Innovating Since 1917

Global Champions *of* Entrepreneurial Capitalism

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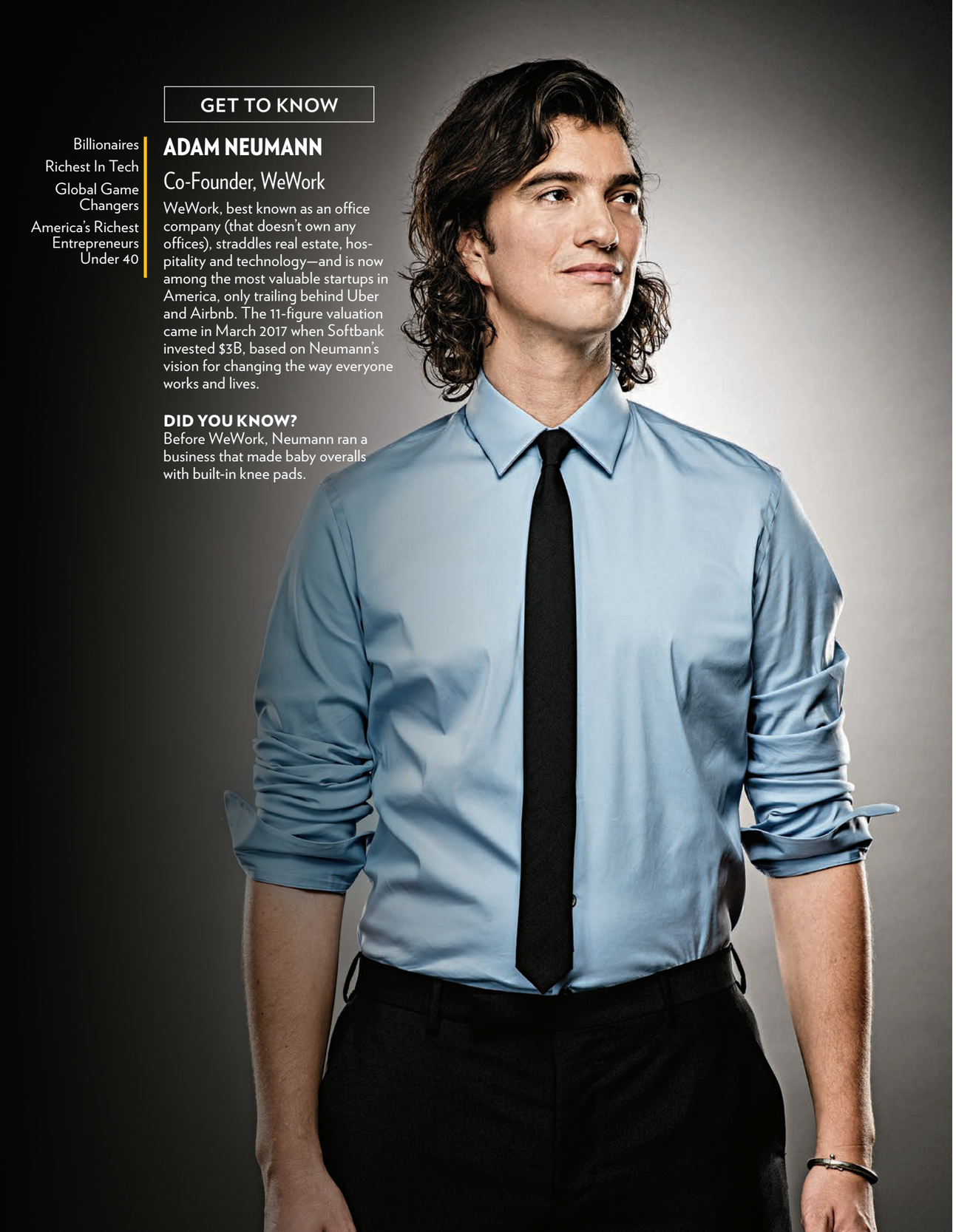
Media Kit 2018



GET TO KNOW

Billionaires
Richest In Tech
Global Game Changers
America's Richest Entrepreneurs Under 40

ADAM NEUMANN

Co-Founder, WeWork

WeWork, best known as an office company (that doesn't own any offices), straddles real estate, hospitality and technology—and is now among the most valuable startups in America, only trailing behind Uber and Airbnb. The 11-figure valuation came in March 2017 when Softbank invested $3B, based on Neumann's vision for changing the way everyone works and lives.

DID YOU KNOW?
Before WeWork, Neumann ran a business that made baby overalls with built-in knee pads.

Forbes

The Thrive Capital team, including 32-year-old founder Joshua Kushner, is perhaps best known for investing in Oscar Health, but also boasts companies like Slack, Glossier, ClassPass, Capsule and others in its portfolio.

Forbes is a global media & branding company with innovation at its core.

Reaching 94 million people each month across several platforms and industries, we provide our audience of influential leaders, consumers and millennials with critical business insight and unparalleled access to the world's most powerful people.

