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# Forbes

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# Forbes

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.



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

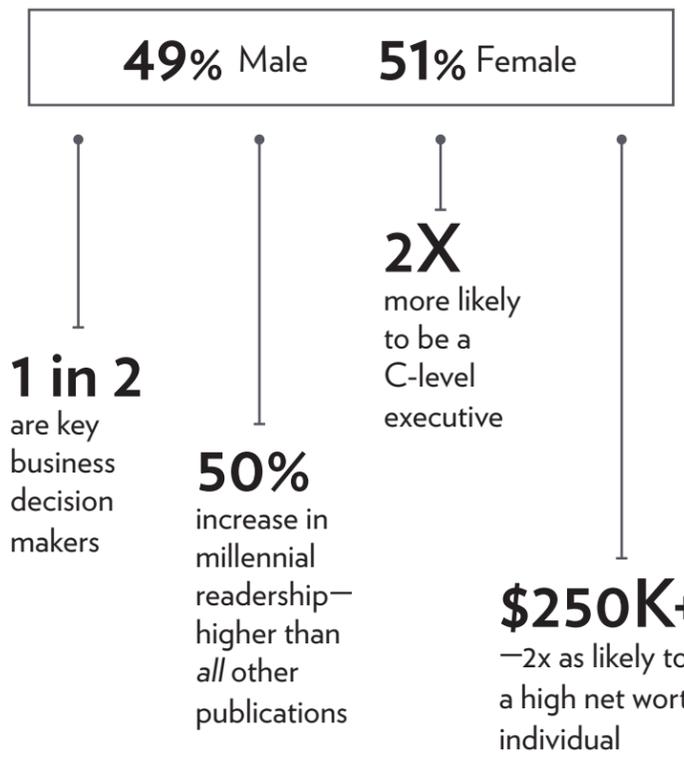
Hailed as the king of California cuisine, Wolfgang Puck helms one of the most successful restaurant hospitality empires in the world yet took more than 50 years to bring his culinary talents to New York City. Last fall Puck opened Cut, his steak-house concept, in New York's Financial District—it's his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

# Audience



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



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

# 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 entrepreneurs 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 BrandVoice 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

## GET TO KNOW

30 Under 30  
Class of 2018

### AMANDLA STENBERG

Actress & Author

Amandla Stenberg, the 19-year-old star, is amongst those leading Hollywood's new consciousness. After landing the part of Rue in *The Hunger Games*, Stenberg has since pushed herself beyond film and television, co-authoring the graphic novel series *Niobe: She Is Life*—the first to be internationally distributed with a black female author, artist and main character.

### QUOTE OF THE DAY

"I definitely feel it is my responsibility as someone who's been given a platform at a very young age to utilize it in a way that reaches people and helps people and makes them happy."



# 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

**CLOUD 100**  
September 12, 2018 | Silicon Valley, California

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

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

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

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

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

**CMO**  
November 2018 | Dana Point, California

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

**UNDER 30 BOSTON**  
Fall 2018 | Boston, Massachusetts

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

**HEALTHCARE**  
December 2018 | New York, New York

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

**PHILANTHROPY**  
Fall 2018 | New York, New York

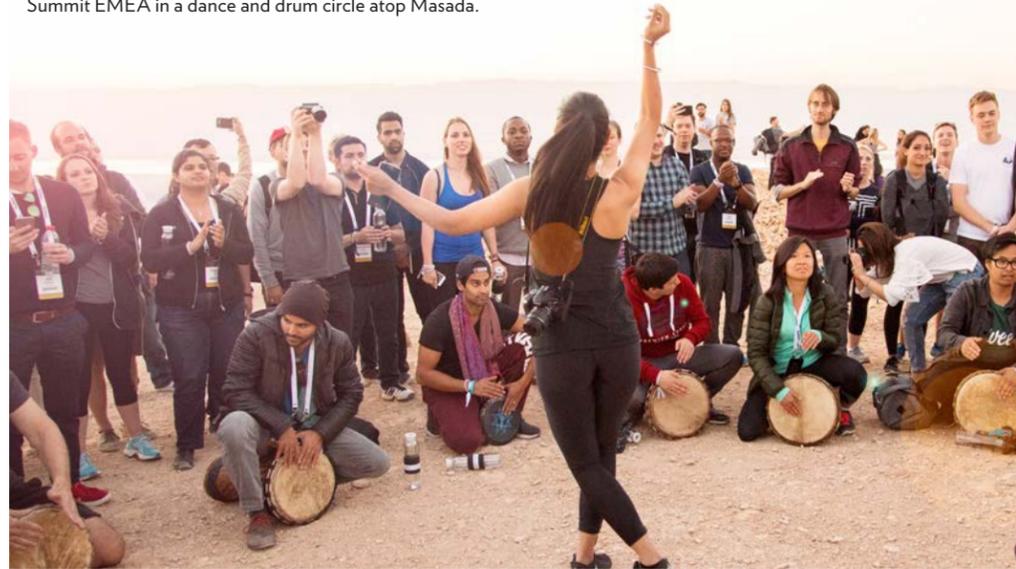
**AGTECH SALINAS**  
June 26–28, 2018 | Salinas, California

