

CEO

MAGAZINE

INSPIRING THE BUSINESS WORLD

INSPIRE

Inspiring greatness
is all about leading
by example

INNOVATE

We showcase the
change makers of this
ever-evolving world

INVEST
Futureproof your
business with
in-depth advice

INDULGE
From private islands
to superyachts,
we're a leader
in luxury

MEDIA KIT

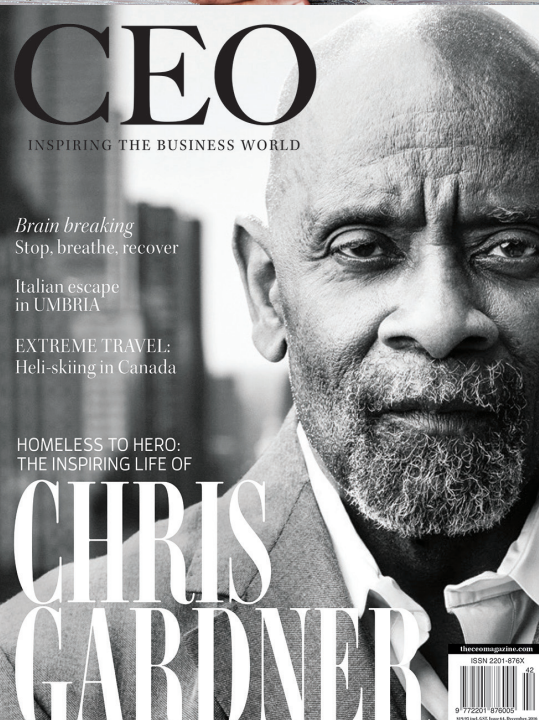


CEO MAGAZINE

INSPIRING THE BUSINESS WORLD

A GLOBAL BUSINESS BRAND

THE CEO MAGAZINE HAS FIVE GLOBAL EDITIONS (AUSTRALIA & NEW ZEALAND, NORTH AMERICA, EMEA, ASIA, AND INDIA & SOUTH ASIA). IT IS CURRENTLY DISTRIBUTED IN 36 COUNTRIES AND THE BRAND HAS A WORLDWIDE MONTHLY REACH OF 1.8 MILLION.



C

ontents



Welcome to *The CEO Magazine*. More than just a business and lifestyle title, we're a source of information, inspiration and motivation for the world's most successful leaders, executives, investors and entrepreneurs. An iconic, global media brand, we inspire and promote excellence within the business world. We provide critical business insight and in-depth features on companies, people, strategies, ideas and economic trends, while delivering unrivaled access to the world's most powerful people. Through our four editorial cornerstones – Inspire, Innovate, Invest and Indulge – we delve deeper into both the professional and personal lives of business leaders, exploring the lifestyle interests and pursuits of this very discerning audience. Featuring the very best of the best, from aviation and automotive to the ultimate experiences, we're the first *and* the last word in luxury. Through our website we deliver fresh, engaging luxury content to an affluent, sophisticated audience. And through our exclusive, bespoke events we ensure people connect and brands shine. Our content creates conversations on all platforms, while our voice is the one that matters to decision makers and game changers. We look forward to working with you.

Susan Armstrong
Content Director



STATISTICS

06 Engaging leaders on every level, and via every platform, our global reach runs far and wide

PARTNERSHIPS

08 From Aston Martin to Riva, we work with some of the world's most prestigious and luxurious brands

INSPIRE

10 More than just a business and lifestyle magazine, we're an international brand that inspires change

INNOVATE

14 We showcase innovators and change makers to explore the landscape of today's ever-evolving world

INVEST

18 We can futureproof your business by delivering in-depth and inspiring investment advice

INDULGE

22 From indulgent private islands to the world's most exclusive cars, we're the ultimate leader in luxury

CALENDAR

28 From the annual Billionaires Issue to specials on the global luxury market, we create content that matters

Editorial Calendar 2019			
JANUARY/FEBRUARY DOUBLE ISSUE LESSONS IN LEADERSHIP We take a look at the very best leaders from around the world and reveal how they've achieved success. We also look at ways to build a better team. Plus: Wealth Advice, My Business Rules, The Last List Special: The Luxury Travel Guide CLOSE 28 September 2018 ON SALE 27 December 2018		JULY SECRETS OF SUCCESSFUL PEOPLE Plus: How to Grow Your Business, Wealth, Taking Care of Business Special: The Luxury Car Guide CLOSE 14 June 2019 ON SALE 27 June 2019	
MARCH/APRIL DOUBLE ISSUE THE CHANGE MAKERS ISSUE We interview world's most powerful leaders, change makers and role models who are altering our world for the better. Plus: Inspiring Investment Advice, Dealing with Diversity, Innovation News Special: The Luxury Watch Guide CLOSE 22 November 2018 ON SALE 28 February 2019		SEPTEMBER NORTH AMERICA'S LEADING BUSINESSWOMEN Plus: Top Cities for Private Property Investment Special: The Superyacht Guide CLOSE 15 May 2019 ON SALE 29 August 2019	
MAY HOW WE GOT HERE ISSUE Plus: Wealth Advice, Leadership Inspiration, My Business Rules CLOSE 20 December 2018 ON SALE 27 May 2019		JUNE BUILD A GREAT COMPANY Plus: What Really Motivates Sales People, Inspire News Special: The Luxury Real Estate Guide CLOSE 1 February 2019 ON SALE 10 May 2019	
NOVEMBER THE SECRET TO SMARTER SALES Plus: Investment Advice, Lessons in Leadership, Build a Better Team CLOSE 9 July 2019 ON SALE 9 October 2019		DECEMBER THE WORLD'S BEST BRANDS Plus: Global Giving, So A Better Guide, The Last Word Special: The CEO Luxury Gift Guide CLOSE 2 August 2019 ON SALE 28 November 2019	
<small>© 2018 theceomagazine.com</small>			<small>© 2018 theceomagazine.com</small>

MAGAZINE

*The CEO Magazine
North America*

10,000+
readers

CEO MAGAZINE
INSPIRING THE BUSINESS WORLD

MONTHLY BRAND REACH

1.8 MILLION

WEBSITE

theceomagazine.com
100,000+
*unique visitors
per month*

DIGITAL APP

*Apple and
Android*
17,000+
downloads

SOCIAL MEDIA
REACH

*LinkedIn 33,700+
Twitter 102,960+
Facebook 1,355,680+
Instagram 10,000+*



25 to 65
years old



40.02%



59.9%

**\$200K to
\$500K+**
*average
household
income*

*Department
heads, senior
managers,
executives and
company directors*

CEO MAGAZINE
INSPIRING THE BUSINESS WORLD

**OUR
NUMBERS**

REACHING LEADERS
ON EVERY LEVEL

EMAIL
NEWSLETTER

*CEO
Connection*
15,000+
subscribers
(25% open rate)

81%
*are in
management
positions*

**OUR
AUDIENCE**

POWER PLAYERS,
GAME CHANGERS,
DECISION MAKERS

64%
*run billion-
dollar
companies*

THE CEO
MAGAZINE'S
EXECUTIVE OF THE
YEAR AWARDS

*Annual event
consisting of*
600
*top C-suite
executives*
Australia-wide

Each issue of *The CEO Magazine* engages the thought leaders and game changers of industry, and is delivered to an elite and selective list of CEOs and C-suite executives throughout North America. A unique combination of business inspiration and luxury lifestyle makes *The CEO Magazine* the ideal print title for the world's top companies.

