

# REDEFINING LEADERSHIP FOR SUSTAINABLE BUSINESS SUCCESS

## NEW CUSTOM SECTION IN BLOOMBERG BUSINESSWEEK TO BE CREATED IN PARTNERSHIP WITH BUSINESS FOR SOCIAL RESPONSIBILITY

Leadership in the era of sustainability looks different. Today's leaders set big goals, listen to diverse voices, invest in systemic solutions, and focus on building new business models, products, and partnerships. The best business leaders are those who shape the future—which means questioning assumptions and examining long-term trends. **It also means redefining leadership.**

In a new custom section scheduled for the Sept. 26, 2011 issue of Bloomberg Businessweek, we will look at how companies are redefining leadership in a number of different ways to create sustainable business success. Created in partnership with Business for Social Responsibility (bsr.org), the section will run to Businessweek's full Global edition (4.5+ million readers worldwide) and will serve to preview The BSR Conference 2011, scheduled for Nov. 1-4 at the Hyatt Regency Embarcadero in San Francisco.

**Advertisers in this section will receive guaranteed text coverage** in the BSR-inspired story that will flow through this section. This is an opportunity to showcase your products, your initiatives, and your executives that are applying game-changing techniques and technologies for social benefit.



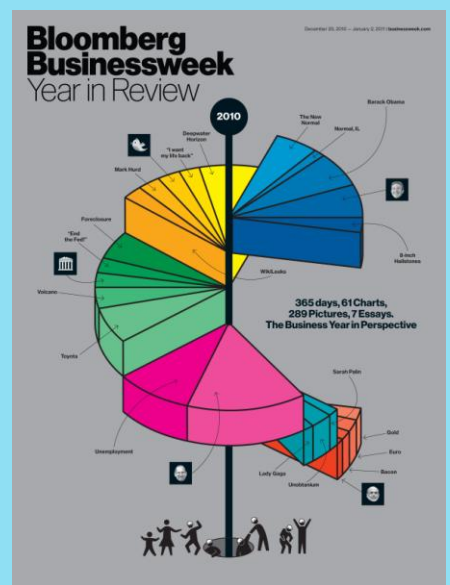
### ABOUT BUSINESS FOR SOCIAL RESPONSIBILITY

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world.

### KEY DATES TO NOTE

- Issue Date:** Sept. 26, 2011
- Ad Close:** Aug. 9, 2011
- Materials Due:** Sept. 6, 2011
- On-Sale Date:** Sept. 23, 2011

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### BUSINESSWEEK DELIVERS

Bloomberg Businessweek reaches 32% of all opinion leaders who are personally or professionally involved in energy issues. This accounts for 66,419 influential individuals, which is more than both Forbes (47,483) and Fortune (36,992).

Bloomberg Businessweek also reaches 36% of all opinion leaders involved in clean tech issues, and 32% of all opinion leaders involved in alternative energy/fuel issues.

Bloomberg Businessweek reaches 23% of all government (federal, state, local) opinion leaders. This accounts for 23,612 government influencers, more than Forbes (17,612) and Fortune (13,228).

*Source: Erdos & Morgan*

### KEY BENEFITS

All advertisers will get bonus copies of the issue plus a PDF of the final section, a good asset for website postings, eblasts, sales kits, etc.

After the Sept. 26 issue prints, we will promote this section on the Businessweek.com homepage via a text link to the final section PDF as it appears in print.

Ask us about additional added value opportunities such as custom research, client mailings, passes to the BSR Conference and more.