



An inside look at the world of global business,

brought to you by the world's leading financial marketplace
and the premier U.S. magazine publishing company

OVERVIEW



NYSE Euronext

NYSE Euronext is the leading global operator of financial markets and provider of innovative trading technologies. It is the world leader in trading equities, futures, options, fixed-income and exchange-traded products, with more than 8,000 listed issues and the most liquidity of any global exchange group. NYSE Euronext is a part of the S&P 500 index and is the only exchange operator in the S&P 100 index and Fortune 500.

Time Inc. CONTENT SOLUTIONS

For 12 years, Time Inc. Content Solutions has brought the award-winning DNA of its publishing parent company directly to NYSE Euronext to create more than 54 consecutive issues of NYSE magazine. Drawing upon Time Inc.'s rich stable of professional writers and editors, who are granted exclusive access to business leaders worldwide, NYSE magazine provides insights directly from the boardrooms of the top global business operations and highlights the issues on the minds of NYSE Euronext's executive-level audience.

Time Inc. Content Solutions is a division of Time Inc., the creator of world-class brands such as:



Competition Mergers **The Economy** Acquisitions Technology **Marketing** Global Impact **Expansion** Sustainability

NYSE magazine delivers the information that key decisionmakers find vital to their business growth and success. An artful blending of prose, photography, art and design from talented journalists, photographers, illustrators and designers propels the award-winning publication's ability to capture and communicate the messages of today's most influential leaders and their companies.

- Unbiased CEO perspectives; 100% C-suite-focused
- Valuable insights into the world's best companies
- Opinions, strategies and ideas from CEOs and industry experts who can help readers shape their own success

Circulation

- **Frequency:** 3x per year
- **Print run:** 55,000
- **Exclusive advertising inventory:** Only 4 premium ad pages reserved per issue

Sections

NYSE magazine is divided into three sections, each designed to keep corporate leaders informed about — and engaged with — the latest innovations, business issues, corporate trends and company profiles.



- **Inside NYSE Euronext:** Read about past and future events, celebrities and special guests, newly listed companies, advocacy issues and services presented by the world's leading financial marketplace.



- **Innovations:** Ideas and inventions from the visionary executives and cutting-edge companies that constitute the NYSE Euronext community.



- **Features:** In-depth coverage of powerful global businesses and emerging entrepreneurs, plus profiles of forward-thinking CEOs who share personal insights and the strategies driving their trailblazing companies.

RATES & DATES

NYSE magazine, its digital iPad editions and its online property, NYSEmagazine.com, give NYSE Euronext the opportunity to showcase listed companies while providing dynamic and engaging content targeted to thousands of opinion leaders around the globe, including top management of publicly traded and private companies, government officials, the financial community and the media. The publication's mission is to create a platform for top executives of cutting-edge, socially responsible and internationally successful companies to share their strategies and ideas.

Advertising rates

Net Cost	1x	2x	3x
Full Page	\$16,750	\$13,875	\$11,500
Cover II	\$19,500	\$15,650	\$12,800
Cover IV	\$19,500	\$15,650	\$12,800

Key dates*

Issue	Ad Space Close	Ad Materials Due	Mail Date
Winter 2012	Dec. 12, 2011	Dec. 27, 2011	Jan. 23, 2012
Spring 2012	April 17, 2012	May 2, 2012	May 25, 2012
Fall 2012	Aug. 29, 2012	Sept. 12, 2012	Oct. 5, 2012
Winter 2013	Dec. 12, 2012	Dec. 27, 2012	Jan. 23, 2013

*Subject to change

Online engagement

The power of NYSE magazine is also online at nysemagazine.com.

- Robust content
- Regular updates and Web exclusives
- Even more visibility with critical business and C-suite decisionmakers



Interactive extensions

NYSE magazine is available on iPad.

- Exclusive content
 - Videos
- Photo galleries
- Interactive features

Tablet users can download each issue for free from the iTunes App Store.

Special advertising units are available for our iPad editions.
Ask a sales representative for package pricing.



