60 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Mobile Parallax</td>
<td>640x1138</td>
<td>static only</td>
<td>1 MB</td>
<td>n/a</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Mobile Video Parallax</td>
<td>640x1138</td>
<td>n/a</td>
<td>1 MB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Welcome Mat</td>
<td>1x1</td>
<td>n/a</td>
<td>60 KB</td>
<td>:15 sec</td>
<td>Y</td>
<td>N</td>
</tr>
</tbody>
</table>

NEWSLETTERS:
STATIC JPG LEADERBOARD, BILLBOARD & RECTANGLE UNITS

Display Ad Requirements

Lead time: 5 business days prior to QA

File Formats Accepted: .jpg, .gif, HTML5, most rich media

3rd Party Ad Serving Accepted: Doubleclick, Atlas, Flashtalking, Conversant, Sizmek

Kiki Wolfkill, Studio head, Microsoft’s 343 Industries, June 2017
### MEDIA KIT 2018

#### IN-BANNER VIDEO/AUDIO REQUIREMENTS

- User initiated sound
- Pause and mute controls

#### RICH MEDIA AD REQUIREMENTS

- All rich media must be 3rd-party served (includes expanding and video ads)
- Lead Time: 5 business days prior to testing
- Expansion: must be user initiated and close on mouse-off
- Language/Call-to-action on all ads (ex. roll over to learn more)
- Audio must be muted by default
- Max pixel size within a tag: 15

---

#### DIGITAL SPECS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>PIXEL SIZE</th>
<th>SERVING OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll</td>
<td>960x720px (4:3 standard)</td>
<td>3rd party – VAST or VPAID</td>
</tr>
<tr>
<td></td>
<td>960x540px (16:9 widescreen)</td>
<td>· skippable</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td>1st party site served</td>
</tr>
<tr>
<td></td>
<td>1st party site served</td>
<td>· MPH, MOV (No FLV)</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td></td>
</tr>
<tr>
<td>Video Injection Unit</td>
<td>600x338 (16:9)</td>
<td>3rd party – VAST or VPAID</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td>· skippable</td>
</tr>
<tr>
<td></td>
<td>1st party site served</td>
<td>· MPH, MOV (No FLV)</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td></td>
</tr>
</tbody>
</table>

Jeff Bezos, CEO Amazon; March 2017
**ABOUT**

A highly stylized, personal and mobile “magazine” curated by users from favorite media sources and social feeds

Full-page advertising placements bring the elegance of print advertising online

Campaigns run in one-month flights with a maximum of four partners/month (at 25% SOV each)

Fast Company audience: 1 million active users; 20 million flips/month

Video placements are now offered through Flipboard.

---

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>IPAD PORTRAIT 768X1024</th>
<th>IPAD LANDSCAPE 1024X768</th>
<th>SHORT PORTRAIT 640X920</th>
<th>TALL PORTRAIT 640X1096</th>
<th>MEDIUM PORTRAIT 740X1200</th>
<th>WIDE LANDSCAPE 1340X760</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ipad</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Iphone</td>
<td></td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Android Phone</td>
<td></td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Android Tablet</td>
<td></td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

**SAFE ZONE SPECS**

- Ipad: 10PX Safe Zone at Top and Bottom
- Iphone: 25PX Safe Zone On All 4 Sides
- Android Phone: 25PX Safe Zone On All 4 Sides
- Android Tablet: 25PX Safe Zone On All 4 Sides
- Wide Landscape: 40PX Safe Zone on all 4 Sides

**FILE ZONE SPECS**

- 250K Max JPG

---

**CREATIVE SUBMISSION**

Insertion orders, materials, and click URLs are due at least 5 business days prior to campaign launch dates.