**INTERESTED IN CUSTOM EVENTS?**

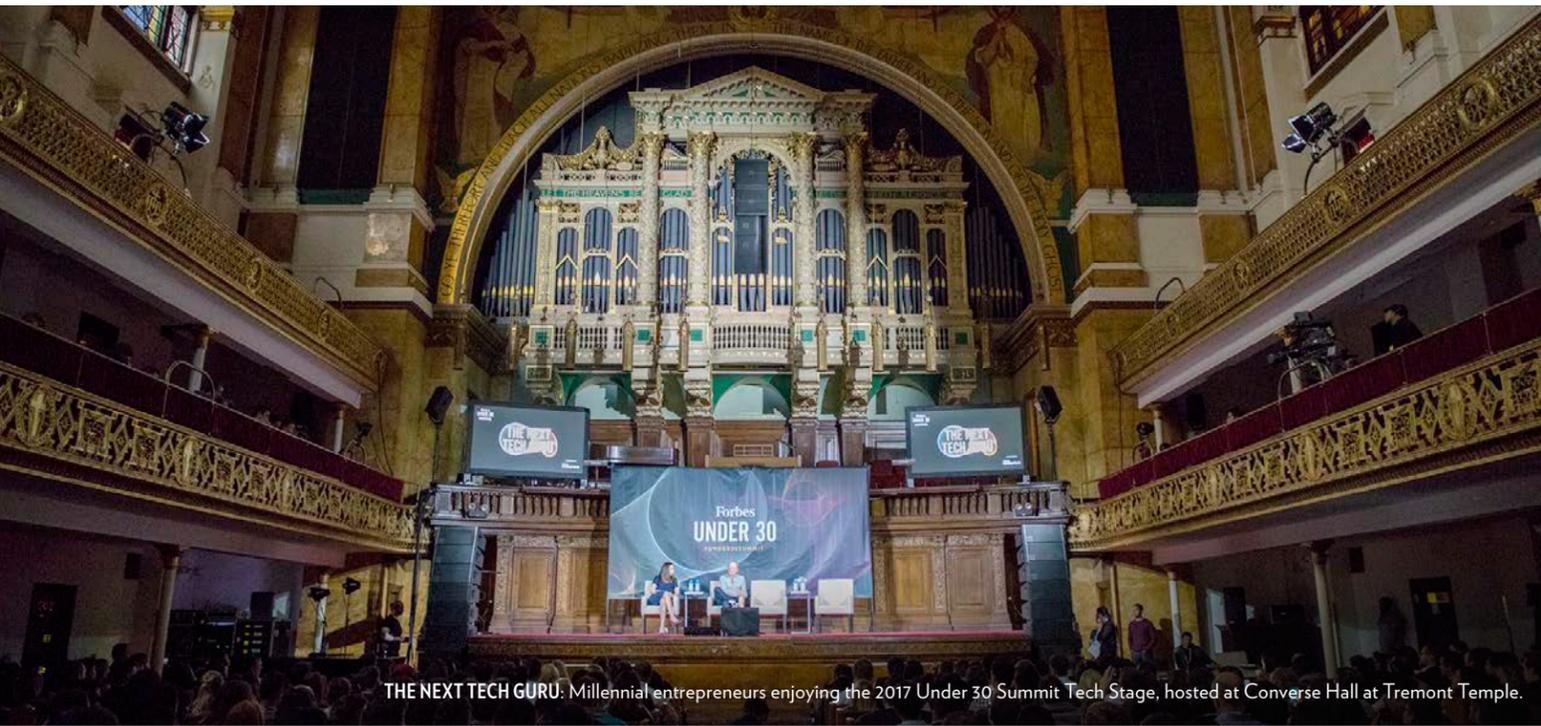
ForbesLive mobilizes our influential network of C-Suite executives, business decision makers and thought leaders to deliver events that achieve strategic client goals.

For more info on custom events or our larger conferences, contact Melody Khodaverdian at [mkhodaverdian@forbes.com](mailto:mkhodaverdian@forbes.com) or 917-794-5859.