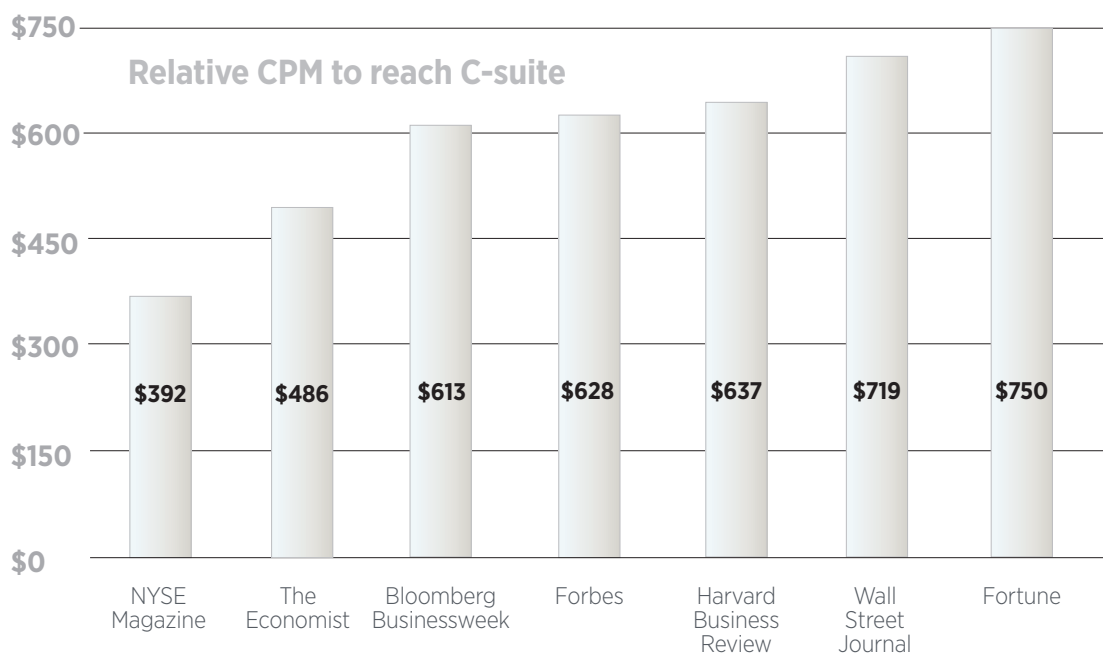
EFFICIENCY

NYSE magazine provides zero-waste delivery to the C-suite, and offers the most efficient and direct path to those at the controls of global business.

Unmatched efficiency

Reaching C-suite leaders

- Unmatched C-suite efficiency vs. the competitive set
- Combined power of engagement plus value per dollar

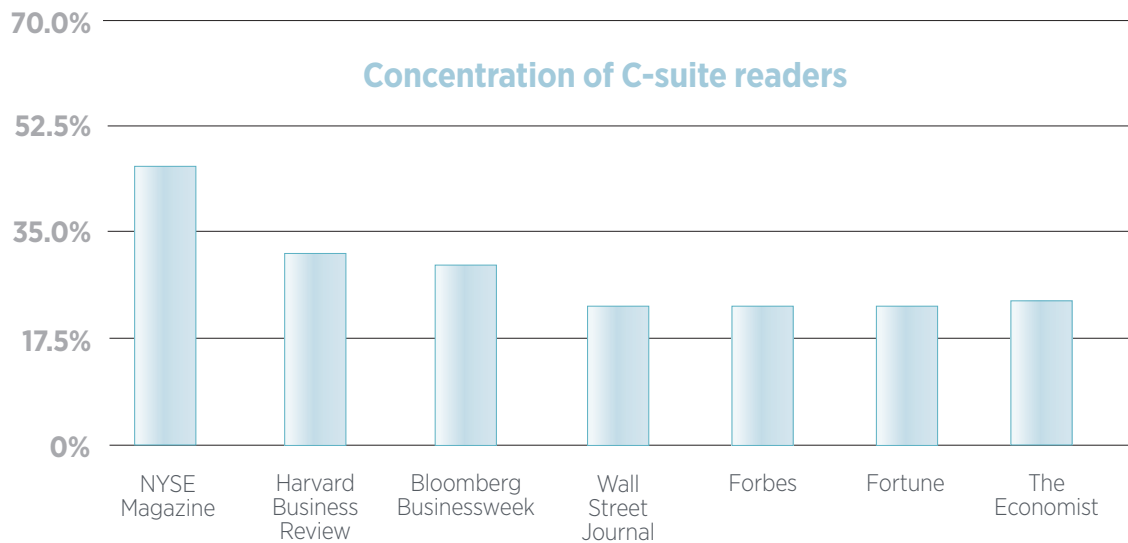


Sources: NYSE Euronext; Time Inc. Content Solutions; MMR C-Level Job Function

No magazine has a better focus on the C-suite than NYSE magazine.

