



FASTCOMPANY.COM

ONLINE MEDIA KIT

2008



FastCompany.com: Where Ideas and People Meet

FastCompany.com is a blended media website and community platform for people who are passionate about business ideas. The site combines award-winning journalism with expansive community tools for members to contribute content within the context of eight core Topic Channels: Innovation, Technology, Leadership, Management, Careers, Design, Social Responsibility, and Work/Life.

FastCompany.com's Mission:

- Uncover the most innovative thinking and best practices in business, via our business journalists and readers
- Engage readers in meaningful business conversation within FastCompany.com
- Serve as a sophisticated tool for professional networking, based on the quality of shared ideas, not just resumes
- Deliver advertising in a highly relevant and efficient manner, to meet the needs of both sponsors and users

Key Stats:

- Monthly Page Views: 4.7 million
- Monthly Unique Visits: 620,000

Source: Omniture, 6 month avg. (4/08 – 9/08)

The screenshot shows the FastCompany.com homepage. At the top, there is a search bar and navigation links for 'FIND PEOPLE', 'FIND STORIES', and 'FIND BLOGS'. Below the search bar is a horizontal menu with categories: HOME, INNOVATION, TECHNOLOGY, LEADERSHIP, MANAGEMENT, CAREERS, DESIGN, SOCIAL RESPONSIBILITY, and WORK/LIFE. A large banner reads 'Join the Business Conversation. People. Ideas. Community.' with 'Sign up' and 'Learn more' buttons. The main content area features a 'Today's Big Idea' section with a quote: "If employees have to click more than three times to get to information, they give up." - Steve Bridges, IT manager, La Agencia de Orid. Below this are sections for 'Fast Company Feature', 'Member Blog', and 'FC Now Staff Blog'. A 'Fast Talk' section is on the right, asking 'What book on innovation do you recommend to other Fast Company readers?'. At the bottom, there is a 'Featured Members' section and a 'Subscribe Now' button. A table at the very bottom lists various topics and sections.

| TOPICS | SECTIONS | BUSINESS NETWORK | NEWSLETTERS + RSS FEEDS | MAGAZINE |
|-----------------------|-------------------------------|--------------------------|-------------------------|----------------------|
| Innovation | Fast Company Feature Articles | Sign In | Fast Talk | Current Issue |
| Technology | FC Now Staff Blog | Join | The Big Idea | Issue Archives |
| Leadership | FC Expert Blogs | Learn More | FC Now Staff Blog | Articles by Topic |
| Change Management | Member Blogs | Find People | FC Expert Blogs | Subscribe |
| Careers | Fast Talk | Find Groups | Newsletters by Topic | Manage Subscriptions |
| Design | Multimedia | Find Blogs | Manage My Newsletters | Customer Service |
| Social Responsibility | | Write a Blog | RSS Feeds | Adventorials: |
| Work / Life | | About Company of Friends | | • Act Fast |
| | | | | • SourceBook |

FASTCOMPANY.COM



Blending Content and Community to Create Something New

Winner of the 2007 EPpy Award for Best National Magazine Website, FastCompany.com is trusted by readers to always be current, informative and authoritative. We offer more than 100 original stories and multimedia pieces monthly, extended edit sections that build on magazine packages and 100+ professional edit staff and bloggers to deliver fresh ideas every day.

FastCompany.com community features are designed around our trusted content, and encourage users to get to know one another and Fast Company journalists based on their accumulated writing and ideas. Member contributed content is prominently featured alongside staff work, and is also saved on their personal profile.

Today's Big Idea

"The secret to success is to own nothing but to control everything." – Nelson Rockefeller

[Agree \(243\)](#) | [Disagree \(121\)](#) | [Comments \(54\)](#) | [See More Big Ideas](#) | [Subscribe to the Big Idea Daily Email](#)

Big Idea: Thought-provoking business ideas from an industry leader, politician or central figure

Fast Talk:

Readers quickly join the conversation by responding to editor questions

Fast Talk

Is "Made in China" a dead brand?
Question suggested by Brian McNamara

Share your ideas

[See All Responses](#) [SUBMIT](#)

What do you want to ask the Fast Company community?
[SUGGEST A QUESTION](#)

Have more to say on any topic?
[START A BLOG](#)

Member Blog | December 13, 2006 12:30 pm | 108 recommendations

Today's Good Citizen Award: Starbucks | posted by [Esther Jameson](#)

The last thing I wanted to do on meeting this guy was to say, "Hi, how are ya, can I use your restroom." It's a mortifying way to begin a conversation.

