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Innovating Since 1917

# Global Champions *of* Entrepreneurial Capitalism



Poshmark CEO & Co-founder Manish Chandra and his team  
| Next Billion Dollar Startups

**Forbes**  
Media Kit 2020





Forbes 400  
Billionaires

EQUITY INVESTOR

**Robert Smith**  
Founder, Vista Equity Partners  
With over \$30 billion in assets, Vista is one of the best-performing private equity firms, posting annualized returns of 22% since inception.



Sundar Pichai, Google CEO | World's Most Reputable CEOs

# The Defining Voice of Entrepreneurial Capitalism

Forbes Champions Success by Celebrating Those Who Have Made it, and Those Who Aspire to Make it.

We provide our audience of influential leaders, high-net-worth-individuals, tastemakers, business decision makers and millennials with critical business insight and unparalleled access to the world's most powerful people.



# Forbes by the Numbers

Midas List

DRIVING CHANGE

**Jenny Lefcourt**  
Partner, Freestyle Capital  
Her seed-stage firm has  
\$230 million in assets.



**40** Global Editions

**70** Countries

**26** Languages

**26** Global Websites



**6.4M** U.S. Print Readership



**71M** Unique Visitors

**2,700+** Journalists



**60%** Mobile/Tablet Traffic



**45M** Social Followers

Source: comScore, Media Metrix, US Multi-Platform, FY 2018 (excluding July), Desktop A2+ & Mobile A13; MRI Fall 2018





## TECH FORWARD

Powerful People

### SATYA NADELLA

CEO, Microsoft

Nadella's mission: Rebuild Microsoft brick by brick until it can happen again. "That's what I want us to rediscover," he says.



# Forbes

## Audience



Forbes.com set new monthly records in November 2017, April 2018 and July 2018.

**54%** Male

**46%** Female

**3x**

as many IT decision-makers as our nearest competitor

**Largest**  
digital audience of  
millennials

**9%**

Average monthly  
audience growth YoY

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

- C-Suite
- Business Owners
- IT Decision Makers
- Business Decision Makers
- Millennials

Source: comScore, Media Metrix, US Multi-Platform, November 2018 vs. November 2017, Desktop A2+ & Mobile A13+, Competitive set: WSJ, CNN Business, Bloomberg, Entrepreneur, Inc, Wired, Fast Company, Fortune, and The Economist

Forbes Media Kit

[www.forbesmedia.com](http://www.forbesmedia.com)





MODEL BEHAVIOR

Under 30

**KARLIE KLOSS**  
Model and Entrepreneur

Karlie Kloss is no stranger in the modeling world, but she's also making a name for herself as an entrepreneur. Kloss founded Kode With Klossy, a coding camp for girls, to share her passion for science and introduce the next generation to STEM.

# Cross-Platform Experiences

Celebrating the entrepreneurs, game-changers and leaders advancing industries around the globe, Forbes’ powerful franchises provide interactive and multi-dimensional experiences that connect brands and audiences to key decision-makers.

**UNDER 30**

Global community of the most innovative young minds amplified through our annual list, always-on digital channel, live events and various categories

**FORBES 400**

The Forbes 400 ranks and profiles the country’s richest billionaires. This franchise captures more than just wealth—it paints an inspiring portrait of the country’s ever-changing entrepreneurial identity

**FORBESWOMEN**

Multi-platform community that brings-to-life Forbes’ Self-Made Women & Most Powerful Women Lists, ForbesWomen network and the annual Forbes Women’s Summit

**PHILANTHROPY**

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

**BILLIONAIRES**

The definitive ranking of the wealthiest people across the globe. With this iconic franchise, we showcase the driving forces behind new wealth and job creation while unveiling the impact of the world’s wealthiest people

**FINANCE & INVESTING**

Forbes experts provide insight on the strategies and investments that will secure your financial future - as well as celebrate the top private equity firms, asset managers and financial institutions reimagining the new face of finance

**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 CMO Summits

**JUST 100**

Using the things Americans care the most about – worker treatment, customer care, job creation, ethics, and the environment –we present our annual ranking of the best corporate citizens

