

2020

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**MEDIA  
KIT**



**EAST COMPANY**



“Fast Company is **the only media brand dedicated to chronicling the future of business.** The only title committed to covering companies and leaders who are defining where business is headed. And with technology and globalization having led to commoditization of products and services—**innovation, creativity, impact and design are the only ways businesses can win in the speed economy.**”

—Stephanie Mehta, Editor-in-chief, Fast Company



525,000  
RATEBASE

10.6 MM  
AVG. MONTHLY  
UNIQUE VISITORS



18.7 MM  
AVG. MONTHLY PAGE VIEWS



**C-Level**

COMP: 45% | INDEX 198

**Top Management**

COMP: 46% | INDEX 190

**Graduated College+**

COMP: 88% | INDEX 117

**Biz Decision Makers**

COMP: 65% | INDEX 150



\$192,079  
MEDIAN HHI

44  
MEDIAN AGE

62%  
MALE

38%  
FEMALE

SOURCE: OMNITURE Q3 2019, IPSOS AFFLUENT SURVEY 2019 FALL (PRINT+DIGITAL)



## Most Innovative Companies

AD CLOSE: 02.06.2020  
ON SALE: 03.17.2020  
DIGITAL ROLLOUT: 03.10.2020

**MONTH**  
**March/April**

**EXPERIENTIAL**  
**FC Grill @SXSWi**  
MARCH, AUSTIN

## World Changing Ideas

AD CLOSE: 03.26.2020  
ON SALE: 05.05.2020  
DIGITAL ROLLOUT: 04.28.2020

**MONTH**  
**May/June**

## Most Creative People

AD CLOSE: 05.14.2020  
ON SALE: 06.23.2020  
DIGITAL ROLLOUT: 06.16.2020

**MONTH**  
**July/August**

## Best Workplaces for Innovators

AD CLOSE: 07.02.2020  
ON SALE: 08.11.2020  
DIGITAL ROLLOUT: 08.04.2020

**MONTH**  
**September**

## Innovation by Design

AD CLOSE: 08.06.2020  
ON SALE: 09.15.2020  
DIGITAL ROLLOUT: 09.08.2020

**MONTH**  
**October**

**YEAR 3**  
**The State of Women and Entrepreneurship (Inc.)**

## Impact Council

AD CLOSE: 09.11.2020  
ON SALE: 10.20.2020  
DIGITAL ROLLOUT: 10.13.2020

**MONTH**  
**November**

**EXPERIENTIAL**  
**FC Innovation Festival**  
FALL, NEW YORK CITY

## Secrets of the Most Productive People

AD CLOSE: 10.29.2020  
ON SALE: 12.08.2020  
DIGITAL ROLLOUT: 12.01.2020

**MONTH**  
**Winter**  
**(Dec. 2020-Jan./Feb. 2021)**



\*ISSUE THEMES SUBJECT TO CHANGE



BLACK & WHITE	GROSS
Page	\$72,250
Spread	\$144,500
2/3 Page	\$55,600
1/2 Horiz	\$42,600
1/3 Page	\$29,000

FOUR COLOR	GROSS
Page	\$108,000
Spread	\$216,000
2/3 Page	\$83,750
1/2 Horiz	\$63,500
1/3 Page	\$43,200

COVERS	GROSS
2nd Cover (+20%)	\$129,600
3rd Cover (+10%)	\$118,800
4th Cover (+25%)	\$135,000

**PAID RATEBASE: 525,000**  
**FREQUENCY: 7 ISSUES**

**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.

<b>PLACEMENT</b>	<b>AD UNIT</b>	<b>SPECS</b>	<b>NET CPM</b>
ROS	Leaderboard	728x90	\$105
	Half Page	300x600	\$130
	IMU	300x250	\$110
	Video	Pre-roll	\$225
	Billboard	970x250	\$130
Homepage	Leaderboard	728x90	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
Welcome Ad	Welcome Mat	Full Screen	\$250
Targeted Channel	Leaderboard	728x90	\$120
	Half Page	300x600	\$145
	IMU	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
Geo Targeted (ROS)	Leaderboard	728x90	\$110
	IMU	300x250	\$115
	Half Page	300x600	\$135
	Billboard	970x250	\$135







PAGE DIMENSIONS	LIVE/NON-BLEED	TRIM	BLEED
Page	7 1/2" x 10"	8" x 10 1/2"	8 1/4" x 10 3/4"
Spread	15 1/2" x 10"	16" x 10 1/2"	16 1/4" x 10 3/4"
1/2 Horizontal Spread	15 1/2" x 4 1/2"	16" x 5"	16 1/4" x 5 1/4"
2/3 Vertical page	4 3/4" x 10"	5" x 10 1/2"	5 1/8" x 10 3/4"
1/2 Horizontal page	7 1/2" x 4 1/2"	8" x 5"	8 1/4" x 5 1/4"
1/3 Square	4 3/4" x 4 5/8"	5" x 4 7/8"	5 1/4" x 5 1/4"
1/3 Vertical	2 3/8" x 10"	2 5/8" x 10 1/2"	2 7/8" x 10 3/4"

## 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

- ▶ Please submit your ads for Fast Company via the web at <https://www.adshuttle.com>
- ▶ Preferred digital format: PDFX-1A
- ▶ Please see our materials specifications site
- ▶ <http://www.QuadARM.com/fastco/main.asp>

## Shipping for Ad Proofs

- ▶ **Quad**  
Attn: Ted Reidy c/o Fast Company  
N64W23110 Main St.  
Sussex, WI 53089  
P: 262-673-1580 E: [treidy@quad.com](mailto:treidy@quad.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 .1875

## For Extensions Contact:

- ▶ **Jane Hazel, production manager**  
P: 212-389-5308 E: [jhazel@mansueto.com](mailto:jhazel@mansueto.com)
- ▶ **or Dave Powell, assoc. production manager**  
P: 212-389-5416 E: [dpowell@mansueto.com](mailto: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).

UNIT SIZE	PIXEL SIZE	INITIAL FILE SIZE	HOST - INITIAL SUB LOAD	ANIMATION	RICH MEDIA SERVED	3RD PARTY
Leaderboard	728x90	200 KB	1 MB	:15 Sec	Y	Y
Rectangle	300x250	200 KB	1 MB	:15 Sec	Y	Y
Half Page	300x600	200 KB	1 MB	:15 Sec	Y	Y
Billboard	970x250	200 KB	1 MB	:15 Sec	Y	Y



UNIT	MINIMUM PIXEL SIZE	SERVING OPTIONS
Pre-Roll	640x360 px (16:9 widescreen)	3rd party – VAST 3.0 OR 1st party site served MPH, MOV (No FLV)
Video Injection Unit	600x388 px (16:9)	3rd party – VAST 3.0 OR 1st party site served MOV, MPEG, MP4, AVI

**Display Ad Requirements**

- ▶ Lead time: 5 business days prior to launch date
- ▶ File Formats Accepted: .jpg, .gif, HTML5, .png
- ▶ 3rd Party Ad Serving Accepted: Doubleclick, 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
- ▶ Lead Time: 5 business days prior to launch date
- ▶ 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: 10



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 Mansueto 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.