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

10.6 MM
AVG. MONTHLY UNIQUE VISITORS

17.1 MM
AVG. MONTHLY PAGE VIEWS

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

C-LEVEL
Comp: 44% | Index 193

TOP MANAGEMENT
Comp: 44% | Index 183

GRADUATED COLLEGE+
Comp: 87% | Index 115

BIZ DECISION MAKERS
Comp: 62% | Index 145

$191,908
MEDIAN HHI

54%
GENDER

43
MEDIAN AGE

46%

Source: Google Analytics Q2 2018; Ipsos Affluent Survey Spring 2018; Figures represent total brand footprint (print and digital)

For more information contact Amanda Smith, VP, Publisher, 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

SEPTEMBER
ISSUE THEME: TALENT
Regional close: 6/28
National close: 7/9
On newsstand: 8/14

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

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

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

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

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

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

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

*Issue themes subject to change
**PAID RATEBASE: 700,000**  
**FREQUENCY: 8 ISSUES**

### Four Color 1x

<table>
<thead>
<tr>
<th></th>
<th>GROSS</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$126,600</td>
<td>$107,610</td>
</tr>
<tr>
<td>Spread</td>
<td>$253,200</td>
<td>$215,220</td>
</tr>
</tbody>
</table>

### Covers

<table>
<thead>
<tr>
<th></th>
<th>GROSS</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$151,900</td>
<td>$129,115</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$139,300</td>
<td>$118,405</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$158,300</td>
<td>$134,555</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.*
## Placements

<table>
<thead>
<tr>
<th>Unit</th>
<th>Specs</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Leaderboard</td>
<td>728 x 90</td>
<td>$105.</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>$115.</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$130.</td>
</tr>
<tr>
<td>Homepage Leaderboard</td>
<td>728 x 90</td>
<td>$147.</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>$157.</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$183.</td>
</tr>
<tr>
<td>Welcome Ad Welcome Screen</td>
<td>100% Responsive</td>
<td>$210.</td>
</tr>
</tbody>
</table>

*Welcome Ad FastCompany.com only*

<table>
<thead>
<tr>
<th>Unit</th>
<th>Specs</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted Channel Leaderboard</td>
<td>728 x 90</td>
<td>$115.</td>
</tr>
<tr>
<td>Technology, Leadership, Entertainment, Ideas Rectangle</td>
<td>300 x 250</td>
<td>$126.</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$140.</td>
</tr>
<tr>
<td>Geo Targeted Leaderboard</td>
<td>728 x 90</td>
<td>$120.</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>$130.</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$152.</td>
</tr>
</tbody>
</table>

---

For more information contact Amanda Smith, VP, Publisher, P. 212.389.5530 E: asmith@fastcompany.com
## Trim Size Effective Through October 2018 Issue

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Live/Non-Bleed</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8 ¹/₄&quot; x 10 ³/₈&quot;</td>
<td>8 ³/₄&quot; x 10 ⁷/₈&quot;</td>
<td>9&quot; x 11 ¹/₈&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>16 ⁷/₈&quot; x 10 ³/₄&quot;</td>
<td>17 ¹/₂&quot; x 10 ⁷/₈&quot;</td>
<td>17 ³/₄&quot; x 11 ¹/₈&quot;</td>
</tr>
<tr>
<td>¹/₂ Horizontal Spread</td>
<td>16 ⁷/₈&quot; x 5&quot;</td>
<td>17 ¹/₂&quot; x 5 ¹/₄&quot;</td>
<td>17 ³/₄&quot; x 5 ¹/₂&quot;</td>
</tr>
<tr>
<td>²/₃ Vertical Page</td>
<td>5 ³/₄&quot; x 10 ³/₈&quot;</td>
<td>5 ¹/₂&quot; x 10 ³/₈&quot;</td>
<td>5 ³/₄&quot; x 11 ¹/₈&quot;</td>
</tr>
<tr>
<td>¹/₂ Horizontal Page</td>
<td>8&quot; x 5&quot;</td>
<td>8 ³/₄&quot; x 5 ¹/₄&quot;</td>
<td>9&quot; x 5 ¹/₂&quot;</td>
</tr>
<tr>
<td>¹/₃ Square</td>
<td>5 ³/₄&quot; x 5</td>
<td>5 ¹/₂&quot; x 5 ¹/₄&quot;</td>
<td>5 ³/₄&quot; x 5 ¹/₂&quot;</td>
</tr>
<tr>
<td>¹/₃ Vertical</td>
<td>2 ³/₄&quot; x 10 ³/₈&quot;</td>
<td>3&quot; x 10 ⁷/₈&quot;</td>
<td>3 ¹/₄&quot; x 11 ¹/₈&quot;</td>
</tr>
</tbody>
</table>

## New Trim Size! Starting with November 2018

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Live/Non-Bleed</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>7 ¹/₂&quot; x 10&quot;</td>
<td>8&quot; x 10 ¹/₂&quot;</td>
<td>8 ¹/₄&quot; x 10 ³/₄&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15 ¹/₂&quot; x 10&quot;</td>
<td>16&quot; x 10 ¹/₂&quot;</td>
<td>16 ¹/₄&quot; x 10 ³/₄&quot;</td>
</tr>
<tr>
<td>¹/₂ Horizontal Spread</td>
<td>15 ¹/₂&quot; x 4 ¹/₂&quot;</td>
<td>16&quot; x 5&quot;</td>
<td>16 ¹/₄&quot; x 5 ¹/₄&quot;</td>
</tr>
<tr>
<td>²/₃ Vertical Page</td>
<td>4 ³/₄&quot; x 10&quot;</td>
<td>5&quot; x 10 ¹/₂&quot;</td>
<td>5 ¹/₄&quot; x 10 ³/₄&quot;</td>
</tr>
<tr>
<td>¹/₂ Horizontal Page</td>
<td>7 ¹/₂&quot; x 4 ¹/₂&quot;</td>
<td>8&quot; x 5&quot;</td>
<td>8 ¹/₄&quot; x 5 ¹/₄&quot;</td>
</tr>
<tr>
<td>¹/₃ Square</td>
<td>4 ³/₄&quot; x 4 ⁵/₈&quot;</td>
<td>5&quot; x 4 ⁷/₈&quot;</td>
<td>5 ¹/₄&quot; x 5 ¹/₄&quot;</td>
</tr>
<tr>
<td>¹/₃ Vertical</td>
<td>2 ³/₈&quot; x 10&quot;</td>
<td>2 ⁵/₈&quot; x 10 ¹/₂&quot;</td>
<td>2 ⁷/₈&quot; x 10 ³/₄&quot;</td>
</tr>
</tbody>
</table>

For more information contact Amanda Smith, VP, Publisher, P: 212.389.5530 E: asmith@fastcompany.com
**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**  
Preferred digital format: PDFX-1A.

Please see our materials specifications site  

**Shipping for ad proofs**  
Quad Graphics  
Attn: Ted Reidy c/o Fast Company  
1900 W. Sumner Street  
Hartford, WI 53027-9244  
P: 262-673-1580  E: treidy@blue-soho.com

---

**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 1.875.

**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 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
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

Jeff Bezos, CEO Amazon; March 2017

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

For more information contact Amanda Smith, VP, Publisher, P: 212.389.5530 E: asmith@fastcompany.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 Alliance for Audited Media (AAM). The following paid rate base guarantee is based on the AAM’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 AAM 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 AAM audited 12-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM 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. 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.

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