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



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



**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.



# KPMG Voice: The Great Rewrite



**WINNER**

Min's Best of the Web Awards: Digital Marketing



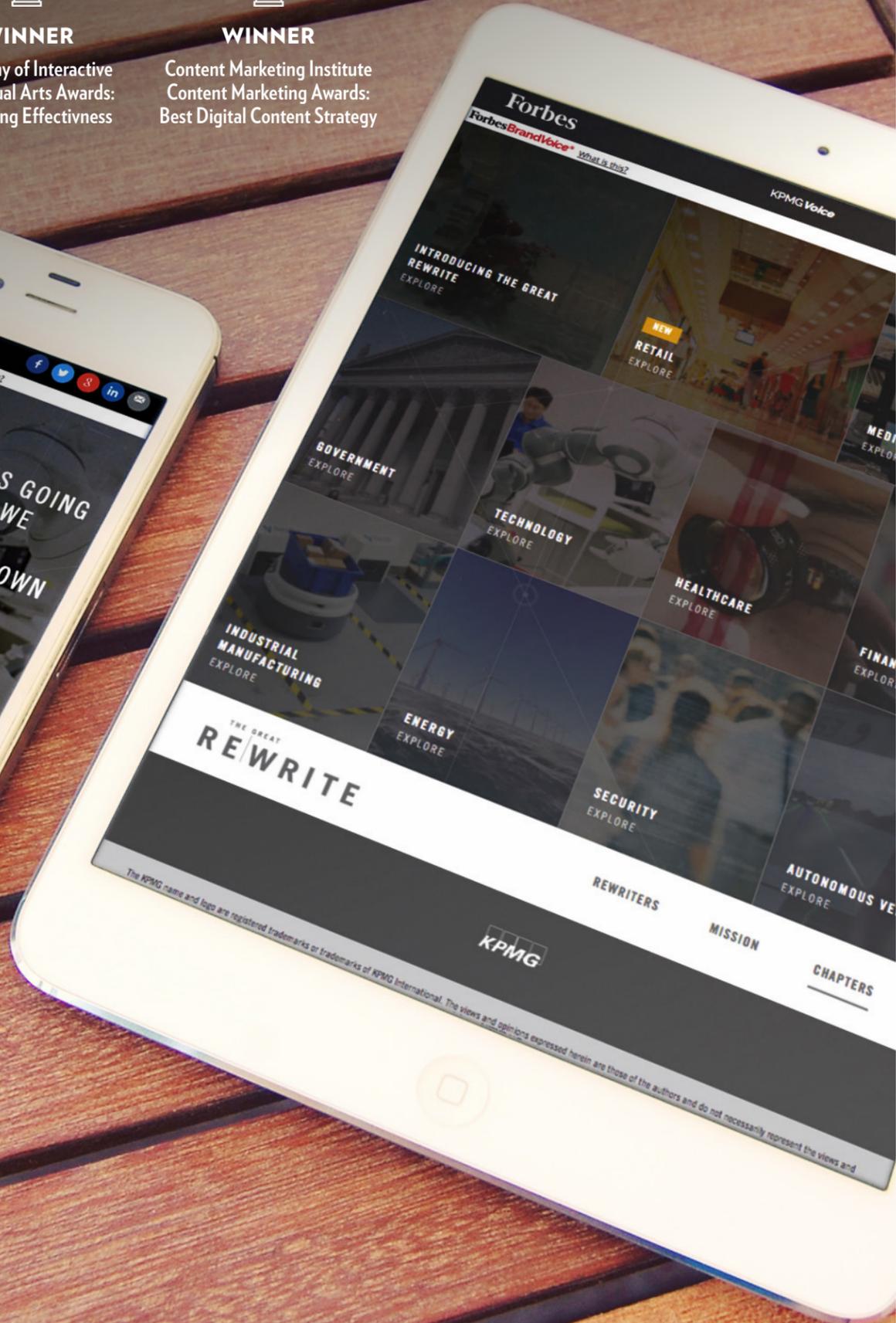
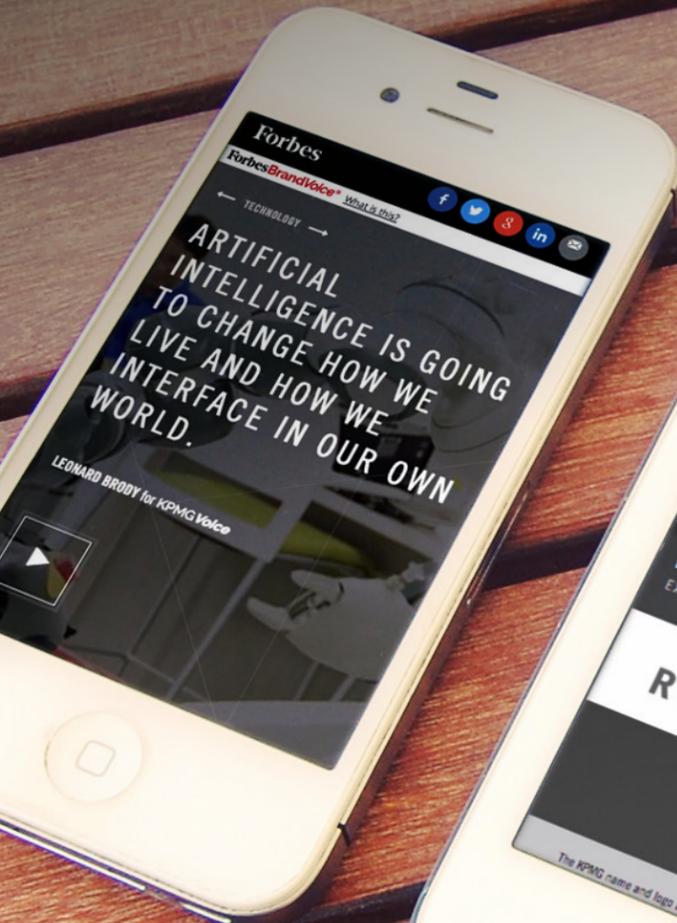
**WINNER**