EVENTS

*The CEO Magazine
creates a range of
bespoke private
events to ensure
that HNW
& UHNW
individuals
connect, and
brands shine*

57%
*of monthly unique
visitors are*
24 to 44
years old

Each month *The CEO Magazine* speaks to more CEOs than any other print title in the world. Interviewing up to 100 C-suite executives from all industries and all corners of the globe, it inspires a network of decision makers.

86%
*of executives
featured in the
magazine
are CEOs*

CEO MAGAZINE PARTNERSHIPS

INSPIRING THE BUSINESS WORLD



WORKING WITH SOME OF THE BIGGEST
AND BEST BRANDS IN THE WORLD

“The CEO Magazine – it really is a great magazine. Top quality.”

SIR RICHARD BRANSON

“The CEO Magazine is a perfect blend of business insights and lifestyle information. It has given me amazing insights into how CEOs think, feel and behave in corporate Australia. Pure gold!”

AJ KULATUNGA | Social Business Specialist,
BLKMGK Social

“The CEO Magazine is the perfect medium to tell the Maserati story; the caliber of readership is ideal. I have always found the team both professional and a pleasure to deal with.”

GLEN SEALEY | COO Maserati Australia, New Zealand, South Africa

“The CEO Magazine shares our company values of celebrating Australian business success.”

NATALIE DAVIES | Momentum Energy

“The CEO Magazine is clearly a superior quality publication that provides the reader with well-researched and well-written content that is both current and relevant.”

JED ELDERKIN | Managing Director, Emarine

“Stop looking at outcomes and just make sure you’re doing the process right.”

JEFF BEZOS | CEO, Amazon



inspire

INSPIRING GREATNESS IS ALL ABOUT LEADING BY EXAMPLE

“By leaning back, we become much more effective at leaning in, moving forward.”

ARIANNA HUFFINGTON |
Founder, The Huffington Post



We often presume that great leaders are born with that **natural skill**, but the truth is truly inspirational leaders are the ones who are constantly **learning** and **improving**. Each month in *The CEO Magazine*, we deliver on our promise to inspire the business world by providing unique and thought-provoking content on **leadership** and its many challenges and **rewards** to our C-suite readership. From the secrets of employee happiness to the surprising benefits of mentorship, our vibrant storytelling **engages** and **informs**. What’s more, we get up close and personal with the world’s most powerful people, asking them the tough questions on success, failure and everything in between. More than just a **business** magazine, we’re an international **brand** that inspires **change**.

SPENDING THREE MONTHS WITH THE MICROSOFT BILLIONAIRE REVEALS HOW BILL GATES SPENDS HIS MONEY AND WHAT MOTIVATES SOMEONE WORTH UPWARDS OF US\$90 BILLION.

WORDS: MARY RIDDELL • IMAGES: PARIS MATCH/CONTOUR/GETTY IMAGES

Microbes fascinate Bill Gates. On arrival for a meeting with Justin Trudeau, the Canadian Prime Minister, Gates is spotted clutching a book on bacteria, presumably so that he might devour a chapter or two should any lull occur in the conversation. When we meet shortly afterwards, Gates – though minus scientific tome – has the faintly restless manner of someone who finds microorganisms more absorbing than some dignitaries and most journalists. Gates and I have met several times before this, and I think I know his approach. Though unfailingly modest and courteous, he loathes wasting a single second. When it comes to changing the world, however, no topic is too small to engage his attention, and none too vast. He is, for instance, so intrigued by chickens and their potential to feed the hungry that he recently addressed a conference accompanied by a coop full of the birds. On the practicalities of rearing poultry, he is vague. "I'm very much the product of an urban upbringing. Once, in high school, we went to someone's farm and had to kill the chickens to eat them. I was like: 'This is horrific. Somebody actually has to choke these things? Oh my God! Why am I being asked to do it?' Then, when we were in Africa, somebody sacrificed a goat, and we sat and watched them skin it." More accustomed to the world of corporate bloodletting, Gates allows himself a fastidious shudder at the memory. »

INSIDE THE GATES

Inspire News



EUROPE HAS THE HIGHEST CONCENTRATION OF PHILANTHROPIC ORGANISATIONS IN THE WORLD, FOLLOWED BY THE US (35%).



3D PRINTED SHELTERS
New Story, a not-for-profit organisation that aims to provide shelter for the less fortunate, has partnered with construction technology company ICON to build 3D-printed homes for the developing world. The first home was unveiled in Austin, Texas, in 2018 and was built using ICON's 3D printer, dubbed The Vulcan. Each home takes 24 hours to build and costs US\$4,000, with the first set of homes to be established in El Salvador this year.

16 | theceomagazine.com



World's friendliest countries

A survey from the world's largest international community for people who live and work abroad, InterNations, has revealed the top 10 most welcoming countries for expatriates.

- | | |
|-------------|---------------|
| 1. Portugal | 6. Costa Rica |
| 2. Taiwan | 7. Oman |
| 3. Mexico | 8. Colombia |
| 4. Cambodia | 9. Vietnam |
| 5. Bahrain | 10. Canada |

Compiled by: Raphaela Lee and Rebecca Mearns



Swimming legend Michael Phelps has partnered with Talkspace to promote the use of online therapy to improve mental health. Phelps says he struggled with depression and anxiety during his career but found comfort in speaking out. "I want to help others ... and show them that help is so much easier to access now."

BOOK REVIEW

FACTFULNESS
BY HANS ROSLING WITH OLA ROSLING AND ANNA ROSLING RONNLUND

According to Swedish physician, academic, statistician and author Hans Rosling, when people are asked simple questions about global trends they systematically get the answers wrong. We asked co-author Anna three questions about the book.

How do you define 'factfulness'?
Factfulness provides basic frameworks to understand the world better, and the practical thought habits to reduce stress and make better decisions. Factfulness is understanding that all people seem to think the world is gloomier than it is.

Which is the most powerful feature of factfulness and why?
Destiny is one that we need to understand better. Factfulness is recognising that many things (people, countries, religions and cultures) appear to be constant because change happens slowly, and remembering that even small, slow changes gradually add up.

What do you hope that the C-suite will take away from this?
It's easy to learn the frameworks in Factfulness and start practicing these thinking habits. If you do so, and base your thinking on facts, it will likely have a huge impact on your business decisions. After all, getting the world wrong will have you invest your resources, energy and time in the wrong places and people.

theceomagazine.com | 17

WHAT MAKES A GOOD LEADER?

IT CAN BE A TOUGH CLIMB TO GET TO THE TOP OF THE CORPORATE LADDER – AND LONELY WHEN YOU GET THERE. TAKE A TIP (OR TWO) ABOUT MANAGEMENT, SUCCESS AND LEADERSHIP FROM SOME OF THE GREATEST BUSINESS MINDS IN THE WORLD.



"YOU NEED THE HUMILITY TO REMIND YOURSELF THAT YOU'VE GOT TO GET BETTER AT EVERYTHING YOU DO. I'M NEVER DONE GROWING MY COMPANY OR MYSELF."

