



# Forbes Magazine

2023 Print Media Kit





# An Iconic Magazine with a Timeless Mission

For 105 years, Forbes Magazine has championed success by celebrating those who have made it and those who aspire to make it.

It has also been a source of inspiration for the finer things in life. We understand our audience’s propensity for high quality products, and through our trusted voice we connect readers to brands who provide elevated experiences that adhere to their high standards.

**3.3M**

Forbes Magazine readers buy based on quality, not price

**3.0M**

Forbes Magazine readers consume alcoholic beverages

**2.2M**

Forbes Magazine readers take action as a result of seeing a luxury ad

### Forbes Magazine Readers Are:

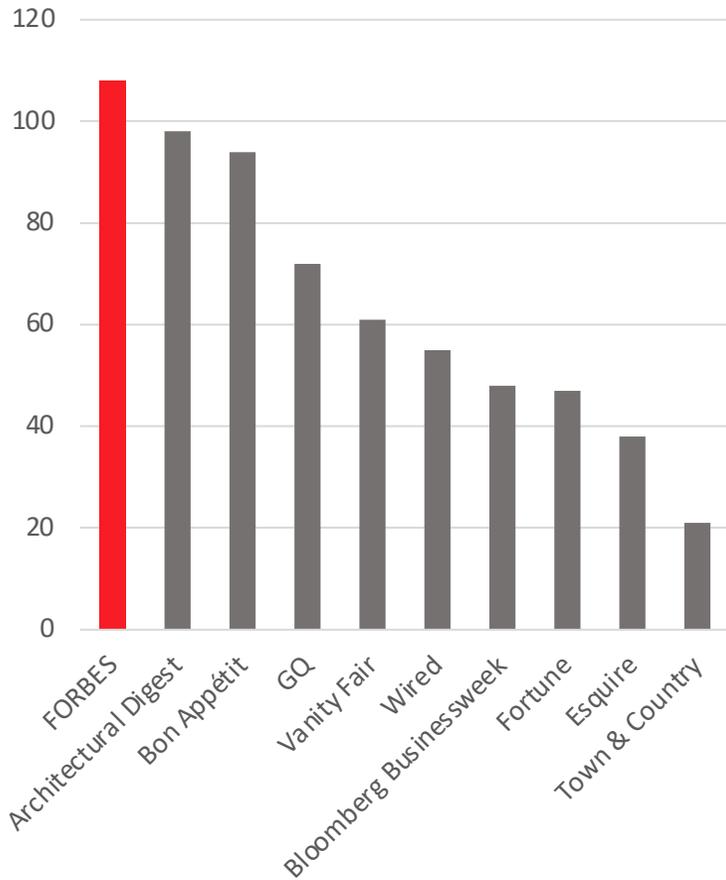
- ✓ **1.9x** More Likely to have an Income of \$250k+
- ✓ **2.8x** More Likely to Spend \$1,000+ on Watches
- ✓ **3.1x** More Likely to Stay in Luxury Hotels for Business

Paige Mycoskie | Founder, Aviator Nation  
America’s Richest Self-Made Women  
June/July 2022 Issue of Forbes