Print | Digital | Mobile | Video | Live Events | Content Marketing | Thought Leadership

GET TO KNOW

Top Influencer
30 Under 30 Asia

KAYLA ITSINES

Founder, Sweat with Kayla

This 25-year-old fitness queen has developed a strong and committed community of 10 million women who trust her combination of workout and recipe guides to become healthier and fitter. Itsines and her users are known for sharing dramatic before and after body shots to promote the program's effectiveness. She now oversees an empire that includes paid ebooks, a stadium tour, hardcover bestsellers, and a hugely popular app.

BY THE NUMBERS

'Sweat With Kayla' was the most-downloaded fitness app on both iOS and Google Play in 2016, according to analytics firm App Annie, raking in $17 million in revenue.

Forbes by the Numbers

38 Print Editions
68 Countries
26 Languages
19 Websites

6.2M U.S. Print Readership

55M Unique Visitors
400 Posts Per Day
2,000+ Contributors

77% Mobile Traffic

32M+ Social Followers

Awards & Recognition

2017 BUSINESS MARKETING ASSOCIATION AWARDS
BMA Award

2017 SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
Best in Business

2017 MOBILEWEBAWARDS
Best Magazine Mobile Website

2017 MOBILEWEBAWARDS
Best Media Mobile Website

2017 MIN AWARDS
Best of the Web

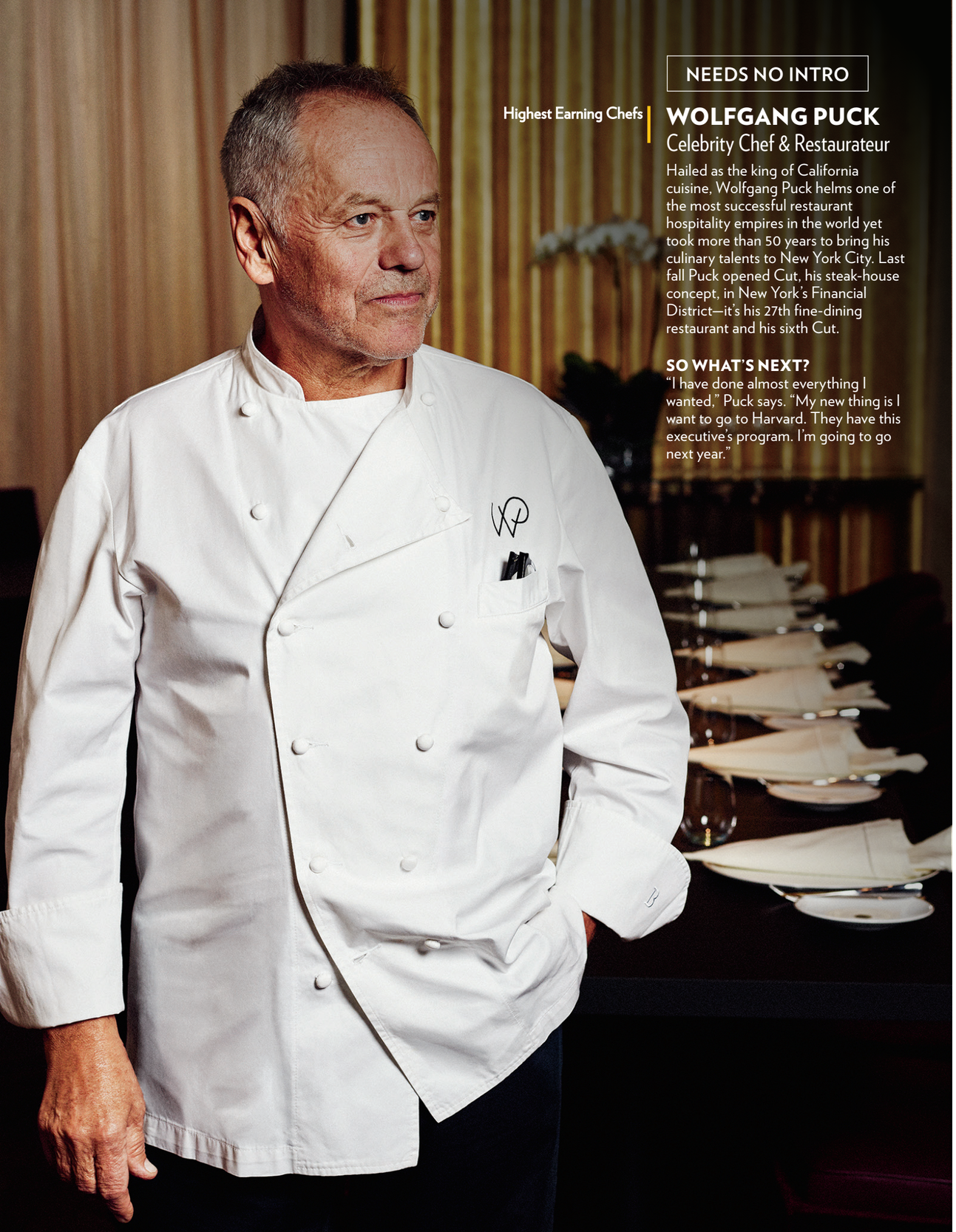
2017 COMMUNICATOR AWARDS
Awards of Excellence

