



Platts Global Metals Awards

Recognizing those that motivate the metals industry

Each year, Platts honors the best metals companies Worldwide. These awards highlight excellence in innovation, major industry leadership, major industry deals throughout the year, corporate social responsibility, and rising stars of the metals industry. These awards distinguish a brand from its competitors in a meaningful way. Fortune's business-savvy readers care about the quality and reputation of brands they work with, invest in, and patronize. They trust Fortune to showcase the most distinguished brands in an interesting and informative way.

If your company has been recognized by Platts for outstanding achievement in the field of metals, share your success in Fortune's annual Global 500 issue through a timely and impactful Company Spotlight. These custom content features will allow your brand to share your messaging and tout your award-winning reputation to Fortune's global audience of 4.4 million executives, small business owners, and decision-makers.

Reach a broader audience with digital native content on FORTUNE.com.

DIGITAL UNITS

Units run in the rail and edit stream. Labeled *Sponsored Content*. Offers custom article which includes advertiser input. May include charts/graphs, interactivity, video, polls, links to social, and more. Can drive to other units or native, or to advertiser sites.

300X600

900X500

IMPORTANT DATES

ISSUE DATE: AUGUST
CLOSE DATE: JUNE 17
MATERIALS CLOSE: JULY 6
ON-SALE DATE: JULY 27

FORTUNE AUDIENCE:

RATE BASE: 830,000
PRINT AUDIENCE: 3.4 MM
PAGEVIEWS/MO: 50 MM
UNIQUE VISITORS/MO: 12.9 MM
HHI: \$90,596
HHI +\$150K: 1 MM+
MEDIAN AGE: 48
TOP MANAGEMENT: 580,000

SOURCE: 2014 SPRING GFK MRI, OMNITURE OCTOBER 2014

FOR MORE INFORMATION:

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"CONTENT FROM" PLUS ADVERTISER LOGO

COMPANION DIGITAL UNIT IN RAIL

CUSTOM TOUT WITHIN RAIL in 11th SPOT

NATIVE

Runs in the edit stream in shaded box to denote custom content. Labeled CONTENT FROM advertiser. Offers custom article which may include advertiser input. May include charts/graphs, video, photography.

NATIVE CUSTOM CONTENT STORY/PHOTO/VIDEO

