

SETTING THE AGENDA FOR THE FUTURE OF BUSINESS

Fast Company is the world's leading progressive business-media **brand**, with a unique editorial focus on **innovation**, technology, sustainability and design.

By leading the conversation and influencing the future of business, Fast Company inspires the creative minds in business to think beyond traditional **boundaries**.

"IF YOU DON'T LIKE CHANGE, YOU'RE GOING TO LIKE IRRELEVANCE EVEN LESS."
- GENERAL ERIC SHINSEKI

FAST COMPANY



FOUNDED: 1995

FREQUENCY: 10x

RATE BASE: 725,000

EDITOR: Robert Safian

PUBLISHER: Christine Osekoski

WEBSITE: FastCompany.com

PARENT COMPANY: Mansueto Ventures, LLC

For Advertising Information: Call Associate Publisher Amie Deutch, at 212-389-5468, or email aduetch@fastcompany.com.

FAST COMPANY READERS

"THERE'S NOT A LOT OF ROOM ANYMORE FOR SENIOR PEOPLE TO BE MANAGERS. THEY HAVE TO BE LEADERS."
- ANNE MULCAHY, CHAIRMAN/CEO, XEROX

THE MOST AFFLUENT AND INFLUENTIAL READERSHIP IN THE BUSINESS CATEGORY



Very successful, relatively early on in their careers:*

- **Median Age: 43.5**—youngest in our competitive set
- **Top Management or Any Chief Officer: 56%** (index 210)—#1 in our competitive set
- **Median HHI: \$173,089**—#1 in our competitive set, #5 of all 99 books measured
- **Male/Female: 62%/38%**—delivering the highest percent composition of women in our competitive set

Key influencers, both at work and in their communities:*

(FAST COMPANY ranks #1 in our competitive set for ALL measures below)

- **70%** are business decision makers (index: 144)
- **20%** have served on own or another company's board of directors (index: 213)
- **36%** are owner/partner in own business (index: 216) **AND 20%** plan to start a new business in the next twelve months (index: 407)
- **51%** engaged in 3+ public activities in the past year (index: 207)



Loyal, Involved, and Engaged:**

- Readers spend an average of **1 hour and 37 minutes** with the magazine each month
- **90%** agree, "FAST COMPANY covers business like no other magazine"
- **94%** trust advice/recommendations from FAST COMPANY editors
- **73%** agree, "advertising in FAST COMPANY adds credibility to a brand"

SOURCE: *MMR, 2008; COMPETITIVE SET = BUSINESSWEEK, FORBES, FORTUNE, AND WIRED
**2008 FAST COMPANY SUBSCRIBER STUDY

FAST COMPANY IS HOT!

"HOW DO I CREATE SOMETHING THAT'S DIFFERENT? I THINK THAT'S [WHY] PEOPLE ARE REALLY ENAMORED WITH THE MAGAZINE, BECAUSE WE ARE TALKING ABOUT THE FUTURE OF BUSINESS, NOT THE BLEEDING EDGE THAT IS NOT RELEVANT, BUT RELEVANT STEPS THAT PEOPLE ARE TAKING."
- CHRISTINE OSEKOSKI, PUBLISHER

In a slumping market we're on FIRE...

- Included on *Advertising Age's* 2008 A-List!
- Included on *AdWeek's* 2008 10 under 50 Hot List!
- "Best Publication" – *The Delaney Report*
- "FAST COMPANY keeps getting better, smarter, and more insightful each year" – *The New York Post's On Main Street Section*
- With magazine ad pages in general down 9.2% through August, "Mansueto Ventures (FAST COMPANY, Inc.) continues to defy gravity with an 11.1% jump" – *MediaPost's Media Daily News*