—JEFF BEZOS, FOUNDER AND CEO, AMAZON

"GOOD LEADERS LISTEN, ENTRUST AND EMPOWER THEIR PEOPLE."

—TRENT INNES, MANAGING DIRECTOR, XERO AUSTRALIA



"IF WE CANNOT DISCONNECT, WE CANNOT LEAD. CREATING THE CULTURE OF BURNOUT IS OPPOSITE TO CREATING A CULTURE OF SUSTAINABLE CREATIVITY. THIS IS SOMETHING THAT NEEDS TO BE TAUGHT IN BUSINESS SCHOOLS. THIS MENTALITY NEEDS TO BE INTRODUCED AS A LEADERSHIP AND PERFORMANCE-ENHANCING TOOL."

—ARIANNA HUFFINGTON, FOUNDER AND CEO, THRIVE GLOBAL



GAVE ME GREAT INSPIRATION AND FANTASTIC ADVICE, AND I WAS FUELLED BY MY BELIEFS AND AN INTERNAL DRIVE AND PASSION."

—ARNOLD SCHWARZENEGGER, ACTOR AND FORMER GOVERNOR OF CALIFORNIA

"COURAGE. PASSION. VISION. CONFIDENCE."

—SHELLEY SULLIVAN, FOUNDER AND CEO, MODELCO



"SOMEONE WHO LOOKS AT HOLISTIC MEASURES, FOR EXAMPLE, HEALTH AND HAPPINESS ALONG WITH TRADITIONAL SUCCESS METRICS."

—ANDREA INGHAM, DIRECTOR OF SALES ANZ, SPOTIFY



Making a REAL DIFFERENCE

We meet the revolutionary woman behind a not-for-profit company and a fair-trade luxury skincare brand providing jobs to empower underprivileged people.

WORDS: EMMA WHEATON

The top 2,000 companies in the world spend US\$12 trillion annually on goods and services. "Imagine what a difference we could make in the world if we could convince the people who make those decisions to spend even a small fraction of that on hiring social enterprises that give work to low-income people," says Leila Janah, founder and CEO of social enterprise Samasource and fair-trade luxury skincare company LXMI.

The 35-year-old founded Samasource 10 years ago. "It's a social business that reverses poverty by connecting very low-income people to work, via the internet," says Leila. What was initially a small start-up has now grown into a movement around 'impact sourcing', the notion that you, as an individual or as a company, can contribute to alleviating global poverty by changing your sourcing strategy. It's about providing jobs, rather than charity.

Samasource, named after the Sanskrit word for equal – sama – is a not-for-profit business that trains people in underprivileged parts of the world, such as Kenya, Uganda and India with digital skills, and outsources tech jobs to them. It counts the likes of Getty Images and eBay among its clients.

Samasource became profitable in 2016 and is the largest data services firm in East Africa, employing more than 1,200 people from low-income backgrounds. Via Samasource, Leila has shown how the model for giving work, works. "We've created a model in the digital world »





“I think a world where half of our companies were run by women would be a better world.”

SHERYL SANDBERG | COO, Facebook

THE CEO MAGAZINE SHOWCASES INNOVATORS AND CHANGE MAKERS TO EXPLORE THE LANDSCAPE OF TODAY'S EVER-EVOLVING WORLD

nnovate



“When something is important enough, you do it even if the odds are not in your favour.”

ELON MUSK | CEO, Tesla

By far the most **interesting** and **dynamic** aspect of the business world is **innovation**. Make no mistake though: it's not just the tech start-ups leading the charge; innovation affects all industries globally. Each month, *The CEO Magazine* highlights the **thought leaders** who are **kicking goals** in the innovation space with in-depth interviews revealing exclusive insights into what these dynamos are doing, what **motivates** and **inspires** them, and what they are planning for the **future**. It's a captivating mix of business stories covering everything from **space travel** and driverless Ubers, to how **digital** is disrupting industries like manufacturing, mining, health and pharmaceuticals. More than just an engaging read, it's essential for futureproofing business.



WHAT THE ZUCK?

FROM GEEK GOD TO TECH VILLAIN – THE RISE AND FALL OF FACEBOOK’S MARK ZUCKERBERG.

WORDS • STEPHEN CORBY

Does being a billionaire, and we’re talking about so many billions you could burn through one each year and still not run out, make you untouchable?

Surely not, you’d hope, and yet it does allow you to contort reality somewhat, to have opprobrium, or bad publicity, flow around you, as if you are some kind of dark star.

It probably helps if you’re a robot, too, but more of that shortly.

This ability to control events, or at least perception of them, is not just a result of material wealth – even if you’re the world’s fifth-richest man, valued at US\$75 billion, as Mark Zuckerberg is – it’s about surrounding yourself with the very best people that your lovely money can buy.

And it’s why, as difficult as things look for the embattled Zuckerberg

– who, as he battles Facebook’s various scandals, has started appearing in public dressed as ‘the defendant’ rather than the youthful delinquent he used to look like – it’s still likely that he’ll float magically away from the ominous clouds encircling him.

Consider how good the spin doctors around Zuckerberg – the CEO of a company that needs no introduction and wastes more of our valuable time than reality-TV, commuting and supermarket queues combined, and which you’ve probably looked at three times today already – must be.

SAVING FACE

One of the most incredible feats that Zuckerberg and his cohort have pulled off is redeeming his public persona, time and again, yet no more so than after the release of the incredible movie that chronicles his seemingly soulless climb to global domination, *The Social Network*, came out, in 2010. »

There is a virulent internet theory that suggests Zuckerberg might be a robot – a theory helped by quotes about his frighteningly unemotional face, his skin that seems to have no pores, and his eyes that seem to have no life in them.

theceomagazine.com

Cover Story | INSPIRE

Innovate News

3 PLACES TO BE THIS MONTH

VMWORLD, LAS VEGAS, 26-31 AUGUST
VMworld promises to keep you up-to-date with the latest technological innovations and disruption. IT experts deliver the important stuff, and there’s the opportunity to develop your skills and build new industry connections. And unlike most industry conferences, VMworld places a big emphasis on fun, with games, recreation and parties.
[vmworld.com](#)

WEARABLE TECHNOLOGIES CONFERENCE, SINGAPORE, 30-31 AUGUST
As smart devices grow in popularity and application, businesses need to be prepared. This conference brings together experts from the medical field to discuss how wearable tech can revolutionise treatment and diagnosis. It also looks at fitness and physical health.
[wearable-technologies.asia](#)

IFA, BERLIN, 31 AUG – 5 SEPT
Berlin’s IFA is the premier tech industry event for Europe. Hosting companies, start-ups and universities, IFA gives attendees a comprehensive overview of the international tech industry. It brings together visitors from hundreds of countries, and keynote speakers include executives from Microsoft, Philips and Huawei.
[b2b.ifa-berlin.com](#)



Credit: Berlin Development



SUNKEN Treasure

Microsoft has chosen a site for its new data centre – on the seabed just off the Orkney archipelago in Scotland. The tech giant has installed the 12-metre cylinder, containing 864 servers, at the bottom of the sea. Powered by renewable energy and capable of operating for five years without maintenance, the data centre uses massively reduced levels of energy for cooling thanks to the North Sea temperatures. The location also allows easier connection for coastal communities – around half of the world’s population lives within 190 kilometres of the ocean. It’s part of Microsoft’s Project Natick, an effort to engineer sustainable, efficient digital infrastructure.