C-level concentration

- Unmatched C-suite concentration vs. the competitive set
 - Reaches the highest concentration of CEOs, C-suite readers and top management



Sources: NYSE Euronext; Time Inc. Content Solutions; MMR C-Level Job Function

AD SPECIFICATIONS

NYSE magazine — print

Ad specifications

Trim size:	9" wide x 10 ⁷ / ₈ " tall
Safety allowance:	³ / ₈ " per side
Gutter safety:	¹ / ₈ " per side (¹ / ₄ " total)
Bleed allowance:	¹ / ₈ " per side

File format

PDF-X1a, 150-line screen

File submission

All files must be electronically uploaded at:

<https://direct2time.sendmyad.com>

Select "Time Inc. Content Solutions for Publication"

Select one of the following for ad size:

- Project N** — Full Page
- Project N** — Spread
- Project N** — Back Cover

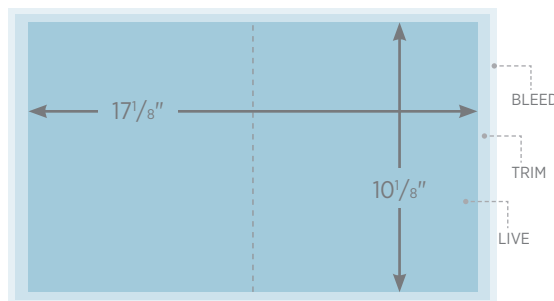
Matchprints (not required)

If you would like a matchprint to accompany the ad on press for color, please send to:

Jane Mayers
Time Inc. Content Solutions
135 W. 50th St., Room 204N
New York, NY 10020

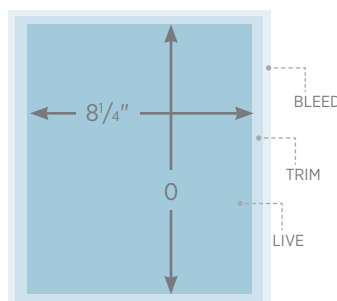
Spread

Live area width:	17 ¹ / ₈ "
Trim width:	18"
Bleed width:	18 ³ / ₄ "
Low folio width:	8 ⁷ / ₈ "
High folio width:	9 ¹ / ₄ "
Live area height:	10 ¹ / ₈ "
Trim height:	10 ⁷ / ₈ "
Bleed height:	11 ¹ / ₈ "



Full page

Live area width:	8 ¹ / ₄ "
Trim width:	9"
Bleed width:	9 ¹ / ₄ "
Live area height:	10 ¹ / ₈ "
Trim height:	10 ⁷ / ₈ "
Bleed height:	11 ¹ / ₈ "

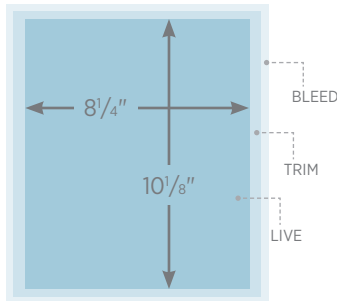


AD SPECIFICATIONS

NYSE magazine — print

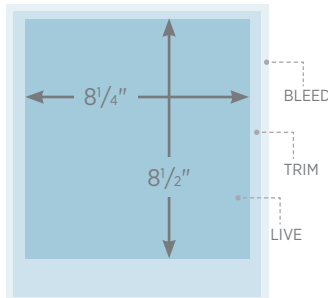
Back cover (full)

Live area width:	8 ¹ / ₄ "
Trim width:	9"
Bleed width:	9 ¹ / ₄ "
Live area height:	10 ¹ / ₈ "
Trim height:	10 ⁷ / ₈ "
Bleed height:	11 ¹ / ₈ "



Back cover (partial)

Live area width:	8 ¹ / ₄ "
Trim width:	9"
Bleed width:	9 ¹ / ₄ "
Live area height:	8 ¹ / ₂ "
Trim height:	8 ⁷ / ₈ "
Bleed height:	9"

