

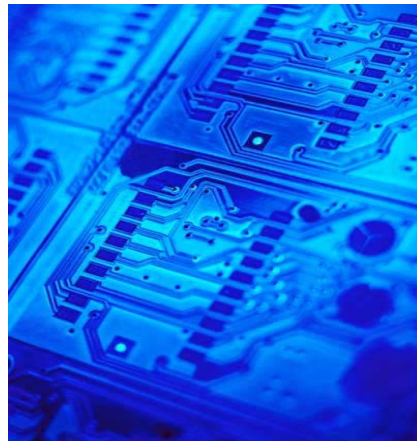
# Cloud Computing 2010

Leverage Fortune's 4 million readers

*Educating executives and consumers on the Cloud*

## NORTH AMERICA EDITION

ISSUE DATE: Nov. 1  
**FORTUNE'S ANNUAL  
 "40 UNDER 40" ISSUE**  
 AD CLOSE: Sept. 13  
 MATERIALS DUE: Sept. 27



*Fortune* reaches more key decision-makers than any other business magazine.

Since fall 2008, *Fortune's* top-management audience has grown 7.8%, while those of our competitors have declined by double-digits.

*Fortune* saw double-digit growth in key demographics (25–34, 25–49, and 25–54) in the last year.

More than 1 million *Fortune* readers are involved in purchasing technology services for their companies.

## EDUCATING CONSUMERS AND EXECUTIVES

Recent industry studies suggest cloud computing is today's top game-changing technology with the ability to dramatically reshape the way companies acquire and manage their technology, and the way they run their businesses. In an effort to examine and spotlight trends and key players in the Cloud, *Fortune* Custom Publishing will produce a new special advertising section that explores the technical, consumer, and business considerations and benefits of cloud computing.

This special report will run nationally in the Nov. 1 "40 Under 40" issue of *Fortune*, reaching more than 4 million readers. Topics to be addressed include everything from Cloud security and questions about data reduction to jobs in the Cloud. The section will be produced in partnership with the organizers of JOB LAB '10 ([www.cloudslamevent.com/jobfair10](http://www.cloudslamevent.com/jobfair10)) a new Virtual Job Fair to be held this fall. All advertisers in this section will receive dedicated text coverage within this story in an effort to maximize promotion of your brands, products, initiatives, etc.

### IN PARTNERSHIP WITH:



**JOB LAB '10**  
 Virtual Job Fair Conference

The first virtual Job Fair organized by the Cloud Slam Event team.

The same team that brought you CLOUD LAB



KEY TAKEAWAYS

- A link to a digital version of the section will be e-mailed to attendees and presenters at this fall's Cloud Computing Job Fair, which is being organized by the same team that ran CLOUD LAB '10.
- Our writer will conduct a telephone interview with your company spokesperson, and excerpts will be published in the story.
- A PDF of the section will be posted on the Custom Publishing website [www.fortune.com/adsections](http://www.fortune.com/adsections) for a period of at least two years. Fortune can also supply advertisers with high- and/or low-res PDFs of the final section.
- Please ask us about a range of added value options, from complimentary copies of the issue, to a section PDF, to Starch Score questions, and custom mailings.

THE POWER OF FORTUNE'S SPECIAL SECTIONS

According to Starch score data accumulated to date in 2010, 75% of respondents have Noted *Fortune's* special advertising sections, and 68% report having read at least some of the section. On average, 56% of respondents say they took action after noting the ads that have appeared in *Fortune's* special ad sections. Also, in *Fortune's* 3/22/2010 redesign launch issue, the top two best-read, most-Noted pieces in the entire issue were economic development sections on Africa and the state of Maryland. Please visit [fortune.com/adsections](http://fortune.com/adsections) for more examples of our work.

Please fax insertion orders to: Custom Publishing, 212.467.3370  
 For production specifications, visit: [www.direct2time.com](http://www.direct2time.com)  
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AUDIENCE	4 million
MEDIAN AGE	44.1
MEDIAN HHI	\$101,186
C-LEVEL	23%
PURCHASE	50%
DECISION-MAKERS	

Sources: MRI Spring 2010, MMR Fall 2009



Maximize your sponsorship by leveraging CNNMoney.com's audience of more than nine million unique monthly users. For a small incremental investment, our team will create a rollover unit that features your custom text embedded within your ad unit.