



RESILIENCE IN SUSTAINABILITY



BUSINESSWEEK DELIVERS

- ▶ Bloomberg Businessweek readers are **over 300% more likely** (index 320) than the average affluent adult to be a **C-Level executives**. In fact, we are more likely to reach these executives than Forbes, Fortune, The Economist, The Wall Street Journal, and The New York Times.
 - ▶ Median HHI for BW: \$165,508
 - ▶ Index 169 for Household Income \$200,000+
- Source: 2013 Mendelsohn Affluent Survey

EXCLUSIVE READ

- > 81% of our readers DO NOT read Fortune
 - >77% of our readers DO NOT read Forbes
 - >80% of our readers DO NOT read The Economist
 - >77% of our readers DO NOT read The New York Times
 - >64% of our readers DO NOT read The Wall Street Journal
- Source: 2013 Ipsos Affluent Doublebase Survey

Bloomberg Businessweek will create Custom Content in conjunction with BSR in the **September 14, 2015**, issue on how companies are driving positive social and environmental impacts and achieving meaningful sustainability outcomes through their supply chains.

Full-page advertisers will receive roughly 250 words to run seamlessly throughout the story. This is an opportunity to align with Bloomberg and BSR to showcase your company and its leaders—whom we can interview for this story—to share insights and innovative corporate practices on how to build inclusive, resilient supply chains. It's a wonderful way to promote your company as a leader in sustainability and surround yourself with a relevant story.

About BSR

BSR is a global nonprofit organization that works with its network of more than 250 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration.

Digital extension opportunities:

Native Unit: \$50k net (More TK) and:

B-Relevant: \$25k net

This innovative digital package extends print-based custom content to BloombergBusiness.com and strategically routes global users to the sponsored article from content that matches their current interests.

- 1MM impressions of in-house promotional units link BloombergBusiness.com article pages to relevant sponsor content based on targeting results across specified topics
- Clicking on brand messages drives to partner's supplied URL