US\$40 BILLION

The potential retail sales made via live chat, chatbots and voice assistants by 2022.



ECO-ARCHITECTURE IN VENICE
As part of the 2013 Venice Architecture Biennale, Australia has contributed a display of 10,000 critically endangered grasses, arranged by Melbourne architects Mauro Baracco and Louise Wright. The grasses, endemic to Victoria’s Western Plains, have declined by up to 99 per cent since European colonisation. They’re accompanied by an LED display designed to imitate sunlight and a video exhibition of 15 Australian restoration projects. The display is a reflection of Baracco and Wright’s belief that the future of architecture demands efficiency and sustainability, as well as more space for vegetation. The Biennale runs until 25 November.



“Focus on education is a big strength. I want to see young people focus on creativity and take more risks.”
– Sundar Pichai, Google CEO



EMBRACE THE SMART REVOLUTION

Smart watches, glasses and fridges may have once been no more than a dream, but they’re now practically commonplace. Enter the latest device: Embrace Smart Mirror has recently hit the market and has all the functionality of a Google Home hidden in an elegant mirror. At 800 by 600mm and only 27mm thick, it’s an unobtrusive addition to your home, keeping you connected at all times. The mirror is also dust- and waterproof, so it can be installed in the bathroom. It costs A\$1,699 and is available from [embracemirror.com](#)

theceomagazine.com | 71



Tech talk | INNOVATE

FIGHT OR FLIGHT:

THE DRONE DILEMMA

Drones are tipped to revolutionise the way we do business, but will attempts to manage public concerns about safety and privacy hamper innovation?

WORDS • JESSICA MUDDITT

It’s no secret that drones have a serious image problem. The public knows them as stealthy killing machines, instruments for spying, and, increasingly, as a public nuisance in the sky piloted by preppy hobbyists. So tarnished is their reputation that some members of the commercial drone lobby prefer not to call them drones at all, instead using less catchy monikers like Unmanned Aerial Vehicles (UAVs) or the qualifier ‘drones for good’.

But with an ability to provide unprecedented amounts of data and mobility for a fraction of the cost, there is a growing buzz about the potential of drones to reshape business operations and perform humanitarian work. The breadth of possible applications is stunning, with trials involving everything from life-saving rescue missions to combating rhino poaching and delivering pizza. And although it was the military that provided the catalyst for developing technology to make today’s drones cheaper, lighter and more sophisticated, it’s the commercial sector that will reap the long-term benefits.

According to a report published by *Business Insider Intelligence* in April 2016, the commercial drone market is growing at nearly four times the rate of the military sector and will eventually eclipse it.

“It’s gone from costing around A\$60,000 to A\$10,000 to get completely operational in the five years since commercial drones came out,” said Dr Catherine Ball, a drone expert and the CEO of several drone-related start-ups.

Dr Ball was an early adopter of commercial drone technology and she is a passionate advocate of its potential benefits. In September, the British-born scientist and author convened the first international drone conference in her home city of Brisbane, called the World of Drones Congress.

“A lot of people are waiting to see what others will do, as always happens with cutting-edge technology. We need to have conversations about how we take drones to the next level in business,” she tells *The CEO Magazine*. »

theceomagazine.com | 69

INNOVATE | Change maker

MISSION CONTROL

THE WINDS OF CHANGE ARE FAST UPON THE CAR INDUSTRY AND THINGS WILL NEVER BE THIS SLOW AGAIN, SAYS BRITTA SEEGER OF MERCEDES-BENZ.

WORDS • STEPHEN CORBY

Some days of work are tougher than others, particularly if you have to travel a lot, but when your company car has just been run over by a tank and you’re lying on a cold floor with a machine gun pointed at your head, it’s got to be right up at the rougher end of the scale.

For Britta Seeger, the only female member of the board at car giant Mercedes-Benz, a woman with more than 30,000 staff under her, and three kids at home, her day – at Istanbul airport during a military coup in 2016 – was only about to get more difficult.

“We’d just landed and we were going through immigration and, suddenly, we couldn’t get out. There were soldiers with guns and we were lying on the floor, trying to protect ourselves,” Seeger, 46, recalls.

“At this exact moment, my son was calling me on the mobile to tell me he’s watching the news on TV and he’s worried and wants to make sure I’m all right.” She pauses at this point, to blow air slowly out her lips, recalling the mix of helplessness, fear and responsibility she felt at the time.

“And I said, ‘Yes, I’m fine. I’m all good. I’ll call you tomorrow when I have more time,’” she adds.

“You have to stay focused in situations like that, you have to understand the step-by-step moves to get out of the situation. But it was scary and, after I was told my

car had been rolled over by a tank, I was a bit shocked. But everything was good in the end, we got out.”

Seeger seems largely unflappable, almost but not quite unfazed, in that particularly German fashion, when telling this story, and it’s clear to see that it would take a lot to rattle her – slightly – fierce exterior.

Questions about how she copes with the twin challenges of work and motherhood – she has 16-year-old triplets – are batted away at first, with an “It’s very personal” response.

But she is willing to acknowledge that her work – running the marketing department of a company that is sailing head-on into squalling winds of change, so fierce they threaten to smash some car companies to smithereens – is filled with challenges.

She agrees wholeheartedly with the statement that change has never happened as fast as it is happening right now, and that it will never be this slow again.

“There has never, ever been a more challenging time to work in this industry, certainly not in the 28 years that I’ve been in it and, I think, not even in the 130-year history of the car industry,” she says.

While some people might be intimidated by the kind of seismic shifts taking place – moving from a market where people buy one car to one where they share many; switching from petrol power to electric; and possibly removing the steering wheel and letting computers drive – Seeger relishes the fact that she’s tap dancing on a tipping point.

“If you consider change as something positive and you are not afraid of it, then these are very interesting times,” she insists.

“A changing environment means you need to unlock the potential that is there in your people, you have to bring your people into the pioneering spirit because we are entering uncharted waters, which is very exciting.”

As the boss of marketing for a company with a global reach, it’s also Seeger’s job to pre-empt change.



And because she predicts that people will be shopping for cars in the digital space rather than the dealership in future, she’s also led the way in pushing Mercedes-Benz to become the number one car brand on social media.

But her latest move was far more radical. After 45 years of sponsoring the ruthlessly successful German football team, Seeger decided to pull the company’s multimillions out of the seemingly safe haven of soccer, and pour them into eSports.

As an example of how eSports is redefining what people will pay to watch at a stadium, 98,000 people recently packed into the 91,000-seat ‘Bird’s Nest’ Olympic stadium in Beijing to watch people play a video game called League of Legends, live, on a very, very big screen.

“We have to get rid of the thinking that eSports is not proper sports,” Seeger says. “We see millions of people playing these games and it’s a very interesting target audience for us. This is where we want to invest.” In the very near future, Mercedes-Benz believes people will be gaming, or watching people gaming, in their cars, as the vehicles switch towards being autonomous and a whole new kind of free time opens up.