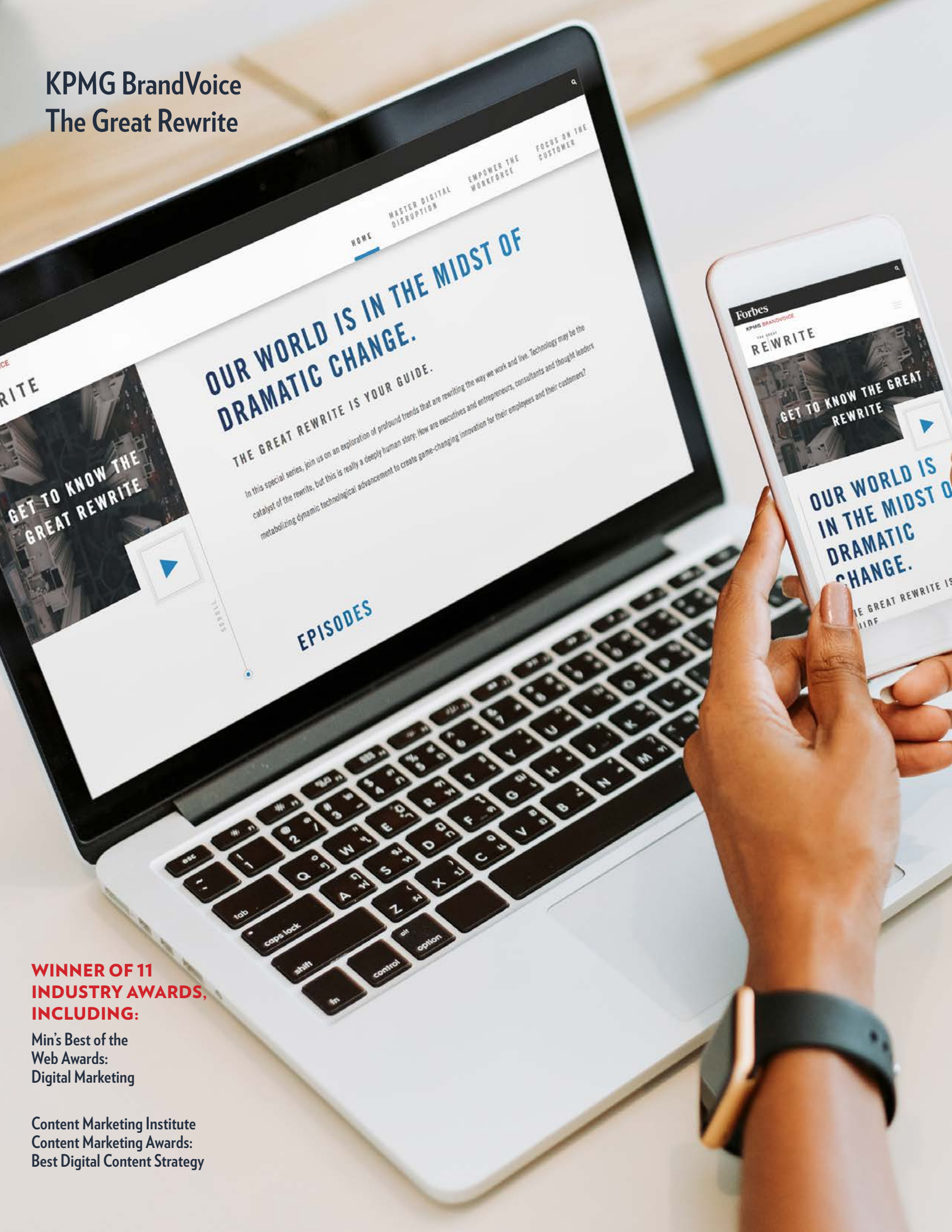
**INNOVATIVE LEADERS**

Which corporate chiefs are the best at spearheading world-changing creativity? Using a unique formula, we rank for the first time the leaders who make the biggest new things happen and do the most to shape the marvels of the future.

**SMALL GIANTS**

Honoring standout businesses that favor greatness over growth. The companies are all privately owned, profitable, at least ten years old and were selected based on factors including community involvement, commitment to staff and industry excellence





**WINNER OF 11  
INDUSTRY AWARDS,  
INCLUDING:**  
Min's Best of the  
Web Awards:  
Digital Marketing

Content Marketing Institute  
Content Marketing Awards:  
Best Digital Content Strategy

# Forbes BrandVoice

BrandVoice 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.

## A Sample of Recent Awards Across 19 Wins

**WINNER**  
Financial Communications  
Society Award  
OppenheimerFunds and Forbes  
BrandVoice’s the New  
Opportunities wins for Branded  
Content - B2B

**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?”



Source: Simple Reach; Adobe Analytics; GfK AdMeasure





TRANSFORMING AN  
INDUSTRY

Global  
Gamechangers  
30 Under 30

**DANIEL EK**  
CEO of Spotify

Swedish-born entrepreneur best known for being the CEO and co-founder of streaming music service Spotify. The company has more than 180 million users, 87 million of whom are paying subscribers.