Tags: [Citizen Journalism](#), [Digital Media](#), [Newspapers](#)

[Want to write a blog for FastCompany.com?](#)

Reader Blogs: Written and contributed by engaged audience members

Fast Answers: Creativity and Innovation Group

Ask Our Group Business Advice.

Latest Question:
How can I bring some life to my company's weekly brainstorming sessions? Nobody seems to participate and I feel like we are going nowhere.

Get Advice

[See All Answers](#) [SUBMIT](#)

Fast Answers: Reader-to-reader questions seeking practical advice and reference

Creativity and Innovation Group Group Coordinator: [Lynne D. Johnson](#)

- Messages: 23
- Comments: 5
- Members: 3
- Events: 1

[JOIN NOW](#)

Group Description
This group features organizations and people that are employing creativity, technological advancements and new tools, going green, becoming socially conscious, and improving customer relationship management in novel ways to innovate their businesses while growing their bottom line.
[See Full Group Description](#)

Groups: Eight major groups aligned with Topic Channels, plus hundreds of user-generated groups

Article Comment | December 13, 2006 12:30 pm

Article: Leadership: Don't Mess Up | by [Joe Robinson](#)

Comment: There are 10 things that smart leaders do to help them cope, but those very actions could mess up their companies, careers, and lives ... | posted by [Grace Gigli](#)

Article Comments: Readers' comments on homepage, topic pages and personal profiles





Reach a Valuable Audience of Business Influencers

FastCompany.com readers have a strong voice in their companies and actively seek information that will help them run successful businesses. This influential audience is highly engaged and involved with content, and more likely to respond to your advertising message. FastCompany.com ranks #1 among its competitive set in 80% of categories for "Business Purchase Decision Maker or Influencer."

| | |
|---------------------------------|--------------------------------|
| Median age: | 46 years |
| Gender: | 53% male 47% female |
| Median household income: | \$121,809 |
| C-Level Exec/Owner: | 8% Comp 376 Index |
| Sr. Management: | 25% Comp 362 Index |

| Rank* | Influencer / Advisor: Business Purchase Decision Maker | % Comp. | Online Index |
|--------------|---|--------------------|-------------------------|
| 1 | Any Decision Maker/Influencer | 59.0 | 219 |
| 1 | ASPs/Internet Access/Site Hosting | 21.7 | 405 |
| 1 | Business Consulting Services | 34.6 | 676 |
| 1 | Business Equipment | 29.4 | 304 |
| 1 | Business Furnishings | 24.8 | 328 |
| 5 | Car/Van/Truck Parts or Components | 3.6 | 107 |
| 1 | Cars/Vans/Trucks | 10.3 | 251 |
| 1 | Commercial Real Estate Services | 11.3 | 606 |
| 1 | Computer Hardware | 35.5 | 353 |
| 1 | Computer Software | 40.7 | 328 |
| 1 | Corporate Gifts | 16.5 | 356 |
| 2 | Energy Supply | 7.2 | 234 |
| 1 | Financial Services | 14.9 | 354 |
| 1 | Food/Food Packaging/Food Service | 7.8 | 207 |
| 1 | Human Resource Services | 20.2 | 400 |
| 1 | IT Technology Consulting Services | 21.4 | 493 |
| 1 | Marketing Services | 31.4 | 609 |
| 1 | Office Supplies | 31.6 | 218 |
| 1 | Other Technology Consulting Services | 12.9 | 530 |
| 1 | Printing | 25.1 | 317 |
| 4 | Raw Materials | 3.7 | 136 |
| 2 | Telephone Equipment | 15.9 | 244 |
| 1 | Telephone Services | 16.7 | 281 |
| 1 | Travel Services | 23.7 | 451 |
| 5 | Warehousing & Transportation | 4.0 | 144 |



