



Franchisee Advertising Program

Chief Executive



Chief Executive is the magazine for those who have achieved the highest level of success in business. Not found on news stands, since 1977 it has been sent “by invitation only” to those top executives running companies with \$42 million+ in revenue, producing an extraordinary audience with personal buying power and personal engagement found no where else. “Chief Executive magazine rocks!” says Ford CEO Alan Mulally, echoing the sentiments of elite business leaders.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

BPA Audited Circulation:	42,698
Readership:	125,028
CEOs/Chairman/Presidents/Owners:	92%
Median Age:	49.2
Female/Male Ratio:	18/82
Average Personal Annual Income:	\$1,188,976
Median Personal Annual Income:	\$501,904
Average Net Worth:	\$9,921,089
Readers who lead companies with revenues between \$10 million and \$1 billion:	94%
Readers who run privately held companies:	90%

2015 RATES

SIZE	COST
Full Page	\$5,300

2015 CLOSING DATES

ISSUE	MATERIALS DUE
March/April	January 7
May/June	March 9
July/August	May 4
September/October	July 10
November/December	September 2
January/February 2015	October 30

CEO magazine reaches every CEO of every public company CEO reaches over 32,500 additional exclusive readers every month onboard the largest private jet fleet: NetJets.

Caviar Affair

A celebration of the good life, Caviar Affair brings news and intelligence on luxurious travel, style, and cuisine. They search out the impeccably designed, the obsessively well-fashioned, and the startlingly beautiful. Four times a year, Caviar Affair sends dispatches from unsurpassed destinations and invites you to discover the best in food and wine, hotels and resorts, fashion and jewelry, architecture and art, watches and electronics, real estate and high-end vehicles.

CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Readership:	125,000
Median Age:	54
Average HHI:	\$516,346
Average Net Worth:	\$4,248,000



2015 RATES

SIZE	COST
Full Page	\$13,400
2/3 Page	\$10,700
1/2 Page	\$8,000