Academy of Interactive and Visual Arts Awards: Marketing Effectiveness



**WINNER**

Content Marketing Institute Content Marketing Awards: Best Digital Content Strategy



# Forbes

# Forbes BrandVoice

Brand Voice is the premier, always-on brand content publishing platform. Through multi-platform integrations, high levels of discoverability, targeting, 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 BrandVoice  
"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](mailto:AWallitt@forbes.com) or (212) 366-8838

Source: Simple Reach; Adobe Analytics; GfK AdMeasure

# 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.

## 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."

#### 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](mailto:BMcLeod@forbes.com) or (929) 888-5724



# 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](mailto: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



## 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."



**NEEDS NO INTRO**

100 Greatest  
Living Business  
Minds  
Forbes 400

**RAY DALIO**

**Founder, Bridgewater Associates**  
Ray Dalio is the founder of the world's biggest hedge fund firm, Bridgewater Associates, which manages \$160 billion. Bridgewater operates on a principle he calls "idea meritocracy" – the key part of having that meritocracy, he says, is having a culture where people feel free to speak up when they have disagreements.

**QUOTE OF THE DAY**

"Now, every time I make a mistake I think of it as a puzzle. And I ask: What will I do differently when that thing comes again? That gem that emerges, that's a principle I can use going forward."

# 2018 Editorial Calendar

# Forbes

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

Editorial Calendar is subject to change. **BrandVoice:** Always Available \*Extended Newsstand Presence



**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

# Print Advertising Rates

Rate Base: 650,000



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

## 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

## 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

## GET TO KNOW

Small Giants

### DAVID DUSSAULT

Founder, P1 Industries

With less than 100 employees, Dussault's manufacturing company is producing for giants such as GE and, rather than outsourcing to companies like China, P1 ships their products *there*.

### DID YOU HEAR?

P1 is building an advanced manufacturing center for 3-D technologies that could help the company expand into new product areas like aerospace



\*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.



# 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" x 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)

**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.

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

**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.

**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.

**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](mailto:JMikolajczu@qg.com) or (212) 620-2455



Featured  
story in Forbes  
Dec. 12 2017  
Issue

**NEEDS NO INTRO**

**KENDRICK LAMAR**

Artist

This four-time Grammy winner has become known for being hip-hop's 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)**

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](mailto: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 accommodate same ads as desktop.



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

### 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](mailto:ads@directactionmedia.com) or uploaded at [www.directactionmedia.com/upload-ads/](http://www.directactionmedia.com/upload-ads/)

8+MBs send via FTP  
 host: [ftp.directactionmedia.com](ftp://ftp.directactionmedia.com)  
 User: damads  
 Password: Action2010

### Reader Profile

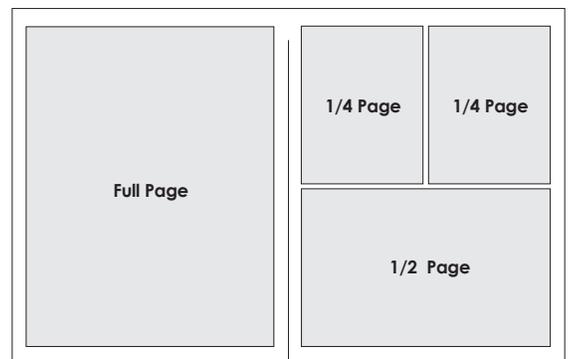
Rate Base:	650,000
Readership:	6,200,000
Frequency:	10x
Median Age (years):	42.4
Median HHI:	\$280,074
Men:	49%
Women:	51%

### 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"



To advertise in call  
**1.800.938.4660**  
 or email [sales@directactionmedia.com](mailto:sales@directactionmedia.com)