2017 IAC AWARDS
Best Media Online Video

2017 ACADEMY OF INTERACTIVE AND VISUAL ARTS AWARDS
Marketing Effectiveness - Integrated

2017 CONTENT MARKETING AWARDS
Best Integrated Corporate Event/ Digital Content Strategy

Sources: comScore October 2017, Media Metrix, US Multi-Platform Home & Work; GfK MRI, Spring 2017



NEEDS NO INTRO

Highest Earning Chefs

WOLFGANG PUCK

Celebrity Chef & Restaurateur

Hailed as the king of California cuisine, Wolfgang Puck helms one of the most successful restaurant hospitality empires in the world yet took more than 50 years to bring his culinary talents to New York City. Last fall Puck opened Cut, his steak-house concept, in New York's Financial District—it's his 27th fine-dining restaurant and his sixth Cut.

SO WHAT'S NEXT?
"I have done almost everything I wanted," Puck says. "My new thing is I want to go to Harvard. They have this executive's program. I'm going to go next year."

Forbes

Audience

Norm Pattiz, founder of PodcastOne, hosts Adam Carolla and Shaquille O'Neal on his show.

49% Male **51%** Female

1 in 2
are key business decision makers

50%
increase in millennial readership—higher than *all* other publications

2X
more likely to be a C-level executive

$250K+
—2x as likely to be a high net worth individual

Forbes.com **ranks #1** in the business competitive set, reaching the most influential and engaged audience of

- Millennials
- C-Suite & Top Management
- Business Owners
- IT Decision Makers
- Business Decision Makers

Sources: comScore October 2017, Media Metrix, US Multi-Platform Home & Work; GfK MRI, Spring 2007-Spring 2017

Forbes

Cross-Platform Activations

Celebrating the entrepreneurs, game-changers and leaders advancing industries around the globe, Forbes' powerful franchises provide interactive and multi-dimensional experiences that connect brands, consumers, and influencers.

UNDER 30
Global community of the most innovative young minds amplified through our annual list, always-on digital channel, live events and award-winning mobile app

FORBES 400
Definitive ranking of the world's richest and a most-read issue each year, boasting a record level readership of 8.7 million

SELF-MADE WOMEN
Multi-platform channel that enhances Forbes' most-read Self-Made Women issue, Most Powerful Women List, Women@Forbes network, and the annual Women's Summit

PHILANTHROPY
Bringing together the world's most influential philanthropic leaders such as Warren Buffett, Matt Damon, Malala Yousefzai, Jacqueline Novogratz and more

BILLIONAIRES
Highly-anticipated list available in print and digital, boasting younger and increasingly diverse entrepeneurs each year

INVESTMENT GUIDE
A best-selling issue with a strong online presence each year, this go-to-guide tells readers how to ensure big returns

HEALTHCARE
A print, digital and transformational live event attracting executives from companies that amass a collective value of $1.2 trillion

CMO
Premier community of marketing leaders redefining their industries–guided and empowered through our CMO Network, CMO Practice, and annual CMO Summit

& MORE!

