2024 Media Kit.
“Fast Company is the only media brand dedicated to chronicling the future of business. We cover the leaders, ideas, and companies defining where business is headed, from agile startups to multinationals transforming themselves from within. Technology, design, impact, and creativity—these are the pillars of Fast Company’s coverage, and the keys to winning in the innovation economy.”

—Brendan Vaughan, Editor-in-Chief, Fast Company
250,000
RATETBASE

25.9MM
TOTAL FOOTPRINT

1.1MM
2023 MAGAZINE READERSHIP ESTIMATE

7.7MM
AVG. MONTHLY UNIQUE VISITORS

10.5MM
AVG. MONTHLY PAGE VIEWS

$198,632
MEDIAN HHI

$1,575,335
MEDIAN NET WORTH

42.2
MEDIAN AGE

65%
MALE

35%
FEMALE

C-Level
COMP: 67% | INDEX 201

Top Management
COMP: 53% | INDEX 175

Graduated College+
COMP: 93% | INDEX 119

Biz Decision Makers
COMP: 78% | INDEX 156


FOR MORE INFORMATION CONTACT MELISSA ROCCO, SVP SALES, MROCCO@FASTCOMPANY.COM
MARCH/APRIL
Most Innovative Companies
PRINT AD CLOSE: 2/15/24
PRINT ON SALE: 3/26/24
COVER + LIST DIGITAL: 3/19/24

SPRING
World Changing Ideas
PRINT AD CLOSE: 4/11/24
PRINT ON SALE: 5/23/24
COVER + LIST DIGITAL: 5/14/24

SUMMER
Innovation by Design
PRINT AD CLOSE: 6/20/24
PRINT ON SALE: 7/30/24
COVER + LIST DIGITAL: 7/23/24

SEPTEMBER
Best Workplaces for Innovators/Most Creative People/Impact Council
PRINT AD CLOSE: 8/1/24
PRINT ON SALE: 9/10/24
COVER + LIST DIGITAL: 9/4/24

FALL
Brands That Matter
PRINT AD CLOSE: 9/26/24
PRINT ON SALE: 11/5/24
COVER + LIST DIGITAL: 10/22/24

WINTER
Next Big Things In Tech
PRINT AD CLOSE: 11/7/24
PRINT ON SALE: 12/17/24
COVER + LIST DIGITAL: 12/10/24

*ISSUE THEMES SUBJECT TO CHANGE
PAID RATEBASE: 250,000
FREQUENCY: 6 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.
## Digital Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Ad Unit</th>
<th>Specs</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS</td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$105</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$130</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$110</td>
</tr>
<tr>
<td></td>
<td>Video</td>
<td>Pre-roll</td>
<td>$225</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$130</td>
</tr>
<tr>
<td></td>
<td>Mobile Banner</td>
<td>320x50</td>
<td>$100</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$147</td>
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<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$157</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$183</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$183</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>Welcome Mat</td>
<td>Full-Width, Responsive</td>
<td>$250</td>
</tr>
<tr>
<td>Targeted Channel</td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$120</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$145</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Video</td>
<td>Pre-roll</td>
<td>$240</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$145</td>
</tr>
<tr>
<td></td>
<td>Mobile Banner</td>
<td>320x50</td>
<td>$110</td>
</tr>
<tr>
<td>Geo Targeted (ROS)</td>
<td>Leaderboard</td>
<td>728x90</td>
<td>$110</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300x250</td>
<td>$115</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300x600</td>
<td>$135</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970x250</td>
<td>$135</td>
</tr>
<tr>
<td></td>
<td>Mobile Banner</td>
<td>320x50</td>
<td>$105</td>
</tr>
<tr>
<td>PAGE DIMENSIONS</td>
<td>LIVE/ NON-BLEED</td>
<td>TRIM</td>
<td>BLEED</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------</td>
<td>------------</td>
<td>------------</td>
</tr>
<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>1/2 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>1/2 Vertical</td>
<td>2 7/8&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>
**Gutter Safety for Spreads**
- Allow ¼” on each side of gutter, ½” total gutter safety
- For ad spread units please supply ¼” 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

**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

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

**Safety**
- Keep all LIVE matter, not intended to trim, ¼” from TRIM edges. Offset for registration marks should be set at .1375

**For Extensions Contact:**
- **Dave Powell, Production Manager**
  - C: 347-605-0183  E: dpowell@mansueto.com
**For All Digital Platforms**
Advertiser provided 3rd party tags must be secure (https), 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>INITIAL FILE SIZE</th>
<th>ANIMATION</th>
<th>RICH MEDIA SERVED</th>
<th>3RD PARTY</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>200 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>200 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>200 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>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
<td>200 KB</td>
<td>:15 Sec</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>
### Digital Specs

#### 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**

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<table>
<thead>
<tr>
<th>UNIT</th>
<th>LENGTH</th>
<th>SKIP GUIDANCE</th>
<th>ASPECT RATIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>PreRoll</td>
<td></td>
<td>-23 LKFS (+/- 2.0 dB) in the US as per ATSC A/85</td>
<td>16:9 Widescreen</td>
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<tr>
<td>VIDEO TARGET BITRATE MAX</td>
<td>AUDIO BITRATE</td>
<td>AUDIO LEVELS</td>
<td>SERVING OPTIONS</td>
</tr>
<tr>
<td></td>
<td>128-192 kbps for AAC-LC</td>
<td></td>
<td>3rd party site served</td>
</tr>
<tr>
<td></td>
<td>64-128 kbps for HE-AACv1</td>
<td></td>
<td>1st party site served</td>
</tr>
<tr>
<td></td>
<td>-23 LUFS (+/- 1.0) in the EU as per EBU R128</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3rd party – VAST 3.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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FOR MORE INFORMATION CONTACT MELISSA ROCCO, SVP SALES, MROCCO@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 Mansueto Ventures LLC (“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 the Magazine in 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 words “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. 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 MELISSA ROCCO, SVP SALES, MROCCO@FASTCOMPANY.COM