Please submit to adops@fastcompany.com

*Fast Company recommends 3-5 different creative executions per placement. Each should include ONE clear touch area about the size of a button. Please provide click URLs for each creative and use mobile optimized landing pages wherever possible.*
EXAMPLE: AMERICAN EXPRESS
Run of Site | Cross Device | Welcome Mat

Desktop
Click Rate .................. 1.14%
Video Plays ................ 76183
Video Completion Rate 0.96%

Mobile
Click Rate .................. 4.36%
Video Plays ................ 78602
Video Completion Rate 0.60%

Tablet
Click Rate .................. 6.87%
Video Plays ................ 10367
Video Completion Rate 0.67%
Advertising Details

All national print advertisers, excluding fractionals, automatically receive static placements (without activated links) in Fast Company’s replica app at no additional cost.

Our default position is to pick-up print creative and run it exactly as it appears in the magazine. Fast Company requires no additional assets or approvals to do this.

You may also opt-out or provide alternative iPad creative. To opt-out please email Production Manager Jane Hazel (jhazel@mansueto.com) no later than issue close date. To provide alternative creative please upload your file to adshuttle.com no later than issue close.

If we do not hear from you by issue close your print creative will run exactly as it appears in the magazine.

How Print Ads Appear In The App

Single-page example:

**Scaled Art:**
768 pixels wide
950 pixels tall

Pages are letterboxed to match print aspect ratios

Spread example:

**Scaled Art:**
1536 pixels wide
963 pixels tall

Spreads are letterboxed to match print aspect ratios
A small arrow on the letterbox bar informs users that the ad continues on the next screen

Supplied Creative Specs

**Format:** 4/C JPG (minimum 72 DPI; can accept up to 300 DPI)
**Specs:** 1536 x 2048 (for both Retina and non-Retina)
Fast Company accepts portrait orientation only

For extensions contact Production Manager Jane Hazel (jhazel@mansueto.com) or Associate Production Manager Dave Powell (dpowell@mansueto.com).
The following are certain terms and conditions governing advertising published in Fast Company magazine (the “Magazine”). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, instructions or documents other than this Rate Card will be binding on Mansuteo Ventures Publishing (“Publisher”) unless Publisher agrees to such terms and conditions in writing.

1. AGENCY COMMISSION AND PAYMENT
Submission of insertion order by advertising agency on behalf of advertiser constitutes agency’s agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine.
Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date.
No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on advertising space charges may not be applied to production charges.

2. CANCELLATION AND CHANGES
Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted.
Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

3. CIRCULATION GUARANTEE
The Magazine is a member of the Audit Bureau of Circulation (ABC). The following paid rate base guarantee is based on the ABC’s audited reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited 12-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in advertising space credit only, which must be used within six (6) months following the issuance of audited ABC statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication, and the ABC audited 12-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the ABC are used by Publisher only as a basis for determining the Magazine’s advertising rates.

4. PUBLISHER’S LIABILITY
Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.
Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers.
The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

5. REPLICANT IPAD APP
All full-page, national print advertising will receive static placements (without activated links) in Fast Company’s replicant iPad app at no additional cost. Unless otherwise specified by the advertiser, Fast Company will pick-up print creative and run it exactly as it appears in the magazine. Advertisers also have the option to opt-out or provide alternative iPad creative to run in lieu of print creative. See iPad specs for details on how print creative is displayed in the app, opting out, and supplying alternative iPad creative. If Fast Company does not receive a request to opt-out or alternative creative by issue close date, your print ad will run exactly as it appears in the magazine.

6. MISCELLANEOUS
Advertising agency and advertiser each represents and warrants that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys’ fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation.
Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised.
No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.
The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.
This agreement shall be governed by and construed in accordance with the laws of the state of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the state of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.
Publisher's Statement
6 months ended June 30, 2016, Subject to Audit

Annual Frequency: 10 Issues per year

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

<table>
<thead>
<tr>
<th>Rate Base</th>
<th>Total Paid &amp; Verified Subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>725,000</td>
<td>756,492</td>
</tr>
</tbody>
</table>

