

# Business in China: 2010

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 Our annual U.S.-China Business Council-supported special ad section will appear in *Fortune's signature Global 500 issue* for the first time

## NORTH AMERICA EDITION

ISSUE DATE: July 26, 2010

FORTUNE'S GLOBAL 500

AD CLOSE: June 14

MATERIALS DUE: June 28

Here are just a few reasons why *Fortune* was named "The Best Business Magazine in America" by *The Washington Post*.

- **ACCESS:** *Fortune* delivers insights from the C-suite.
- **POWERFUL BRAND:** The *Fortune* 500 is the benchmark of business success—listed in *Webster's New World Dictionary*.
- **MOST NOTED & MOST QUOTED:** *Fortune* is the business magazine most noted and quoted by the national news media.



## OUR EDITORIAL VISION FOR DOING BUSINESS IN CHINA: 2010

The global recession has taught us many things, including the resiliency and power of China's economy to weather the most difficult of storms. In this year's *Fortune* Global 500 issue, we will continue to examine the evolution of China's growth. We will look specifically at projects and purchases around the world, along with the potential for a flourishing, more affluent Chinese middle class. Which sectors and individual companies are poised to excel? Which regions of China are fueling the charge? Join the dialogue by advertising and designating an executive for *Fortune's* Custom Publishing team to interview for inclusion in this powerful, high-profile story.

IN PARTNERSHIP WITH



The China Business Review



AUDIENCE	4.1 million
MEDIAN AGE	43.8
MEDIAN HHI	\$95,711
\$100,000+ HHI	66%
PROF/MGRL	90%
TOP MGMT	48%

Sources: MMR, MRI 2009



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#### KEY TAKEAWAYS

- Our writer will interview one of your executives for the portion of the story that we will dedicate to your company's projects, events, executives, and more. All of your text will be subject to your review before we go to press.
- **Fortune's 2009 Global 500 list featured 37 Chinese companies, up from 29 in 2008. As such, this issue offers tremendous synergy for any China-based company or any firms that does business in China.**
- Fortune will post a pdf of this section at [fortune.com/adsections](http://fortune.com/adsections), where it will live for at least two years; this link is also accessible via CNNMoney.com.
- The U.S.-China Business Council will publish the same Fortune section this fall in the *China Business Review*, the official trade pub of the Council.

#### ABOUT THE U.S.-CHINA BUSINESS COUNCIL

The US-China Business Council, Inc. (USCBC) is a private, nonpartisan, nonprofit organization of roughly 220 American companies that do business with China. Founded in 1973, USCBC has provided unmatched information, advisory, advocacy, and program services to its membership for more than three decades.

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