Topic Channels

The format and content of FastCompany.com Topic Channels bring readers together within the context of a common subject or interest, and helps them define and label their experience through one or more of our eight core themes:

Innovation **Technology** **Leadership** **Management**
Careers **Design** **Social Responsibility** **Work/Life**

Topic Channel Features:

- 1. Stories:** News, information and interviews focused on core themes
- 2. Fast Talk:** Editors ask readers questions relating to the content channel
- 3. Member Blogs:** Written by readers and curated by editors to appear within Topic Channels
- 4. FastCompany.com Experts:** Content and blogs contributed by recognized innovators and leaders
- 5. Multimedia:** Slideshows, videos, quizzes, podcasts, infographics, contests, polls and more
- 6. Member Groups:** Opportunity for like-minded readers to connect and collaborate

The screenshot shows the Fast Company website interface for the Innovation topic channel. At the top, there's a search bar and navigation tabs for HOME, INNOVATION, TECHNOLOGY, LEADERSHIP, MANAGEMENT, CAREERS, DESIGN, SOCIAL RESPONSIBILITY, and WORK/LIFE. Below the navigation, there's a section for "Join the Business Conversation" with a "Sign up" button. The main content area features several articles and a "Fast Talk" section. Red circles 1 through 6 highlight specific features: 1 points to a featured article "Virgin Atlantic's Comfort Class"; 2 points to the "Fast Talk" question "What book on innovation do you recommend to other Fast Company readers?"; 3 points to a "Member Blog" titled "Today's Good Citizen Award: Starbucks"; 4 points to an "FC Design Expert" article "Does Marketing Need a Playbook?"; 5 points to a "Fast Talk" question "Q: Is innovation better at large or small companies?"; and 6 points to the "Most Active Groups" section, specifically the "Innovation" group.

FASTCOMPANY.COM



Special Editorial Sections

FastCompany.com Special Editorial sections are multi faceted feature packages that live year-round on FastCompany.com and are frequently integrated with magazine special issues. These special sections create an engaging, informative reader experience.

Special Section Features:

- **Blogs:** FastCompany.com experts write blogs based on the subject matter of a special editorial section. Readers can comment on blog posts, creating a rich discussion of the topic.
- **Ask the Expert:** Readers get the opportunity to pose questions and receive expert advice.
- **Multimedia:** Slideshows, audio podcasts and video content bring the special sections to life
- **Interactive Features:** Searchable maps, quizzes and polls, and sortable statistics
- **Archives**

The screenshot shows the FastCompany.com website interface. At the top, there's a navigation bar with links like HOME, INNOVATION, TECHNOLOGY, LEADERSHIP, MANAGEMENT, CAREERS, DESIGN, SOCIAL RESPONSIBILITY, and WORKLIFE. Below that, there's a search bar and a 'FIND PEOPLE' button. The main content area is titled 'Presenting the 2008 Fast 50' and features a large image of the 'The World's Most Innovative Companies' list. Below this, there are several sections: 'The Faces and Voices of Google' with a list of executives and their roles, 'Profiles' of various company leaders, and 'Archives' of past Fast 50 lists. A 'CLICK HERE to Submit Nominations' button is prominently displayed at the bottom right of the page.

2008 Special Editorial Sections

- Top Jobs
- Sensible Investing
- Fast 50: The Most Innovative Companies
- Fast Cities
- The Power of Green
- Tools of Summer
- Companies That Love Their Customers
- Masters of Design
- World Changers

Note: Editorial (timing, content and sponsorship elements) subject to change



Advertising Opportunities

Advertising packages on FastCompany.com are designed to follow Topic tags throughout the site. This ensures that your brand message is always delivered in the most relevant environment, to the most relevant member or user. Additionally, category-exclusive sponsorships of Special Editorial Sections provide a complementary environment for your ad.

Display Advertising:

FastCompany.com offers a variety of banner advertising units, including leaderboard (728x90) and IMU (336x280). We accept standard banner creative, and we support a wide assortment of rich media types.

Advertising can be targeted run of site, run of network (between FastCompany.com and Inc.com) or channel targeted.