A further challenge, of course, is that Mercedes-Benz is not just a car maker, but one that sells an image of performance, excitement and the love of driving. And if you take away the physical involvement of driving, surely, all you’re left with are branded transport capsules.

Fortunately, Seeger doesn’t believe the act of driving will ever die out entirely.

“I think there’ll always be people who want to drive, and Mercedes-Benz will offer that,” she says. “I think there will be a diverse offering, not everyone will go in the autonomous direction, just as I don’t believe that everyone will go for car sharing. So we have to offer all of these mobility options.”

However it shakes out, you can bet Seeger will remain in control, and cool as a cucumber. ■

theceomagazine.com | 55



“The reason I’ve been able to be so financially successful is my focus has never, ever for one minute been money.”

OPRAH WINFREY

invest

THE CEO MAGAZINE WILL
FUTUREPROOF YOUR BUSINESS
BY DELIVERING IN-DEPTH AND
INSPIRING INVESTMENT ADVICE



“When it comes to running a business, make sure you are supplementing your gut instinct with cold hard facts.”

SARAH LAFLEUR | CEO, MM.LaFleur

Business leaders and **C-suite executives** turn to *The CEO Magazine* for its broad coverage of investment. Whether it’s an international conglomerate planning managed growth through **mergers** and **acquisitions**, a **tech start-up** looking for seed funding, or a business investing back into the community that supports it, our stories are designed to **inspire** and **inform** readers to invest in their business to create both a solid foundation and a bankable future. Leaders today also recognise that perhaps their greatest asset is their **staff**. Because of this, *The CEO Magazine* **engages** leading management trainers, life coaches, and health professionals to write articles on how a business can flourish by **investing** in both the **personal** and **professional** development of its team.

THE MINDFUL BILLIONAIRE

Emma Wheaton takes a closer look at how the world's wealthiest are using their funds to be better – personally, physically and mentally.

As the rich get richer, there has been a growing trend towards indulging in experiential holidays, giving back/voluntourism, self-improvement, mindfulness and wellness retreats. After all, there are only so many properties, fast cars, racehorses and yachts one can invest in.

When Aaron Simpson co-founded members-only lifestyle concierge company Quintessentially in 2000, the intent was to offer a premium management service to the world's "time poor and cash rich". Specialising in making the seemingly impossible possible, the company's lifestyle managers would organise everything from seats at exclusive new restaurants to extravagant marriage proposals beside one of the Wonders of the World.

With almost 17 years of looking after the every whim of celebrities, millionaires and more than 5,000 ultra-high-net-worth individuals, the company has an extensive bank of data about their lifestyles. Aside from its personal customers, the company counts the likes of Chanel, Aston Martin, Jaguar, Samsung and Hermès among its clients, and a recent look into the data reveals an interesting trend: the rise of the mindful billionaire and status through self-realisation. The captured data shows a very strong shift towards more self-aware and socially conscious pursuits as the popularity and awareness of mindfulness continues to spread. »

theceomag

CORPORATE aesthetics

CORPORATE ART COLLECTIONS ARE NO LONGER MERELY SYMBOLS OF WEALTH AND PRESTIGE.

WORDS • JESSICA MUDDITT

It isn't necessary to business, and some may even consider it an expensive and frivolous distraction, yet companies have been collecting it for centuries and are currently collecting more than ever before.

"We are approached by the big end of town, but, frankly, where we see the growth is in the smaller, new market entrants," says Geoff Henderson, Gallery Director of Kate Owen Gallery in Sydney, which provides a consultancy service to businesses.

Some say the flourishing of corporate art collections is due to a growing appreciation of its multilayered benefits. In days past, corporate collections tended to reflect the personal tastes of CEOs and were valued primarily as tangible markers of wealth used to impress clients.

"Art used to be purchased indiscriminately and in volume," writes art historian Shirley Reiff Howarth in

her 2017 book *Silent Partner: Corporate Art: The Insider's Guide to Art at Work*.

"One of the most important trends that has emerged in recent years is that the art collection is now viewed as a part of the company's overall image," says Howarth, who has edited the *International Directory of Corporate Art Collections* for the past 35 years.

This rings true for Australian conglomerate Wesfarmers, which owns a "museum-quality collection" and hosts regular art talks for its staff.

"Our collection and talks have helped craft our identity and personality as a company, one that values creativity, critical thinking and innovation," says Helen Carroll, Manager of Wesfarmers Arts.

Most of its 900 artworks, by established Australian and New Zealand artists, are exhibited at its corporate office in Perth, and it also lends out pieces to museums and galleries. »

102 | theceomagazine.com



Invest News

TOP FIVE CITIES FOR PROPERTY INVESTMENT

1. EDINBURGH, SCOTLAND

The Scottish capital is the country's busiest international hub, with a highly skilled workforce and strong business focus. It has a large student population, which is driving demand for rental properties, and is set for a boom that could have its population rise from about 490,000 to 600,000.

Source: Money Magazine

"Today, making money is very simple. But making sustainable money while being responsible to the society and improving the world is very difficult."

Jack Ma, Founder, Alibaba

2. TOKYO, JAPAN

Tokyo is becoming a major option for property investors due to the 2020 Summer Olympics, a weakening yen and strong capital appreciation. The five wards within Tokyo have cited population increases of 16-54.7% since 2010.

3. BERLIN, GERMANY

The number of new businesses and start-ups in Berlin are driving population growth and the city is also shaping up to become a major tech hub, with Google providing funding for Factory Berlin – a community of tech start-ups.

4. ORLANDO, US

House prices here increased by 9% in 2017 and rental value by 8% in 2016. Moreover, the city has a thriving tech hub and a major platform for those aiming to enter businesses in the film, television and video game industries.

5. MANCHESTER, ENGLAND

Research shows the economy here has increased by 7.5% since 2014 and is expected to grow by 14.8% over the next 10 years. Metrolink tram and High Speed Rail will connect London with the north, which will boost the city's economic growth.

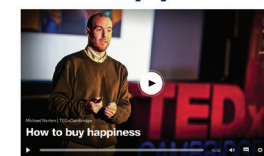
US \$15.3 billion

How much the Bill & Melinda Gates Foundation has spent on vaccines since 2000.

AI in Africa

Google has announced a new AI research centre in Accra, Ghana, as part of its growing list of investments in Africa. The centre will bring together machine learning researchers and engineers to study AI applications, and aims to solve challenges in agriculture, health care and education. It comes after Google held the Data Science Africa event in Tanzania and Deep Learning Indaba event in South Africa in 2017, to drive computer science research in the continent. Plus, Google has been supporting African-based start-ups through its Launchpad Accelerator Africa.

How to buy happiness



TED TALK: Michael Norton, Social science researcher

They say money can't buy happiness but Norton challenges this idea and suggests that indeed it can, but in a very important instance.

theceomagazine.com | 105



CRYPTOCURRENCIES ARE TURNING ASTUTE INVESTORS INTO OVERNIGHT RICH LISTERS. BUT WITH INCREASED GOVERNMENT OVERSIGHT ON THE WAY AND WARNINGS OF A MARKET BUBBLE, IS THE SUN SETTING ON THE MUCH-HYPED SECTOR?