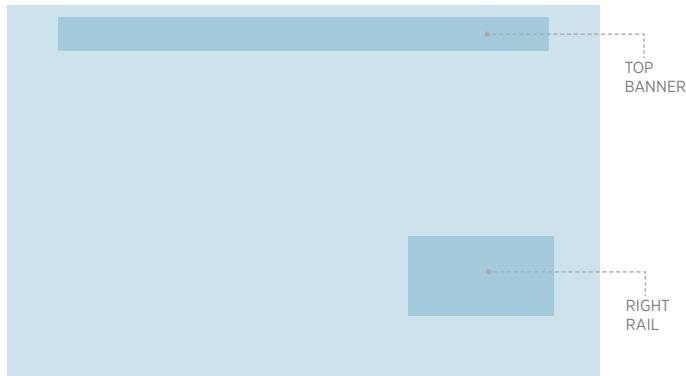


AD SPECIFICATIONS

NYSE magazine — online

Ad specifications

- Top banner: 728 x 90
- Right rail: 300 x 250



AD SPECIFICATIONS

NYSE magazine — iPad

Please ask your sales representative about custom iPad advertising opportunities.



CONTACT FOR ADVERTISING PROGRAMS

For more information – and a customized advertising proposal please contact:

Todd Koss
RMS Media Group
978-623-8020 x 111
toddk@rmsmg.com

THE RECEIVABLES EXCHANGE
Corporate Receivables Program
An efficient and transparent way for corporations to monetize receivables

In a global economy where optimized liquidity and effective balance sheet management are crucial to success, The Receivables Exchange is the leading online marketplace for U.S. receivables sales.

Principal benefits:

- **Increased liquidity:** Access a new source of working capital at a competitive cost
- **Effective balance sheet management:** Enhance earnings and important investor metrics (including ROA, ROE, etc.) by monetizing non-productive assets
- **Efficient funding:** Increase transaction speed, reduce transaction costs and complexity

To learn more about the Corporate Receivables Program, a program of The Receivables Exchange in association with NYSE Euronext, please contact:

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NYSE Euronext

More articles exclusively at nysemagazine.com

The Complete Findings of the 2011 NYSE Euronext CEO Report
How do the views of U.S. CEOs compare with those of their counterparts abroad? How do entrepreneurs and public investors rate the current business climate? Get these answers and more online and on iPad – and take our iPad quiz to see how your opinions stack up against those of the current and future leaders we surveyed.

REBUILDING THE TOWERS
Former Citigroup CEO, NYSE Euronext is using a corporate structure to share the value of assets comprising the new World Trade Center complex.

ON THE AGENDA
CORPORATE GOVERNANCE WEIGH IN
As NYSE Euronext unveils new initiatives, corporate governance is becoming a hot topic. Board members, including board directors, are being held accountable for 2012 and beyond. Did you know? Representatives of our top companies are being held accountable for 2012 and beyond.

WORKING CAPITAL
Listed companies can manage their working capital with The Receivables Exchange to improve assets and boost capital. Learn more about our services and its benefits today.

WE'RE POWERING GLOBAL MARKETS TO THRIVE, COMPETE AND GROW.

For decades, the world has looked to NYSE Euronext to help move business forward. Today, we continue to empower the world's capital markets community to innovate and collaborate. Bringing cloud. Collaborating with customers to build a leading options platform. Connecting our unrivaled community of global business leaders.

See how we're moving business forward at www.nyse.com/powering

Why People Don't Report
THE TOP REASONS EMPLOYEES IN THE TWO BIGGEST ECONOMIES KEEP QUIET

U.S.

- 52% Fear of retaliation
- 20% Fear that they don't have enough information
- 18% Don't think the company will do anything about it

CHINA

- 41% Fear of retaliation
- 30% Fear that they don't have enough information
- 20% Don't think the company will do anything about it

How Often Misconduct Gets Reported
MULTINATIONALS SEE VARIANCE ACROSS REGIONS

The Integrity Index
CEB identified seven key attributes that affect corporate culture – such as tone at the top, openness of communications and organizational culture – and used them to rank companies by level of integrity. Comparing 10-year total shareholder returns of companies scoring in the top quartile with higher integrity companies, CEB found that higher integrity companies outperforms their counterparts by 8.2 percentage points.

Higher-integrity companies
+8.8% returns

Lower-integrity companies
-7.4% returns

NYSE Euronext
Cash & Listings / Derivatives / Technologies