1 THE ECONOMIST
PUBLISHER: The Economist Group
CIRCULATION: 1,000,000
AD REVENUE: \$100M

2 WOMEN'S HEALTH
PUBLISHER: Hearst
CIRCULATION: 1,000,000
AD REVENUE: \$100M

3 ELLE
PUBLISHER: Time Inc.
CIRCULATION: 1,000,000
AD REVENUE: \$100M

4 EVERY DAY WITH RACHAEL RAY
PUBLISHER: Hearst
CIRCULATION: 1,000,000
AD REVENUE: \$100M

5 NATIONAL GEOGRAPHIC
PUBLISHER: The National Geographic Society
CIRCULATION: 1,000,000
AD REVENUE: \$100M

6 FAST COMPANY
PUBLISHER: Mansueto Ventures
CIRCULATION: 1,000,000
AD REVENUE: \$100M

7 NEW YORK
PUBLISHER: Time Inc.
CIRCULATION: 1,000,000
AD REVENUE: \$100M

8 PEOPLE
PUBLISHER: Time Inc.
CIRCULATION: 1,000,000
AD REVENUE: \$100M

9 HOUSE BEAUTIFUL
PUBLISHER: Time Inc.
CIRCULATION: 1,000,000
AD REVENUE: \$100M

10 FONDLE NAST
PUBLISHER: Time Inc.
CIRCULATION: 1,000,000
AD REVENUE: \$100M

1 Women's Health
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

2 BEST LIFE
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

3 WIRE
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

4 COOPIE
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

5 FOOD
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

6 YOU
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

7 FAST COMPANY
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

8 VERANDA
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

9 TRAVELER
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

10 Bicycling
AD REVENUE: \$100M
AD PAGES: 100
CIRCULATION: 1,000,000

Savvy marketers are taking notice...

- Ad pages are up **32% YTD****
- **50 new advertisers** in 2008

Consumers are too...

- Newsstand sales are up a bullish **24%***
- FAST COMPANY consistently over delivers on ratebase

So are our peers...

In the past year alone, FAST COMPANY has garnered over 10 awards for journalism and design. Recent honors include:

- "Best Cover Story" and "General Excellence" honors from the **Society of American Business Editors and Writers**
- "Winner" and "Finalist" nods from the **Deadline Club Awards**
- A Feature Writing "Winner" from the **Gerald Loeb Awards**

SOURCE *PERCENT CHANGE IN SINGLE COPY SALES NOTED COMPARES THE AVERAGE OF THE 6 MONTHS ENDED JUNE 30, 2008 WITH THE AVERAGE OF THE SIX MONTHS ENDED JUNE 30, 2007, AS REPORTED BY ABC.

**PERCENT CHANGE IN AD PAGES YTD THROUGH SEPTEMBER, PER MIN

FAST COMPANY

FAST COMPANY EDITORIAL SECTIONS

"FAST COMPANY REPORTS AND PROFILES THE COOLEST, MOST CUTTING EDGE ARTISTS, COMPANIES AND EMERGING GENIUSES IN BUSINESS WHO DARE TO BREAK THE MOLD OF HOW TO MAKE MONEY."
- KARIN WITZIG, KARIN WITZIG CONSULTING

UP-FRONT



NOW

A curated calendar of what's happening *NOW*. Including events, conferences, product launches, people to watch, and news of note.



FAST TALK

Showcasing the unique perspectives and tactics of the most innovative business leaders in single industry every month.

NEXT

Forward looking pieces on Innovation, Technology, Design, Sustainability, Social Enterprise, and more. *NEXT* delivers ideas for the future now.



MONTHLY COLUMNS



SCOBLEIZER

FAST COMPANY's tech guru, Robert Scoble reports from the field on everything from the blogosphere to consumer electronics.

Sustainability expert, Melanie Walker, examines the challenges and opportunities of greening one's business and gets real about what works and what doesn't.



GREEN BUSINESS



MADE TO STICK

Chip and Dan Heath, co-authors of the bestselling book, "Made to Stick: Why Some Ideas Survive and Others Die" analyze some of the stickiest (read: most successful) ideas around and provide tips for making new ideas stickier.




An opportunity to learn from ideas, products, and trends that have run their course.



NOT SO FAST

FAST COMPANY

EDITORIAL CALENDAR 2009

ISSUE	CLOSING DATE	ON-SALE DATE	EDITORIAL FEATURES
FEBRUARY	12/05/08	1/20/09	<p>INVESTING SPECIAL One Strategy You Can Believe In PLUS! Wireless Electricity</p>
MARCH*	1/07/09	2/17/09	<p> THE FAST COMPANY 50 Most Innovative Companies</p>
APRIL	2/11/09	3/24/09	<p>DESIGN THINKING Where Style, Substance and Profit Meet</p>
MAY	3/11/09	4/21/09	<p> FAST CITIES The Most Creative Hot Spots Across the Globe Featuring: The "City of The Year"</p>
JUNE*	4/08/09	5/19/09	<p>MOST CREATIVE PEOPLE The Next Breakthrough Ideas PLUS! The Tech Special</p>
JULY/ AUGUST	5/20/09	6/30/09	<p>WHERE THE POWER OF GREEN IS DRIVING BUSINESS Using Green Initiatives to Improve the Bottom Line</p>
SEPTEMBER*	7/01/09	8/11/09	<p>INNOVATION SPECIAL Entertainment, Media and the Future of Marketing</p>
OCTOBER	8/12/09	9/22/09	<p> MASTERS OF DESIGN Our Future Is in Their Hands</p>
NOVEMBER	9/09/09	10/20/09	<p>BEST BRANDS IN A GLOBAL ECONOMY Savvy Marketing in a Stodgy Marketplace</p>
DECEMBER/ JANUARY*	10/21/09	12/01/09	<p>THE NEXT GENERATION OF SOCIAL ENTERPRISE How Small Steps Lead to Future Leaps</p>