WORDS • SAM MCKEITH

Everyone is talking about cryptocurrencies. Once relegated to the shadowy realms of the internet, they have hit the big time. Indeed, digital currencies such as Bitcoin, Ethereum and XRP are now so popular that the word "cryptomania" has been coined to indicate the depth of the obsession.

The explosion of blockchain technology has been so momentous that more than 1,500 crypto-assets now exist, valued at around US\$600 billion, making it abundantly clear that digital-based currencies have significant – but volatile – value.

Bitcoin, the most famous and highest priced cryptocurrency at this time, is a case in point.

It surged to more than US\$19,000 per unit in December 2017, transforming it from an obscure digital asset into an enormously attractive and internationally recognised one.

And despite having tumbled substantially from its apex, Bitcoin remains the de facto standard for cryptocurrencies, with some analysts predicting it will soar to a staggering US\$50,000 per unit in 2018.

CRYPTOCURRENCY BILLIONAIRES In such a turbocharged market, there have already been notable winners.

Riding the crest of the wave is the world's richest man in cryptocurrency – Chris Larsen. A veteran Silicon Valley operator, Larsen amassed a fortune generated from his US\$2.2 billion worth of XRP currency, the »

theceomagazine.com | 93



“Famed for its premium analog cameras and lenses, Leica has just made an assured debut into the high-end watch world with two incredible new offerings.”

LEICA L1

ndulge

FROM INDULGENT PRIVATE ISLANDS TO THE WORLD’S MOST EXCLUSIVE CARS, WE’RE THE ULTIMATE LEADER IN LUXURY

“The Performante is not a car for shrinking violets, nor for those who value creature comforts over the purity of performance.”

LAMBORGHINI HURACAN



The CEO Magazine is a leading voice in **global luxury** and certainly knows how to mix business with pleasure. We deliver a unique offering to a discerning readership that **demand the best**; these are the consumers of goods and services at the **premium** end of the market. From five-star travel and leisure to food and wine, sport, health, jewelery and design, we cover the **newest** in what matters most to our **sophisticated** audience.

IN EVERY ISSUE MOTORING: Monthly test drives of the world’s best cars. LUXE LIST: The ultimate array of the latest and greatest gadgets. TRAVEL: A guide to the world’s hottest destinations and newest luxury hotels. WATCH THIS SPACE: Timeless timepieces and the trends that keep things ticking. INDULGE NEWS: The CEO Magazine’s editors reveal their picks for the month’s most exciting items, places and events.

2018 car guide | INDULGE

Future CLASSICS

IF A PORSCHE 911 CROSSED YOUR PATH YOU'D BE MAD NOT TO TREAT IT WELL, BUT WHAT ARE THE NEW AND NOTEWORTHY FUTURE CLASSICS? WORDS - STEPHEN CORBY



The idea that you can 'invest' in cars and get a financial, rather than deeply emotional, return on them does, initially, sound like the sort of line a dealer might give a client, or a husband to a wife. Or vice versa.

But it does happen. If you'd bought a Porsche 911 a decade ago, and looked after it, would not only have brought you years of giggling joy by now, but it would also be worth more than what you paid for it. Better yet, it will continue to appreciate if you garage it, because it's seen as the last proper, classic Porsche ever made (for nerdy reasons like its non-electronic steering and non-turbocharged engines).

There are cars you should be buying now as well, of course, and it could be argued that anything with a steering wheel will become a collectable classic soon enough (see our breakout on autonomous vehicles, p127).

The fact is, that if we're nearing the eventual end of the car as we know it – and moving towards a future where we're transported by cars rather than excited about them – then the vehicles released in the next few years will be, engineering wise, the best cars we'll ever see. (It's the same with the Holden Commodore; the last Australian-built versions, now coming to their end, are by far the best of their breed by a distance, and are arguably also collectable.)

What you want to aim for is a vehicle that will delight your eyes and fizz your soul, and still be worth plenty after you've had your way with it.

So you need to choose a classic; not some fusty old car with mechanical issues, but a modern classic, one that's new now but will pass the test of time. Any Porsche 911 is probably a good choice, of course, but here is our selection of the new and noteworthy. »

theceomagazine.com | 1

INDULGE | Watch this space

Time IS OF THE ESSENCE

Some of the most interesting luxury watch releases of 2018 have been the women's variants. *The CEO Magazine* takes a look at several of the outstanding releases.

WORDS - DANIEL HERBORN

avouring an austere, classical aesthetic over the minimalist approach that sometimes besets men's watches, these new models combine opulent materials, sophisticated design and unparalleled timekeeping precision. For the modern executive woman who wants a watch that is equally stylish and useful in the boardroom, the cocktail function or even on a deep-sea dive, these are our picks.

1 ROLEX RAINBOW DAYTONA

The original Rolex Rainbow Daytona quickly skyrocketed in value on the secondary market. This new edition is even more exclusive and features Rolex's patented gold alloy, Everose Gold. Every element of this watch conveys luxury, from the 18k pink gold hands, to the 36 sapphires arranged in a rainbow gradation. A\$30,000

1



2 TAG HEUER AQUARACER

The new women's variant of the Aquaracer watch continues Tag Heuer's tradition of crafting exquisite but durable watches. Its latest model is waterproof to an incredible 300 metres and incorporates Super-LumiNova markers for enhanced visibility in deep water. A\$3,350



3 OMEGA TRÉSOR QUARTZ

An elegant and feminine design, the Trésor was conceived as a tribute to femininity. Its most striking feature are the twin lines of diamonds that curl around the dial, but closer inspection reveals an array of intricate touches like a flower-topped diamond crown. It comes in nine designs, but we favour the classic style of the royal blue steel on fabric strap. A\$4,740

4 ULYSSE NARDIN JADE JELLYFISH

Drawing on the expertise of luxury watch dial engraver Donat Cadran, this model features an underwater scene created using the painstaking champlevé enamel technique. The bezel and dial incorporate more than 100 diamonds, adding to the lustre of the scene. A\$60,000



5 MONTBLANC BOHÈME

Evoking the depths of the night sky, the Montblanc Bohème Perpetual Calendar Jewellery Limited Edition features a complication showing the phase of the moon. It is also an impressive feat of timekeeping technology with a perpetual calendar that need only be adjusted once a century. Only 88 of these watches will be made. A\$38,310



6 BULGARI DIVA FINISSIMA

Decorated with Japanese urushi lacquer and enlivened by sprinkled gold dust, the dial of Bulgari's latest luxury offering achieves a striking visual effect. It's also the world's thinnest wristwatch minute repeater movement and the display back allows you to observe the incredible precision. A\$302,850



7 PATEK PHILIPPE TWENTY-4

The 4910/0A was designed with the elegant modern woman in mind. Inspired by the bold colours and curves of the Art Deco movement, it is a strikingly minimalist design and features intricate guilloché work and diamonds for hour markers. A\$15,910



Flights of fancy | INDULGE

The WORLD'S BEST PRIVATE JETS

FASTER, LONGER, BIGGER, BETTER AND MORE LUXE THAN EVER, THESE SEVEN PLANES ARE THE ULTIMATE IN PRIVATE AVIATION.