Rich Media

Eye-catching units like peel-downs and floating banners break through the clutter and bring greater attention to your advertising message. Speak to your FastCompany.com sales representative about which rich media options are right for you.

728x90

FASTCOMPANY.COM BETA
Where ideas and people meet

Search | Advanced Search | FIND PEOPLE | FIND GROUPS | FIND BLOGS

HOME | INNOVATION | TECHNOLOGY | LEADERSHIP | MANAGEMENT | CAREERS | DESIGN | SOCIAL RESPONSIBILITY | WORKLIFE

Join the Business Conversation. Membership is free. Sign up or Learn more

Already a member? Sign in here. E-Mail: Password: SUBMIT

Fast Talk

Apple - More arrogant or innovative? Question suggested by Sandra Chouhauri

Share your ideas:

See All Responses

What do you want to ask the Fast Company community? SUGGEST A QUESTION

Have more to say on any topic? START A BLOG

336x280

Subscribe Now

Current Issue

Issue Archives

Newsletters and Feeds

Most Popular Feeds

- 1 Member Contributions ADD TO MY PAGE
- 2 Scobleizer - Tech Geek Blogger ADD TO MY PAGE
- 3 FC Now Start Blog ADD TO MY PAGE
- 4 iOSTalk ADD TO MY PAGE
- 5 Fast Talk ADD TO MY PAGE
- 6 Joystiq ADD TO MY PAGE
- 7 RSS For Homepage Content ADD TO MY PAGE
- 8 A List Apart ADD TO MY PAGE
- 9 Engadget ADD TO MY PAGE
- 10 PSFK ADD TO MY PAGE

Featured Members: Innovation

- Richard Eason, CEO Blog post, 1/16/08
- Renee Joseph, Technical Staff/Information Systems Blog post, 1/16/08
- Gregory Ziemstra, Vice President, Creative Services Active comment, 1/16/08
- Shameen Mube, C-Level(CEO, COO, CFO, OO, CTO,CMO) Blog post, 1/16/08
- Elton McGett, Senior Writer Active comment, 1/16/08

FIND PEOPLE

Recently Active Groups

- 1. Innovation FastCompany.com has always been about the... 12 Members | 4 Discussions
- 2. Technology It gets harder and harder to keep up with... 4 Members | 2 Discussions
- 3. Leadership It's not just about vision and charisma. It's... 6 Members | 2 Discussions
- 4. Management Management focuses on the structure and... 3 Members | 2 Discussions
- 5. Careers One of FastCompany.com's core missions has... 2 Members | 2 Discussions

FIND GROUPS

FASTCOMPANY.COM



Targeted Advertising Delivery

Reach FastCompany.com's opt-in audience through direct delivery of eNewsletters and RSS.

Email advertising

FastCompany.com delivers four newsletters per month, which can be sponsored on a weekly, bimonthly or monthly basis. Each newsletter has a maximum capacity of two sponsors. All FastCompany.com newsletters are published in both HTML and text formats.

728x90

FAST COMPANY'S FAST TAKE

March 15, 2006

Sure, there's plenty to fret about in the coming decade--dwindling natural resources, swelling populations, whipsawing technology, and growing conflict. But are we scared? Hell, no.

[Go](#)

FAST COMPANY
 1 YEAR
 ONLY \$9.97!
 CLICK HERE!

CONTENTS

[The 2006 Fast 50](#)
[Poll Position: Future Forecast](#)
[A Brief History of Our Time](#)
[Resource Centers of Excellence](#)
[Email the Editor](#)

The 2006 Fast 50

[The Fast 50](#) | by Fast Company
The people who will change how we work and live over the next 10 years.

Flashback: The 2005 Fast 50 | by Fast Company
Here are the winners of Fast Company's fourth annual global readers' challenge -- every one of them an innovator, dreamer, and doer.

(Flashback items are articles gleaned from back issues that relate to the theme of the week's cover story on the Web.) Learn about more Web features on the Fast Company home page!
[fastcompany.com](#)

Poll Position: Future Forecast

What is your outlook on the next ten years?
[Take the Fast Company poll!](#)

A Brief History of Our Time

[Life of the Party](#) | by Keith H. Hammonds
Offices in closets and homemade lasagna are just some of the highlights from Fast Company's formative years, as told by founding editors Alan Webber and Bill Taylor, and others who were there at the beginning.