**TOTAL CIRCULATION BY ISSUE**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Print</th>
<th>Digital</th>
<th>Total Paid Subscriptions</th>
<th>Total Verified Subscriptions</th>
<th>Total Paid &amp; Verified Subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb</td>
<td>682,792</td>
<td>64,528</td>
<td>747,320</td>
<td>9,272</td>
<td>756,592</td>
</tr>
<tr>
<td>Mar</td>
<td>681,606</td>
<td>64,937</td>
<td>746,543</td>
<td>9,452</td>
<td>755,995</td>
</tr>
<tr>
<td>Apr</td>
<td>682,371</td>
<td>64,087</td>
<td>746,458</td>
<td>9,612</td>
<td>756,070</td>
</tr>
<tr>
<td>May</td>
<td>686,296</td>
<td>63,339</td>
<td>749,635</td>
<td>9,612</td>
<td>759,247</td>
</tr>
<tr>
<td>Jun</td>
<td>681,370</td>
<td>63,668</td>
<td>745,038</td>
<td>9,517</td>
<td>754,555</td>
</tr>
</tbody>
</table>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

<table>
<thead>
<tr>
<th>Description</th>
<th>Print</th>
<th>Digital</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Subscriptions</td>
<td>640,894</td>
<td>19,281</td>
<td>660,175</td>
</tr>
<tr>
<td>Club/Membership: Deductible</td>
<td>604</td>
<td>604</td>
<td>604</td>
</tr>
<tr>
<td>Multi-Title Digital Programs</td>
<td>44,831</td>
<td>44,831</td>
<td>44,831</td>
</tr>
<tr>
<td>Partnership Deductible Subscriptions</td>
<td>40,823</td>
<td>40,823</td>
<td>40,823</td>
</tr>
<tr>
<td>Sponsored Subscriptions</td>
<td>566</td>
<td>566</td>
<td>566</td>
</tr>
</tbody>
</table>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

<table>
<thead>
<tr>
<th>Audit Period</th>
<th>Rate Base</th>
<th>Publisher's Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/2015</td>
<td>725,000</td>
<td>792,973</td>
<td>-1147</td>
<td>-0.1%</td>
</tr>
<tr>
<td>12/31/2014</td>
<td>725,000</td>
<td>798,961</td>
<td>-129</td>
<td>-0.02%</td>
</tr>
<tr>
<td>12/31/2013</td>
<td>725,000</td>
<td>785,212</td>
<td>40,212</td>
<td>0.03%</td>
</tr>
</tbody>
</table>

**PRICES**

<table>
<thead>
<tr>
<th>Type of Price</th>
<th>Average Single Copy Price</th>
<th>Subscription Annualized Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested</td>
<td>$7.99</td>
<td>$23.95</td>
</tr>
<tr>
<td>Net</td>
<td></td>
<td>$12.34</td>
</tr>
</tbody>
</table>

Visit www.auditedmedia.com Media Intelligence Center for audit reports.
### Geographic Data

#### Trend Analysis of New & Renewal Paid Individual Subscriptions

<table>
<thead>
<tr>
<th>Category</th>
<th>Issue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Place</td>
<td>57</td>
<td>9,493</td>
</tr>
<tr>
<td>Business/Professional Services</td>
<td>4,443</td>
<td>4,443</td>
</tr>
<tr>
<td>Doctor/Health Care Providers</td>
<td>4,993</td>
<td>4,993</td>
</tr>
</tbody>
</table>

**Rate Base:**

Rate base shown in Executive Summary is for paid and verified circulation.

**Notes:**

- **Rounding %:** Due to rounding, percentages may not always add up to 100%.
- **Club/Membership:** Copies served where the subscription was included in the dues of an organization. The subscription was deductible from dues.
- **Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.
- **Partnership Subscriptions:** Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.
- **Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.
- **Multi-Title Digital Programs:** Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine.
- **Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 54,047
- **Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 12,921

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

**Parent Company:** Mansueto Ventures LLC

**ANNE MARIE O'KEEFE**

**Chief Revenue Officer**

**P: 212.389.5300**

**URL:** www.fastcompany.com

**Established:** 1995

**AAM Member since:** 1997

**Parent Company:** Mansueto Ventures LLC

**7 World Trade Center • New York, NY 10007-2195**

**CHRISTINA CRANLEY**

**Consumer Marketing Director**