WORDS - HOLLY JOHNSON

There's no denying that flying commercial, even if it's in business or first, can be a chore. From queues and delays to the ever-growing list of restrictions, it can be exhausting and exasperating at the best of times, but particularly when it's for business. With 1.4 million business trips occurring every day in the US alone, and corporate travel accounting for A\$1.7 trillion of global spending, it's not all that surprising that private aviation is on the rise.

According to Knight Frank's 2017 The Wealth Report, there's been a discernible increase in private jet ownership over the past 10 years, with last year alone seeing a three per cent increase in North America (with 13,775 private jets currently in operation) and a four per cent rise (1,229 private jets) in Asia-Pacific. This coincides with the fact that the mega-rich are getting richer. In the jet Traveller Report 2018, Wealth-X estimates that the population of UHNWIs in the US rose 46 per cent between 2006-16, to reach 73,000 individuals with upwards of US\$30 million net worth.

While jet ownership doesn't come cheap (it costs between A\$950,000 to A\$5.4 million per year), for cash-rich, time-poor business travellers looking to skip airport queues, conduct meetings in the air, and fly at a moment's notice, a private jet could be a worthwhile investment.

If you're in a position to invest, here are the largest, fastest and most luxurious private planes on the market right now.



Airbus ACJ319neo Infinito

A luxe collaboration between Airbus Corporate Jets and Italian supercar maker Automobili Pagani, this jet is the winged equivalent of a top-down convertible supercar. Marrying art and ultra-modern technology, the ACJ319neo Infinito's leather, wood and carbon-fibre cabin includes a bedroom, bathroom, cinema, dining area and lounge. But its most extravagant feature is its innovative 'sky ceiling', which can bring a live view of the sky above the aircraft into the cabin, or display other images, while hurtling through the air at up to 0.82 the speed of sound. »

Price POA (the standard Airbus ACJ319neo costs A\$135 million, excluding the cost of the Infinito interior); Passenger capacity eight



theceomagazine.com | 161

D

IS FOR DRONE

Called the 'Rolls Royce' of camera drones, the DJ Phantom 4 Advanced features a high-quality camera capable of shooting 4K video and 12 MP stills. Plus, its precise flight and hovering skills, coupled with built-in obstacle avoidance, ensure that it lands intact. The perfect present for professionals and novices alike.

\$1,899 | store.dji.com



F

IS FOR FP JOURNE

Originally conceived as a luxe ladies' dress watch, this version of the Éléante has been upsized for men. With a cushion-shaped titanium case, it has a motion sensor that puts the watch's quartz movement into 'sleep mode' once the watch has been inactive for 30 minutes, while a microprocessor keeps track of the time.

\$16,900 | fpjourne.com



G

IS FOR GOAT: A TRIBUTE TO MUHAMMAD ALI

Weighing in at 34kg, this limited edition tribute to boxing's 'Greatest' features more than 3,000 images as well as five decades worth of articles, essays and interviews. It comes signed by both Ali and artist Jeff Koons, who contributes a photolith of his piece Radical Champs.

\$5,900 | taschen.com



E

IS FOR ESPRESSO MACHINE

Is this the world's most heavenly coffee maker? Only 100 of these Venus Century models were made by Victoria Arduino to celebrate its centenary in 2005, the first of which was donated to Pope Benedict XVI, who had a passion for espresso. Crafted from stainless steel and copper, and weighing in at 76kg, this is definitely for heavy-duty coffee lovers.

\$21,000 | victoriaarduino.com



H

IS FOR HERMÈS

The Hermès Birkin is so coveted that it's become an investment item. However, this one-of-a-kind white Himalaya Niloticus crocodile Birkin, with more than 240 diamonds on its 18-carat white gold hardware, takes things to the next level. This one was sold at Christie's in Hong Kong earlier this year and became the rarest, most desirable and most expensive handbag in the world. Imagine waking up to that on Christmas morning?

\$485,000 | hermes.com



132 | theceomagazine.com

theceomagazine.com | 133

Jewel IN THE CROWN

You've heard of London's One Hyde Park and New York's One57, but what about One Barangaroo? Located on the harbour foreshore of Sydney's Barangaroo, it's Crown Resorts first venture into the luxury residential space. It will be part resort, part high-end residential block when construction is completed in 2021 and it is set to offer a lifestyle that HNWLs will love. "It's an offering that hasn't been in Sydney before," said Todd Nisbet, Crown Resorts' Executive Vice President. "This is where people will want to be in the future."

James Packer was the very first buyer – snapping up a residential duplex soon after it became available for a reported A\$60 million. Interested in purchasing a suite? Visit onebarangaroo.com.au for more information.



2018 FIFA WORLD CUP

With only a short time until the first ball is kicked, international soccer body FIFA has found some luxe partnerships for the 2018 World Cup. The brands are enhancing the World Cup experience for millions of football fans across the globe, celebrating the world's most popular sport through limited edition releases.



CHAMPAGNE TAITTINGER
Champagne Taittinger has released a limited-edition bottle of its Brut Reserve NV to celebrate the 2018 FIFA World Cup. As the game's official Champagne brand, Taittinger's souvenir bottle features a deep blue and silver cosmic-inspired design reflecting Russia's space achievements, as well as the World Cup trophy on the neck label.



LOUIS VUITTON
Louis Vuitton has been commissioned to create the custom trunk case for the 2018 FIFA World Cup trophy. The special-order case is covered in the brand's iconic monogram canvas and fitted with its signature brass lock and corners. There are also other goods available in its FIFA range including duffel bags, backpacks and luggage tags.



HUBLOT
The Hublot Big Bang Referee 2018 World Cup Russia Connected Watch is the official timepiece of the game. The 49mm titanium smart device displays scores, player changes and a 15-minute reminder before match kick-offs. There are 32 different dials – each inspired by the flags of the participating countries – as well as two neutral dial choices. It also features a bezel decorated with six iconic H-shaped screws and a Kevlar insert.

theceomagazine.com | 109

CORINTHIA HOTEL LONDON

The Royal Penthouse

With money no object, why would you choose to stay anywhere but at the ultimate address in London: The Royal Penthouse of the Corinthia Hotel.

The impressive marble entrance hall sets the tone for the elegant grandeur that fills the two private floors of The Royal Penthouse suite which, at 462 square metres, is one of the city's largest. The refined opulence – with period furniture and a curated art collection – spreads across 13 rooms in total including a dining room for 10, walk-in wine cellar, secret den, private spa, office, and butler's kitchen with a Harrods stocked fridge. A magnificent curvilinear staircase sweeps its way up to your choice of two king-sized bedrooms (or you could use the private, internal lift) where, from your 65-square-metre rooftop terrace, you can marvel at the stunning 180-degree panorama of London – from St Paul's Cathedral to the London Eye to Big Ben.

With 24-hour room service and a shopping service, you don't really need to leave the hotel. ♦

Price per night: A\$42,400

theceomagazine.com | 140

theceomagazine.com | 147

Cartier curating

Cartier: The Exhibition is now showing at the National Gallery of Australia in Canberra, showcasing the most extensive collection of Cartier the country has ever seen. From 30 March–22 July, get close to more than 300 pieces of the world's greatest necklaces, brooches, tiaras and watches, alongside rarely seen ephemera. A comprehensive cross-section of the brand's history, it's an unmissable opportunity to see jewellery loaned by royals, including Grace Kelly's engagement ring and Wallis Simpson's 'Flamingo' brooch, which features emeralds, rubies and sapphires – 42 of each – and 102 diamonds.

nga.gov.au/cartier

Curated by The CEO Magazine

this. is. heaven.