[Gallery: Judge Our Books by Their Covers](#) | by Fast Company
From issue one, Fast Company grasped the power of great design--and we built that into the look of the magazine itself.

160x600

Fast Company 10 Total

Cracking Your Next Company's Culture Today, 04:20 PM
"We easily ignore our instincts, even when they're yelling at us."
-Billie G. Blair, organizational psychologist

Protron 37" HDTV Ready LCD TV SPONSORED LISTINGS
Flat Panel LCD TV with High Picture Quality To Catch All The Action of Your Favorite Movies and Shows. [www.ShepiNBC.com](#)

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Advice from Autodesk Today, 04:20 PM
Also in today's Journal, a conversation with Carol Bartz, (Online subscription required.) who's been CEO of Autodesk for 14 years. 14 years! Her insights read like classic Fast Company stuff. Don't rest on your honeymoon-period laurels. Don't typecast your employees...

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On-the-Clock Off Sites? Today, 04:20 PM
In today's Wall Street Journal, there's an interesting look at how some leaders are turning to a non-traditional outlet for finding corporate creativity: the artist's colony or retreat. (Online subscription required.) Focusing primarily on MacDowell Colony, the piece considers how...

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The Whole is Greater Today, 04:20 PM
"None of us is as smart as all of us." --Ken Blanchard, author, "The One Minute Manager" From Fast Company's recently released book, The Rules of Business: 55 Essential Ideas to Help Smart People (and Organizations) Perform At Their Best...

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RSS

FastCompany.com accepts RSS advertising in RSS feeds through Feedburner.

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Customized Advertising Solutions

FastCompany.com offers a variety of customized advertising solutions to meet your specific advertising goals. A special-projects editor and/or marketing manager will work closely with you to guaranteed your program's content, design and promotion align with your brand's objectives.

Why get a normal hotel room when you can get a suite?

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Where ideas and people meet

Join the Business Conversation. Membership is free. [Sign up](#) or [Learn more](#)

INSPIRED INNOVATIONS
The Great Idea Contest
Brought to you by FASTCOMPANY.COM and HOMEWOOD SUITES

Great Ideas in History
Earl Dickson, an employee of Johnson & Johnson, sought an easier way to bandage his wife's hand back in 1920, and the Band-Aid was born. An outbreak of deadly cholera in his native India in 1992 inspired Ashok Gadgil to invent a UV water disinfection system that clears enough water every day for 1,000 people. And Tim Berners-Lee, well, we all know his story. Back in 1991, he created the largest collaboration and information-sharing tool known to man—the World Wide Web—and the very thing that makes this extraordinary contest possible.

Make Your Dream a Reality
Every entrepreneur's dream starts with a great idea—an idea that seeks to overcome a challenge, solve a problem, or present an entirely new way of doing things. Inspired Innovations: The Great Idea Contest wants to hear about yours.
Between now and 11:59 p.m. EDT on May 9, 2008, you can enter for a chance to win our Grand Prize: your profile published in Fast Company & Inc. magazines, and online at FastCompany.com and Inc.com, plus \$5,000 to help develop your winning idea. In your own words, we'd like you to share your idea with us. Let us know how this idea was inspired, what its potential market is, and why it would transform how we do or experience things in our world today. The contest has two parts: First, 10 finalists are chosen by the edit staff at Manasoft Ventures. Second, those finalists' ideas are shared with Inc.com users via these Web pages, giving them the final say in who will be our Grand Prize Winner.
To learn more about how to enter, [click here](#).
To read the official contest rules, [click here](#).