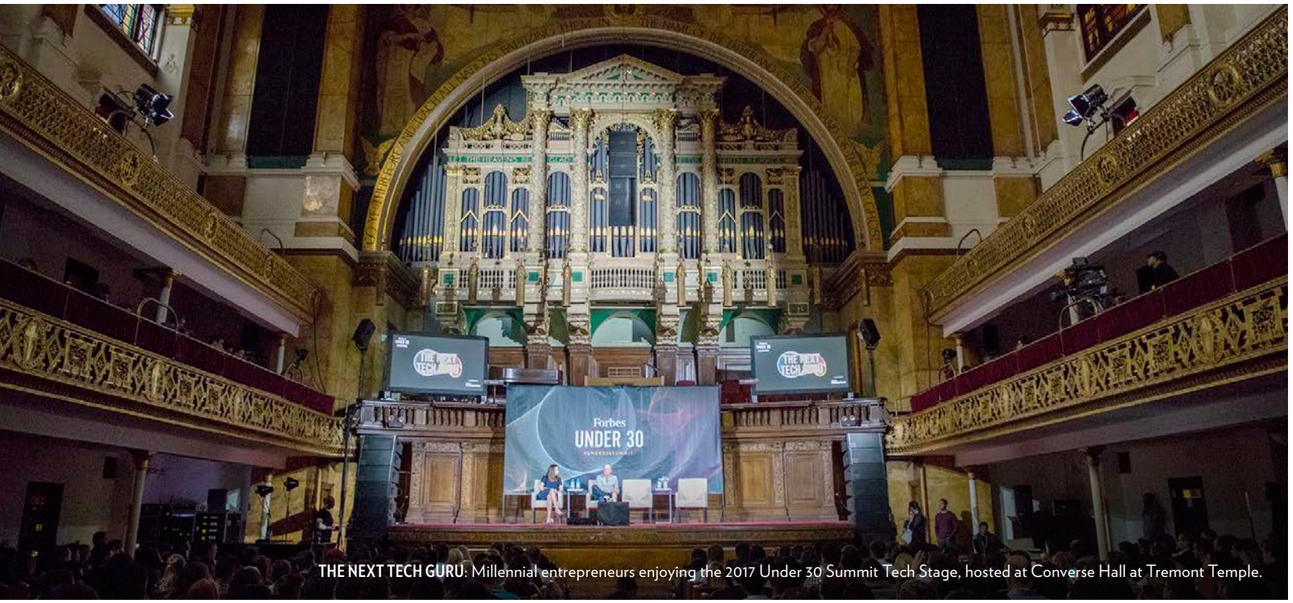
SAMSUNG

Our Brand*Voice* Stories partner paired their content marketing with live event activations—held at various locations such as the Samsung 837 event space in NYC and the Under 30 Summit in Boston—as well as owning a new Forbes video series, Relentless.

Sources: GfK MRI Spring 2017; Google Analytics; MOAT

BUILDING CUSTOMER JOURNEYS: Terry Angelos, VP of Visa Commerce Solutions, speaks at the 2017 Forbes CMO Summit.

PERCUSSIONS FOR PEACE: The King David Peace Drummers close out the 2017 Under 30 Summit EMEA in a dance and drum circle atop Masada.



THE NEXT TECH GURU: Millennial entrepreneurs enjoying the 2017 Under 30 Summit Tech Stage, hosted at Converse Hall at Tremont Temple.

THE $145 BILLION MOMENT: Honorees from the 100 Greatest Living Business Minds list stand on stage at the Forbes Centennial Celebration.

THE SOCIAL MOGUL: Kim Kardashian discusses her latest business ventures at the 2017 Forbes Women's Summit.

Forbes

ForbesLive

Hosting a variety of events each year, Forbes brings together the world's top leaders, policy makers, innovators, experts, and change-makers to explore the landscape of today's ever-evolving world.

FORBES/SHOOK TOP ADVISOR
February 27–March 1, 2018 | Las Vegas, Nevada

UNDER 30 GLOBAL
May 6-9, 2018 | Jerusalem & Tel Aviv

CIO
April 15–16, 2018 | Half Moon Bay, California

UNDER 30 GLOBAL
May 6-9, 2018 | Israel & Tel Aviv

I.D.E.A
May 22, 2018 | New York, New York

IMPACT INVESTING
June 12-13, 2018 | New York, New York

WOMEN'S
June 18-13, 2018 | New York, New York

AGTECH SALINAS
June 26–28, 2018 | Salinas, California

CLOUD 100
September 12, 2018 | Silicon Valley, California

AGTECH INDIANAPOLIS
September 26-27, 2018 | Indianapolis, IN

NEXT BILLION DOLLAR STARTUPS
November 6, 2018 | New York, NY

CMO
November 2018 | Dana Point, California

UNDER 30 BOSTON
Fall 2018 | Boston, Massachusetts

HEALTHCARE
December 2018 | New York, New York

PHILANTHROPY
Fall 2018 | New York, New York

INTERESTED IN CUSTOM EVENTS?
ForbesLive mobilizes our influential network of C-Suite executives, business decision makers and thought leaders to deliver events that achieve strategic client goals.

For more info on custom events or our larger conferences, contact Melody Khodaverdian at **mkhodaverdian@forbes.com** or 917-794-5859.

Forbes

Forbes Brand*Voice*

Brand*Voice* is the premier, always-on brand content publishing platform. Through multi-platform integrations, high levels of discoverability, targetting, transparency and expert consultancy at every stage, we ensure your stories, insights and points of view consistently reach and resonate with the right audience. Forbes' publishing expertise and tools will make you a better content marketer.

Forbes offers a variety of brand publishing options to ensure our partners connect with the right people on Forbes.com and beyond.

2017 Awards & Recognition

WINNER
IAC Awards:
Best Media Online Video
Infiniti and Forbes Brand*Voice*
"Driving Disruption"

WINNER
Communicator Awards:
Marketing Effectiveness
Dell and Forbes Brand Productions
"Cities Transformed"

WINNER
Academy of Interactive and Visual Arts:
Online Advertising and Marketing
CIT and Forbes Brand Productions
"Solar, Win or Water?"

For more information, contact Adam Wallitt at **AWallitt@forbes.com** or (212) 366-8838

Source: Simple Reach; Adobe Analytics; GfK AdMeasure

GET TO KNOW

Power Women

SALLIE KRAWCHECOK

Co-Founder, Ellevest

Backed by proprietary research and academic findings that women are more likely to research risk tolerance, Sallie Krawcheck set out to create Ellevest, a new "robo" investing site designed explicitly for females. For a fee of 0.5% of assets per year, women get personalized savings plans and individualized portfolios of low-cost ETFs matched to distinct goals such as retirement, a home purchase or having a child.