# 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 and amplified via the Forbes’ media platforms including digital/social, print and live executions.

EXECUTIVE & CONSUMER  
RESEARCH SERVICES

BESPOKE RESEARCH  
REPORTS AND  
PUBLICATIONS

THOUGHT LEADERSHIP  
STRATEGY & CONSULTING  
SERVICES

LEAD GENERATION

DIGITAL MEDIA EXPERIENCES &  
INTERACTIVE CONTENT

PODCASTS

MULTIMEDIA VIDEO &  
INFOGRAPHICS

SOCIAL MEDIA CAMPAIGNS

LIVE EVENTS & WORKSHOPS

## FORBES AI & INTEL

In a groundbreaking series of AI publications aiming to demystify artificial intelligence, Forbes Insights in partnership with Intel, spent 2018 diving deeper into this evolving space. Within each issue, we tapped into leading voices, highlighted emerging trends, and showcased compelling research. The program metrics exceeded expectations and benchmarks, showing the true testament to the dynamic and innovative future of AI.







KEEPING UP WITH GEN Z

Self-Made Women

KYLIE JENNER

Founder, Kylie Cosmetics  
Kylie Cosmetics launched two years ago with a \$29 “lip kit” consisting of a matching set of lipstick and lip liner, and has sold more than \$630 million worth of makeup since, including an estimated \$330 million in 2017.

Leading Luxury Content  
For Affluent Consumers

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

FORBESLIFE

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

- Luxury Travel
- Art & Culture
- Fashion & Beauty
- Culinary & Spirits
- Watches & Jewelry

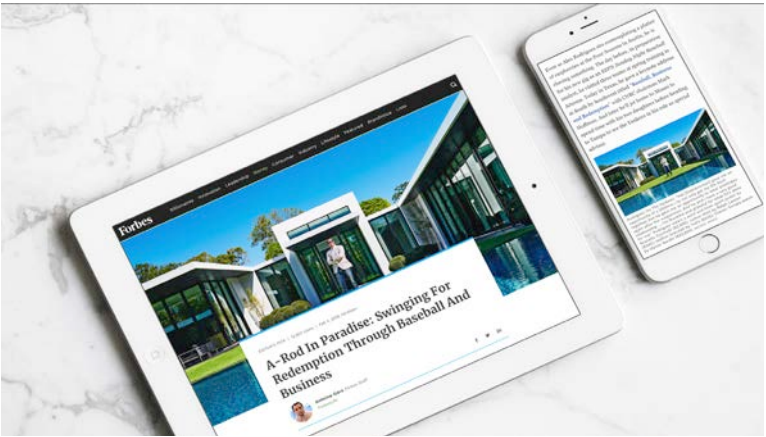


THE BUSINESS OF LUXURY

In-depth editorial features deliver cutting-edge, authoritative business intelligence on the emerging innovators, disrupters and brands redefining the luxury landscape

CONNOISSEUR

Connoisseur is an all-new, Forbes content product reserved exclusively for our luxury partners





2020

## EDITORIAL CALENDAR

The defining voice of entrepreneurial capitalism, Forbes champions success by celebrating those who have made it, and those who aspire to make it.



Issue Date	Editorial Themes	Ad Close	On Sale	Online Launch
March	<b>The Money Issue</b> Investment Guide • Billion Dollar Startups • FinTech	1/20	2/25	2/11
May	<b>Billionaires</b> Tech Disruptors:5G	3/16	4/21	4/7
June	<b>Self-Made Women</b> Midas List • Billionaires	5/4	6/9	5/26
August	<b>Inclusive Capitalism</b>	6/15	7/21	7/7
October	<b>Forbes 400: Impact 50 &amp; Philanthropy</b> Top Wealth Advisors • Cloud 100	8/3	9/8	8/25
November	<b>Best Small Companies</b> Just 100 • CFO/CIO/CMO	9/14	10/20	10/6
December	<b>30 Under 30</b> Healthcare • Holiday	10/26	12/1	11/17





SOFTWARE PIONEER

**ANDREW  
ANAGNOST**

President & CEO, Autodesk  
Autodesk's share price has nearly tripled in the last three years; its \$27 billion market value is 13 times revenue.

# Print Production Specifications

Bringing Your Print Creative To Life

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)

**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.

**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.**

**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.



For more information contact Joanna Mikolajczuk at [JMikolajczu@qg.com](mailto:JMikolajczu@qg.com)