[ENTER NOW](#)

Series of Inspiration From Her Archives
How Fast Can This Thing Go, Anyway?
Anything Could Happen
A Digital Makeover for the Modeling Business
The Secret Life of a Serial CEO

Complimentary hot breakfast every day
Get more space.
HOMEWOOD SUITES
Book your suite

| TOPICS | SECTIONS | BUSINESS NETWORK | NEWSLETTERS / RSS FEED | MAGAZINE |
|-----------------------|-----------------------|--------------------------|--------------------------|----------------------|
| Innovation | Fast Company Features | Join | Newsletter Subscriptions | Current Issue |
| Technology | FC Now Staff Blog | Sign In | RSS Feeds | Issue Archives |
| Leadership | FC Expert Blogs | FAQ | | Subscribe |
| Management | Member Blogs | Learn More | | Manage Subscriptions |
| Careers | Fast Talk | Find People | | Contact Us |
| Design | Fast Answers | Find Groups | | Advertorials: |
| Social Responsibility | Multimedia | Find Blogs | | • Art Fast |
| WorkLife | | Find Events | | • SourceBook |
| | | About Company of Friends | | |

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Microsites

FastCompany.com can build an advertiser-branded custom microsite with original Fast Company editorial and/or sponsored content on behalf of advertisers. Microsites may contain articles, case studies, contests, downloadable white papers, audio or video content, and an email capture for newsletters.

Webinars and On-Demand Video

Registration-based events designed to complement your advertising message and generate qualified leads for your brand, Webinars may be designed and produced using either original or supplied material. Presentations are visually engaging with graphics, charts, audio and/or video. FastCompany.com will promote the event in newsletters, on the FastCompany.com website, and send an email invitation to FastCompany.com's marketing list.

FASTCOMPANY.COM
Where ideas and people meet

QUICK NAVIGATION NETWORKING MY BRIEF CASE SETTINGS Search

ASK A QUESTION
WEBCAST SUPPORT
SPEAKER BIO
DOWNLOAD FILES
EVENT SUMMARY
ATTENDEES

Technology R & D investment

| Quarter | Investment |
|---------|------------|
| 1st Qtr | 300 |
| 2nd Qtr | 200 |
| 3rd Qtr | 350 |
| 4th Qtr | 450 |

Playing 00:00:53 / 00:35:50

SPONSOR LOGO



Rate Card

| Placements | Ad Unit | Spec | Net CPM |
|--------------------------|------------------------------|-----------------|-----------------|
| ROS | Leaderboard | 728x90 | \$65.00 |
| | IMU | 336x280 300x250 | \$80.00 |
| | Vertical Banner | 120x240 | \$40.00 |
| | | | |
| Homepage | Leaderboard | 728x90 | \$80.00 |
| | Wide Skyscraper | 160x600 | \$85.00 |
| | IMU | 300x250 | \$100.00 |
| Homepage Top of Page | Welcome Screen | 600x600 | \$160.00 |
| | | | |
| Resource Center | Leaderboard | 728x90 | \$70.00 |
| | Wide Skyscraper | 160x600 | \$75.00 |
| | IMU | 336x280 300x250 | \$90.00 |
| | | | \$50.00 |
| | Vertical Banner | 120x240 | \$45.00 |
| | In-between Page Superstitial | | \$100.00 |
| Sitewide | Text Links | | \$15.00 |
| Newsletter | General | | \$50.00 |
| | Targeted | | \$60.00 |
| | Stand Alone | | \$200.00 |
| Microsites | | Custom | Call for Prices |
| Webinars | | Custom | Call for Prices |
| Streaming Video | | Custom | Call for Prices |
| Video Dropdown Window | | Custom | Call for Prices |
| Sponsored Poll | | Custom | Call for Prices |
| Resource Center Takeover | | Custom | Call for Prices |
| Virtual Conference | | Custom | Call for Prices |



Specifications

| IMU | |
|----------------------|--|
| Size | 336x280 / 300x250 |
| Maximum File Size | 30K |
| Looping Restrictions | Animated, 4 loops max with refresh time of no less than 2 seconds. |

| Leaderboard | |
|----------------------|--|
| Size | 728x90 |
| Maximum File Size | 25K |
| Looping Restrictions | Animated, 4 loops max with refresh time of no less than 2 seconds. |

| Welcome Ad | |
|----------------------|---|
| Size | 600x600 |
| Maximum File Size | 35K |
| Looping Restrictions | Animated, 4 loops max with refresh time of no less than 10 seconds. |