QUOTE OF THE DAY

"I want women to walk away understanding that we women possess enormous power: the power of the characteristics we bring to the workplace and the massive economic and financial power we already hold. And that changes in the business world means it's increasingly coming our way."

Forbes

Forbes Insights

Forbes Insights is the strategic research and thought leadership publishing practice of Forbes Media. By leveraging our extensive access to senior executives, cross-industry editorial expertise, and content marketing experience, we help position brands as thought leaders in their space. Our research, conducted on a wide range of topics, is delivered through a variety of digital, print and live executions, and amplified across Forbes' media and social platforms.

EXECUTIVE SURVEYS

RESEARCH REPORTS
INFOGRAPHICS
CMO PRACTICE

DIGITAL MARKETING EXPERIENCES
LEAD GENERATION
WEBINARS
SOCIAL MEDIA CAMPAIGNS

ONLINE SELF ASSESSMENT TOOLS

INSIGHTS SPECIAL FEATURES
FORBES.COM

VIDEOS
ANIMATED AND EXECUTIVE INTERVIEWS

LIVE EVENTS

THE LATEST FROM CMO PRACTICE

FORBES MARKETING ACCOUNTABILITY INITIATIVE:
A CEO Blueprint for Driving Enterprise Value By Maximizing The Effectiveness of Marketing Investments, Strategies and Actions

GET THE REPORT

PEGA SYSTEMS

To help companies understand where they fall on the customer engagement spectrum, Forbes Insights teamed up with Pega Systems to examine what separates leading companies from the rest of the pack. The results were distributed through a multi-platform campaign including a research report, an online self-assessment tool, and the release of the Forbes' first-ever "50 Most Engaged Companies" list.

For more information, contact Brian McLeod at **BMcLeod@forbes.com** or (929) 888-5724

GET TO KNOW

30 Under 30
Class of 2018

SEEMA BANSAL
Co-Founder, Venus et Fleur

You can only stop to smell the roses if they're still alive—and a garden-variety bouquet doesn't last longer than one week in a vase. The roses from the green-thumbed Seema Bansal on the other hand, last a full year in full bloom without water. Her company, Venus et Fleur is redefining the floral industry with these nature-defying arrangements.

FUN FACT
Back on Valentine's Day 2016, Khloe and Kourtney Kardashian posted Venus ET Fleur bouquets on Instagram. "Our phones did not stop ringing," Bansal says. "And the emails kept pouring in."

Forbes

The Ultimate Leader In Luxury

We give our readers access to the finest products and experiences, while offering premium advertisers a multi-platform stage for their brands.

Inside the Issues

Luxury Leaderboard

Ongoing franchises are published in Forbes' Leaderboard section covering fashion, timepieces, wine & spirits, cars, real estate and more.

- **Seal the Deal**
- **Passions, Pursuits, Collections**
- **Mega Homes & Luxury Real Estate**
- **Luxury Lineage**

ForbesLife Department

The long-standing ForbesLife department is dedicated to enjoying the rewards of success.

The Business of Luxury

In-depth editorial features deliver cutting-edge, authoritative business intelligence on the emerging innovators, disruptors and brands redefining the world we live in.

For more information, contact Olivia Gelade at **OGelade@forbes.com** or (212) 620-2485

Nicolas Bijan is reinventing the his father's ultra-luxurious Rodeo Drive boutique to serve younger, trendier consumers, while maining the affluence at the heart of the brand.

Special Inserts

ForbesLife Luxury Guides

Throughout the year, Forbes releases a series of special high-impact 8-page editorial inserts covering specific lifestyle segments.

2018 Insert Calendar

3/31	Billionaires
6/30	Most Innovative Companies
9/30	The Cloud 100
11/30	The Just 100

2018 Editorial Calendar

Forbes

Issue Date	Editorial Themes	Ad Close	On Sale	List Launch	Full Mag Online
Feb 28	**FinTech 50** Investment Guide: Retire Well • 30 Under 30 I.D.E.A. - Diversity in the Workplace	1/15	2/20	2/6	2/13
Mar 31	**Billionaires*** Tech Disruptors • Real Estate ***Special Insert*** ForbesLife Mini Mag	2/12	3/20	3/6	3/13
Apr 30	**Innovation Factories/Midas List** Mutual Funds/ETFs • Small Giants • Luxury	3/12	4/17	4/3	4/10
May 31	**Small Giants: Best Small Companies** Financial Advisors • Tech Disruptors • Manufacturing the Future	4/9	5/15	5/1	5/8
June 30	**Most Innovative Companies*** New Promised Land: AgTech Revolution • Mutual Funds/ETFs ***Special Insert*** ForbesLife Mini Mag	5/7	6/12	5/29	6/5
Aug 31	**Self-Made Women** Monetizing Fame • Education • Small Giants	6/18	7/24	7/10	7/17
Sep 30	**The Cloud 100** America's Top Wealth Advisors • Prescription for Innovation ***Special Insert*** ForbesLife Mini Mag	8/13	9/18	9/4	9/11
Oct 31	**Forbes 400*** Young 400 • Passions, Pursuits, Collections • Real Estate	9/10	10/16	10/2	10/9
Nov 30	**The Just 100** Next Billion Dollar Startups • FinTech 50 ***Special Insert*** ForbesLife Mini Mag	10/15	11/20	11/6	11/13
Dec 31	**30 Under 30 2019*** Tech Disruptors • Mutual Funds/ETFs • Small Giants	11/19	12/25	12/11	12/18