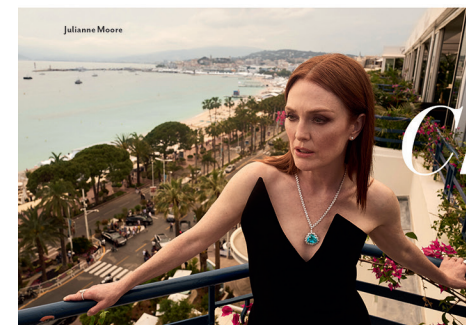
LUCKILY, YOU DON'T NEED TO BE LIVING YOUR BEST AFTERLIFE TO ENJOY ONE OF THE WORLD'S MOST BEAUTIFUL SPOTS – FIJI'S LIKULIKU LAGOON RESORT.

WORDS: SUSAN ARMSTRONG • IMAGES: LIKULIKU LAGOON RESORT, HAMILTON PHOTOGRAPHY

theceomagazine.com | 142

theceomagazine.com | 143

INDULGE | Cannes do



Julianne Moore

Chopard @ Cannes

They're quite the glittering duo, Chopard and the Cannes Film Festival. The luxury jewellery house has been partnering with the prestigious film festival since 1998, crafting the trophies – including the pinnate award Palme d'Or – and adorning the stars' necks, wrists and hands of some of the world's most famous film stars as they climb the event's famous red steps.

The 71st Cannes International Film Festival was certainly no exception with the likes of Kendall Jenner, Diane Kruger and this year's jury president Cate Blanchett wearing Chopard's 2018 Red Carpet Collection, which was inspired by the travels and dreams of its creator, Chopard's Co-President and Artistic Director, Caroline Scheufele.

Actresses also shone in past collections, such as Julianne Moore who made a real statement in a piece she co-designed for the Green Carpet Collection. Featuring the first ever responsibly sourced Paraíba tourmaline and weighing more than 34 carats, this milestone piece further demonstrates Chopard's commitment to its journey to sustainable luxury. ♦

All images by Greg Williams.



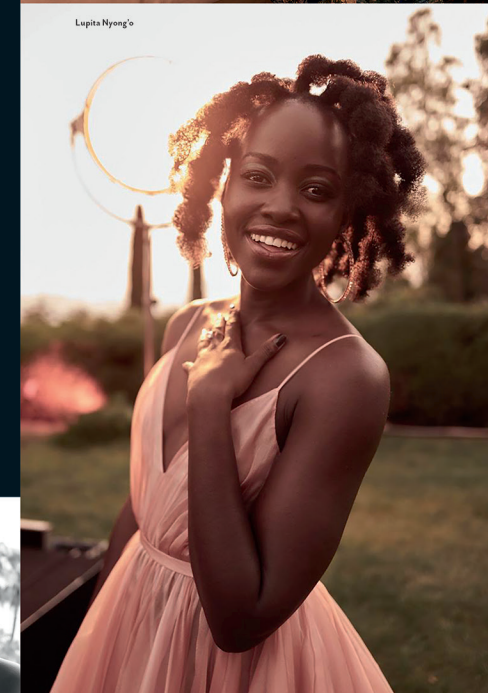
As featured in *The CEO Magazine*. For more info visit theceomagazine.com



Catrinel Marlon and Robert Konje



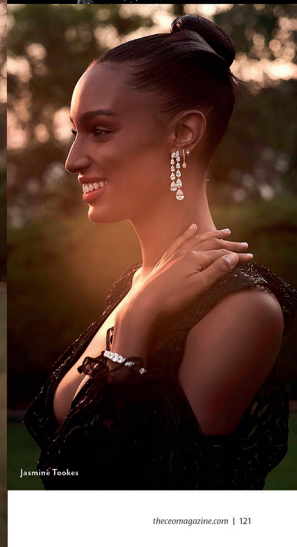
Cate Blanchett



Lupita Nyong'o



Kendall Jenner



Jasmine Tookes

theceomagazine.com | 121

Editorial Calendar

2019

JANUARY/FEBRUARY DOUBLE ISSUE

LESSONS IN LEADERSHIP

We take a look at the very best leaders from around the world and reveal how you can be a more focused CEO. We also look at ways to build a better team.

Plus Wealth Advice, My Business Rules, The Luxe List

Special: The Luxury Travel Guide

CLOSE 28 September, 2018 **ON SALE** 27 December, 2018



JULY

SECRETS OF SUCCESSFUL PEOPLE

Plus Reinvent Your Business Model, Taking Care of Business

Special: The Luxury Car Guide

CLOSE 1 March, 2019

ON SALE 27 June, 2019



AUGUST POWER PLAYERS

Plus My Business Rules, Beat Burnout, Management Advice, Top Travel

Special: The Private Jet Set

CLOSE 29 March, 2019

ON SALE 1 August, 2019



MARCH/APRIL DOUBLE ISSUE

THE CHANGE MAKERS ISSUE

We throw a spotlight on the thought leaders, change makers and rule breakers who are altering our world for the better.

Plus Inspiring Investment Advice, Dealing with Diversity, Innovation News

Special: The Luxury Watch Guide

CLOSE 23 November, 2018 **ON SALE** 28 February, 2019



SEPTEMBER

NORTH AMERICA'S LEADING BUSINESSWOMEN

Plus Top Cities For Private Property Investment

Special: The Superyacht Guide

CLOSE 10 May, 2019

ON SALE 29 August, 2019



OCTOBER THE VISIONARIES ISSUE

Inspirational Advice, My Business Rules, Future of Energy

Special: The Ultimate Tech & Gadget Guide

CLOSE 7 June, 2019

ON SALE 26 September, 2019



MAY HOW WE GOT HERE ISSUE

Plus Wealth Advice, Leadership Inspiration, My Business Rules

CLOSE 21 December, 2018

ON SALE 2 May, 2019



JUNE

BUILD A GREAT COMPANY

Plus What Really Motivates Sales People, Inspire News

Special: The Luxury Real Estate Guide

CLOSE 1 February, 2019

ON SALE 30 May, 2019



NOVEMBER

THE SECRET TO SMARTER SALES

Plus Investment Advice, Lessons in Leadership, Build A Better Team

CLOSE 5 July, 2019

ON SALE 31 October, 2019



DECEMBER

THE WORLD'S BEST BRANDS

Plus Global Giving, Be A Better Leader, The Last Word

Special: The CEO Luxury Gift Guide

CLOSE 2 August, 2019

ON SALE 28 November, 2019



CEOTM MAGAZINE

INSPIRING THE BUSINESS WORLD

FOR MORE INFORMATION CONTACT:

**DAVID JEPSON – GLOBAL SALES DIRECTOR
E: DAVID.JEPSON@THECEOMAGAZINE.COM**

theceomagazine.com/contact

NORTH AMERICA

AUSTRALIA AND NEW ZEALAND | EMEA | ASIA | INDIA AND SOUTH ASIA