FAST COMPANY

CLOSING AND ON-SALE DATES 2009

ISSUE	REGIONAL/ FRACTIONAL CLOSE	NATIONAL CLOSE/ MATERIALS DUE	ON-SALE DATE
FEBRUARY	12/01/08	12/05/08	1/20/09
MARCH	12/31/08	1/07/09	2/17/09
APRIL	2/04/09	2/11/09	3/24/09
MAY	3/04/09	3/11/09	4/21/09
JUNE	4/01/09	4/08/09	5/19/09
JULY/ AUGUST	5/13/09	5/20/09	6/30/09
SEPTEMBER	6/24/09	7/01/09	8/11/09
OCTOBER	8/05/09	8/12/09	9/22/09
NOVEMBER	9/02/09	9/09/09	10/20/09
DECEMBER/ JANUARY	10/14/09	10/21/09	12/01/09

FAST COMPANY

ADVERTISING RATES
2009

"IF YOU CAN DESIGN A PRODUCT THAT APPEALS TO PEOPLE'S BRAINS AND HEARTS, YOU CAN GET THEM TO PAY A GREAT PREMIUM."
- ALEX LEE, PRESIDENT, OXO

EFFECTIVE: FEBRUARY 2009 ISSUE

PAID RATEBASE: 725,000

FREQUENCY: 10 ISSUES

FOUR COLOR	1X
Page	\$76,980
Spread	153,960
2/3 Page	59,720
1/2 Horiz	45,410
1/3 Page	30,790

BLACK & WHITE	1X
Page	\$51,570
Spread	103,140
2/3 Page	39,710
1/2 Horiz	30,420
1/3 Page	20,630

COVERS	1X
2nd Cover	\$92,380
3rd Cover	84,680
4th Cover	96,230



CUSTOMIZED REGIONAL SECTIONS: Various regional editions to fit advertiser's geographic marketing plans.

PREMIUM CHARGES: No bleed charge. Special color rates available upon request.

SPECIALTY UNITS: Rates and production specifications for gatefolds and multiple page units are available upon request.

BILLING INFORMATION:

- Commission is 15% to agencies.
- Production premiums are not commissionable or discountable.

DISCOUNTS: Check with a FAST COMPANY account manager for frequency discounts.

ALL RATES ARE GROSS.

These rates and all advertising transactions are subject to Mansueto Ventures' Advertising Terms and Conditions.

FAST COMPANY

SPECIFICATIONS, TERMS, CONDITIONS

MECHANICAL REQUIREMENTS

PAGE SIZES	LIVE	TRIM	BLEED
Page	8 1/4" x 10 3/8"	8 3/4" x 10 7/8"	9" x 11 1/8"
Spread	16 3/4" x 10 3/8"	17 1/2" x 10 7/8"	18" x 11 1/8"
1/2 horizontal spread	16 7/8" x 5"	—	18" x 5 7/16"
2/3 vertical	5 1/4" x 10 1/4"	—	5 11/16" x 11 1/8"
1/2 horizontal	8" x 5"	—	9" x 5 7/16"
1/3 square	5 1/4" x 5"	—	5 11/16" x 5 7/16"
1/3 vertical	2 3/4" x 10 1/4"	—	3 1/2" x 11 1/8"

MANSUETO VENTURES ADVERTISING TERMS AND CONDITIONS

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 Audit Bureau of Circulation (ABC). The following paid rate base guarantee is based on the ABC'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 ABC 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 ABC audited 12-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the ABC 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.

PRINTING PROCESS

Web Offset

BINDING METHOD

Perfect Bound

LINE SCREEN

133

MAX DENSITY

4 color: 290%

2 color: 190%

MATERIALS

Please submit your ads for FAST COMPANY via the web at <https://www.adshuttle.com>.

Preferred digital formats:

TIFF/IT p-1 or PDFX-1A

Please see our materials

specifications site

<http://www.QuadARM.com/fastco>.

SAFETY

Keep all LIVE matter, not intended to

trim, 1/4" from TRIM edges.

GUTTER SAFETY FOR SPREADS

Allow 1/4" of 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.

PROOFS

One SWOP-certified proof AND one

ruled proof as a positioning guide.

SHIPPING FOR AD PROOFS

Quad Graphics

Attn: Kurt Handeland

c/o FAST COMPANY

N63 W23075 Main Street

Sussex, WI 53089-2827

414-566-2818

kurt.handeland@qg.com

For extensions, contact:

Jane Hazel, production manager

212-389-5308 jhazel@mansueto.com

or

Dave Powell, asst. production manager

212-389-5416 dpowell@mansueto.com

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