Editorial Calendar is subject to change. **Brand*Voice***: Always Available *Extended Newsstand Presence

www.forbesmedia.com
Updated as of 11/29/17

GET TO KNOW

30 Under 30

Featured story in Forbes Dec. 12, 2017 Issue

WHITNEY WOLFE
Co-Founder, Bumble

Ask Whitney Wolfe how she considers her company against competitors like Tinder, and she'll say, "We're doing something different." The former co-founder of Tinder was resolved to take Bumble in a new direction, creating an app built on equal parts empowerment and inclusion.

CLOSING THE GAP

As of November 2017, Bumble has 22 million registered users, still behind Tinder's 46 million, but they're growing at a rate of 70% YoY—compared to Tinder's 10%.

2018 Digital Editorial Programs

Forbes

January	Launch Date
Hip Hop Cash Princes	1/9
Most Powerful People	1/15
Hong Kong Rich List	1/16
30 Under 30 (EMEA) ★	1/21
Best Employers for Diversity	1/30

February	Launch Date
FinTech 50	2/6
Canada's Best Employers	2/6
SportsMoney: NBA Valuations	2/14
Top State-by-State Advisors	2/15
SportsMoney: NASCAR Valuations	2/21

March	Launch Date
Richest in Hip Hop	3/5
Billionaires ★	3/6
Malaysia Rich List	3/7
Highest-Earning Hedge Fund Managers	3/14
America's Best Value Colleges	3/19
30 Under 30 (Asia) ★	3/26

April	Launch Date
Midas List ★	4/3
Japan Rich List	4/4
Best Places to Retire	4/5
Top Influencers	4/9
Best Recruiters	4/9
SportsMoney: MLB Valuations	4/11
Best Management Consulting Firms	4/18

May	Launch Date
America's Top Women Advisors	TBD
America's Best Small Companies	5/1
Best Employers	5/1
America's Top Public Companies	5/2
Emerging Women Stars	5/2
Thailand Rich List	5/2
Most Valuable Brands	5/23
Most Innovative Companies ★	5/29

June	Launch Date
SportsMoney: Highest-Paid Athletes	6/5
Global 2000	6/6
Korea Rich List	6/6
SportsMoney: MLS Valuations	6/12
Investment Guide ★	6/13
Top Influencers ★	6/19
Richest in States ★	6/20

July	Launch Date
Celebrity 100 ★	7/9
America's Self-Made Women ★	7/10
Growth Champions	7/11
Top Colleges ★	7/16
Private Companies	7/18
Singapore Rich List	7/18
Best Under a Billion (Asia)	7/18
Top Millennial Advisors	7/25
Country Cash Kings	7/31

August	Launch Date
Global Gamechangers	8/13
Electronic Cash Kings	8/14
Most International Companies	8/15
The World's Highest-Paid Actresses	8/16
The World's Highest-Paid Actors	8/22
Top U.S. Schools for International Students	8/27

September	Launch Date
Cloud 100	9/4
Philippines Rich List	9/4
Fab 50 Companies (Asia)	9/4
Hip-Hop Cash Kings	9/11
100 Richest People of Tech	9/12
Best Regarded Companies	9/12
Highest-Paid Reality Stars	9/18
SportsMoney: NFL Valuations	9/19
Highest Earning Radio Stars	9/24
Sports Agents & Agencies	9/25
Top Influencers ★	9/26
The World's Highest-Paid TV Actresses	9/26

October	Launch Date
Forbes 400 ★	10/2
India Rich List	10/3
Top Employers	10/10
SportsMoney: Most Valuable Brands	10/23
Best Places for Business and Careers	10/24
China Rich List	10/24
Top-Earning Dead Celebrities	10/30

November	Launch Date
America's Top Wealth Advisors	TBD
America's 100 Most Powerful Women	11/1
Just 100	11/6
Next Billion Dollar Startups	11/6
Taiwan Rich List	11/7
Heroes of Philanthropy	11/7
Asia's Top Gamers	11/7
Top Earning Women in Music	11/13
Africa Rich List	11/21
Highest Paid Models	11/21
Best States for Business	11/28

December	Launch Date
Australia Rich List	TBD
Highest-Paid YouTube Stars	12/3
SportsMoney: NHL Valuations	12/4
Top Earning Musicians	12/4
Investment Guide II	12/5
Indonesia Rich List	12/10
30 Under 30 (U.S.) ★	12/11
Charities	12/11
America's Wealthiest Celebrities	12/17
Top Influencers ★	12/18
Best Countries for Business	12/19

