

Bloomberg Businessweek

September 28 — October 4, 2015

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COVER PHOTOGRAPH BY DAVID BRANDON GETTING FOR BLOOMBERG BUSINESSWEEK

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Cover Trail

How the cover gets made

1 "Cover story is about fraud in online advertising."

"As in those banner ads I click on that promise me one quick trick to six-pack abs, but it turns out I have to do a ton of exercise and take pills

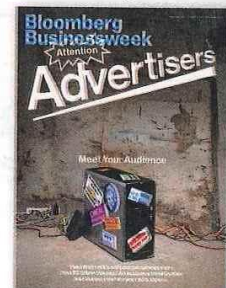
"That's a very small part of it. The general problem is that, when advertisers are paying for page views they don't realize that a lot of those views are being produced by bots

"So what you're saying is that the unreliable method of advertising is in print, and that companies should consider pumping pre-Internet-era amounts of money back into platforms like magazines. More specifically, if advertisers are reading this right now, they should start immediately filling burlap sacks with blank checks made out to us and carry them to the post office in a long procession, like in *Miracle on 34th Street*."

"That's not what I said."

"Glad we're on the same page. So for the cover, should we do an evil robot on a computer with a fat wallet?"

"Maybe we should try a more realistic illustration. The bots are really just servers that could be sitting in people's basements."



Bloomberg Businessweek Contents



“She’s a natural leader. It’s not that she says, ‘OK, I’m going to be the leader.’ It’s that everybody looks around and says, ‘Yes. Her.’” p78

“We can be the Uber of buildings”

p72

“It turns out I’m buying from this guy down the street who opens up his coat and says, ‘Hey, you want to buy some ads?’”

p64

“I’m not a major fan of pop culture. How much can you say on Kim Kardashian, you know?”

p94