Editorial programs are subject to change. ★ Custom Build

Forbes

Print Advertising Rates

Rate Base: 650,000

Four Color*

1 PAGE

Open	$169,998
4 Insertions	$149,605
8 Insertions	$144,536
12 Insertions	$139,420

2ND COVER SPREAD

Open	$380,792
4 Insertions	$335,098
8 Insertions	$323,651
12 Insertions	$312,218

3RD COVER

Open	$173,380
4 Insertions	$152,461
8 Insertions	$147,356
12 Insertions	$142, 196

4TH COVER

Open	$224,385
4 Insertions	$197,455
8 Insertions	$190,722
12 Insertions	$184,001

Warren Buffet, Founder and CEO of Berkshire Hathaways, holds the first issue of Forbes Magazine while appearing in the centennial anniversary issue.

Two Color* (Black & One Color)

1 PAGE

Open	$144,536
4 Insertions	$127,194
8 Insertions	$122,824
12 Insertions	$118,489

Black & White*

1 PAGE

Open	$115,565
4 Insertions	$109,324
8 Insertions	$107,025
12 Insertions	$103,240

*For planning purposes—may change. Bleed: Add 15% to the unit rate. All rates are in U.S. dollars and listed in gross.

GET TO KNOW

Featured story in Forbes June 13, 2017 Issue

LYNSI SNYDER

Owner, In-N-Out Burger

The third-generation executive of the regional fast food company has been learning the reigns and working her way up the family company since the age of 18. Since taking over, Snyder has expanded the company's footprint by 29% and overseen a 57% hike in revenue. At 35, she is among the youngest billionaires in the country.

BY THE NUMBERS

In-N-Out Burger has 303 locations, and 18,000 employees across the United States.

Forbes

Print Production Specifications

Forbes prints 100% computer to plate

AD SIZE	TRIM (WIDTH XDEPTH)	NON-BLEED	BLEED	BLEED LIVE AREA
Single Page	8" x 10 1/2" (203mm x 267mm)	7 1/2" x 10" (191mm x 254mm)	8 1/4" x 10 3/4" (209mm x 273mm)	7 1/2" x 10" (191mm x 254mm)
Spread	16" x 10 1/2" (406mm x 267mm)	15 1/2" x 10" (394mm x 254mm)	16 1/4" x 10 3/4 (413mm x 273mm)	15 1/2" x 10" (394mm x 254mm)
2/3 Page (on 2 cols.)	5" x 10 1/2" (127mm x 267mm)	4 5/8" x 10" (117mm x 254mm)	5 1/4" x 10 3/4 (133mm x 273mm)	4 5/8" x 10" (117mm x 254mm
1/2 Page Spread (horizontal)	16" x 5 1/4" (406mm x 133mm)	15 1/2" x 4 7/8" (394mm x 124mm)	16 1/4" x 5 1/2 (413mm x 140mm)	15 1/2" x 4 7/8" (394mm x 124mm)
1/2 Page (on 2 cols.)	5" x 7 7/8" (127mm x 200mm)	4 5/8" x 7 1/2" (117mm x 191mm)	[N/A]	[N/A]
1/2 Page (on 3 cols.)	8" x 5 1/4" (203mm x 133mm)	7 1/2" x 4 7/8" 191mm x 124mm	8 1/4" x 5 1/2" 209mm x 140mm	7 1/2" x 4 7/8 191mm x 124mm
1/3 Page (on 1 col.)	2-5/8" x 10 1/2" (67mm x 267mm)	2 1/4" x 10" (57mm x 254mm)	2 7/8" x 10 3/4" (73mm x 273mm)	2 1/8" x 10" (54mm x 254mm)
1/3 Page (on 2 cols.)	5" x 5 1/4" (127mm x 133mm)	4 5/8" x 4 7/8" (117 x 124mm)	[N/A]	[N/A]
1/6 Page (on 1 col.)	2 5/8" x 5 1/4" (67mm x 133mm)	2 1/4" 4 7/8 (57mm x 124mm)	[N/A]	[N/A]

Magazine Trim Size: 8" x 10 1/2" (203mm x 267mm)

Magazine Live Area: 7-1/2" x 10" (191mm x 254mm)

US Forbes Gutter Safety: 3/8" (3/16" on each side)

Image Resolution: 266–300 dpi. RGB and LAB colors are unacceptable.

Color: 4/C Process. Convert spot colors to process. Publisher will match any second color at two-color rate, except metallic-base sheen inks and special inks (e.g., day-glo colors). Prices on request.

File Preparation: Build documents in portrait mode without scaling or rotation. When bleed is required, provide 1/8th inch beyond the trim area. Include all standard trim, bleed and center marks outside the live image area.

Preferred Digital File Format: PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress and Pagemaker are not acceptable.

Upload Instructions:

Please upload single-page files only to the Forbes Ad Portal at **http://www.adshuttle.com/forbes**

Hard copy proofs are not required.

For more information contact Joanna Mikolajczuk at **JMikolajczu@qg.com** or (212) 620-2455

NEEDS NO INTRO

Featured story in Forbes Dec. 12 2017 Issue

KENDRICK LAMAR
Artist

This four-time Grammy winner has become known for being hip-hops moral compass. Grossing over $1M a night on tour, and with coveted high-impact partnerships with brands like Nike, he has quickly become the conscious capitalist.

QUOTE OF THE DAY

"It's really about failure, not being in fear of that," Lamar says. "Once you tackle that and block that idea, and you know it's okay to actually make a mistake or to fail at something, you get back up and try it again."

2017 Digital Advertising Specifications (2018 TBD)

Forbes

All creative tags and supporting pixels must be SSL compliant (HTTPS)

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	MAX SIZE	HTML5*
Leaderboard/ Billboard	[728 x 90] [970 x 250] [728 x 90] can expand down to [728 x 400], expansion must be user initiated	.gif, Rich Media, 3rd Party tag/HTML5	N/A	3	100K (Z-Index 999 or less)	200K
Rectangle	[300 x 250] can expand to the left to [600 x 250], expansion must be user initiated [300 x 600] can expand to the left to [600 x 600], expansion must be user initiated	.gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	100K (Z-Index 999 or less)	200K
Half Page	[336 x 850] [300 x 600]	.gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	100K (Z-Index 999 or less)	200K
Pushdown	Starts as [970 x 90] or [970 x 66] and pushes content down to [970 x 415]. Needs to include a close button, auto expansion can occur 1x/24 hrs.	3rd Party tags	:30 sec	3	100K (Z-Index 999 or less)	200K
Mobile Web (Smartphone)	[300 x 50] [320 x 50] [300 x 250]	3rd Party tags	:10 sec	3	75K	100K
Logo	[120 x 40]	.gif, .png or .jpg	static	static	2K	[N/A]
Welcome Ad	[640 x 480] [800 x 600]	3rd Party tags	:10 sec	[N/A]	50K	50K
InRead Video	[N/A]	VAST tag	:15 or :30 sec	[N/A]	5MB	[N/A]
Mobile Sticky Video	[N/A]	VAST tag	:15 sec	[N/A]	5MB	[N/A]
:15 or :30 sec Pre-roll	[N/A]	.mov or VAST tags	1-15 sec	[N/A]	[N/A]	[N/A]
Custom Units	All Standard IAB sizes accepted** Contact your Sales Rep for full details.	Multiple file types and components accepted including .gif, .jpg or .png files and Web URLs- Contact your Sales Rep for full details.	5:00	10	150K	[N/A]

For more information contact, Alyson Papalia at **APapalia@forbes.com** or (212)366-8834

Specs are subject to change. *All HTML5 needs to be 3rd party served. **We can accept IAB Rising Stars: Billboard, Filmstrip, Pushdown & Sidekick units. All custom units need at least 10 days to be built. Tablet site can acomodate same ads as desktop.

Forbes Reaches More C-Level Executives than *Fortune, Business Week,* or *The Economist.*

Reader Profile

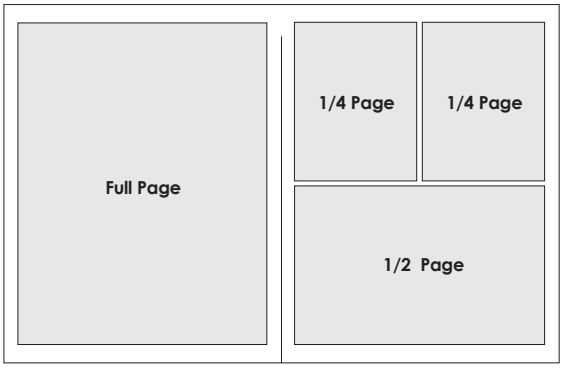
Rate Base:	650,000
Readership:	6,200,000
Frequency:	10x
Median Age (years):	42.4
Median HHI:	$280,074
Men:	49%
Women:	51%

2018 Rates

	1x	3x	6x
Full Page	$17,000	$16,000	$15,000
1/2 Page	$8,500	$8,000	$7,500
1/4 Page	$5,000	$4,500	$3,750
1/8 Page	$4,000	$3,000	$2,000

Size Specifications

Size	Width		Height
Full Page	7″	x	9 1/8″
Half Page	7″	x	4 1/2″
Quarter	3 3/8″	x	4 1/2″
Eighth	3 3/8″	x	2 3/16″



Artwork/Digital Requirements

- Files must be flattened PDFx1a or TIFF format.
- All images should be 300dpi or higher at 100% of finished size (no web images).
- All images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.

Ad Submissions

8MBs or less email to ads@directactionmedia.com or uploaded at www.directactionmedia.com/upload/

8+MBs send via FTP
host: ftp.directactionmedia.com
User: damads
Password: Action2010

To advertise in call
1.800.938.4660
or email sales@directactionmedia.com

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