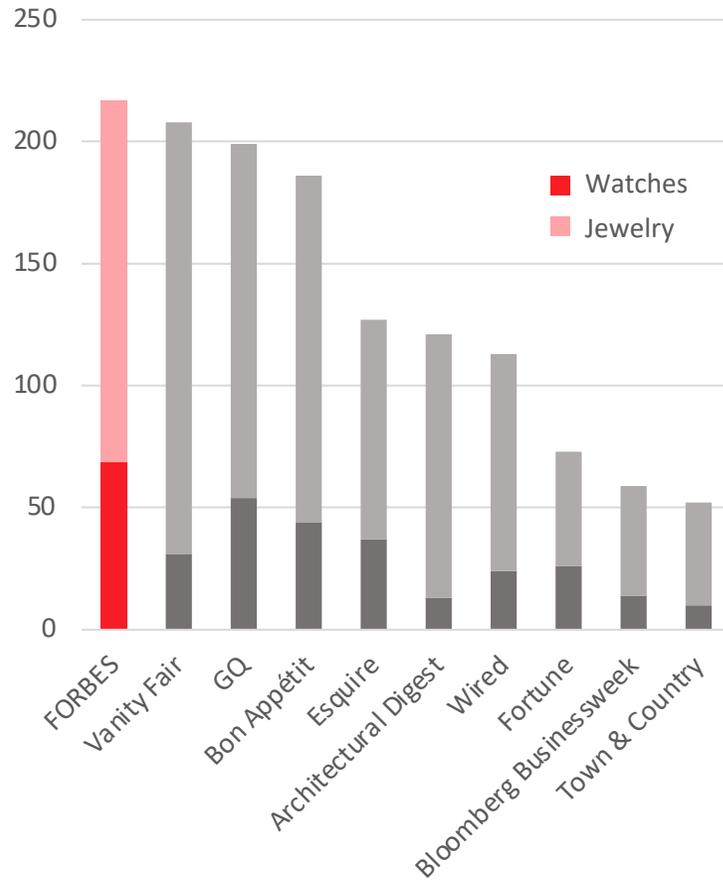
Source: 2022 GfK MRI-Simmons Spring Doublebase USA weighted to Population (000)

# Reaching Wealthier, Higher Spending and Younger Readers Than Other Luxury Magazines

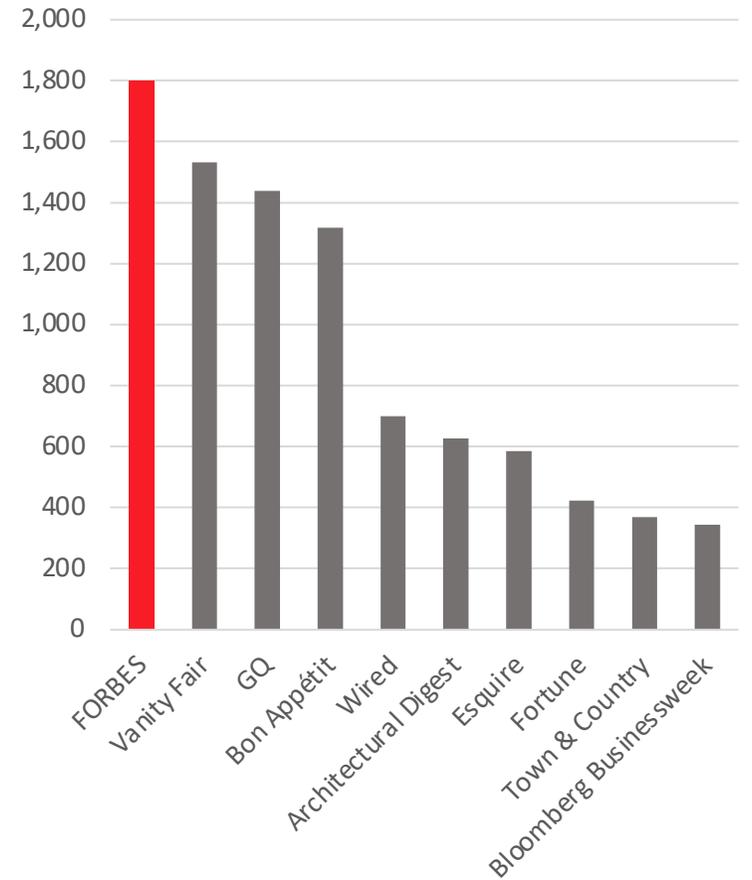
**\$250k+ Individual Income**



**\$1,000+ Spent on Watches & Jewelry**



**Ages 18-34**



Source: 2022 GfK MRI-Simmons Spring Doublebase USA weighted to Population (000)

## Modern and Elegantly Designed

// The latest issue of *Forbes* landed in my mailbox... which—holy cow—is transformational. Clean, crisp, seemingly more relevant with the turn of each page. In sum, it's suddenly alive and *modern*."

- FOLIO: in response to the redesigned Forbes Magazine



# Forbes Magazine – U.S. Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ON SALE	ONLINE LAUNCH
February/March	<b>The Money Issue</b> All-Star Financial • Blockchain	1/16	2/21	2/7
April/May	<b>The Innovation Issue</b> Billionaires • AI 50	3/13	4/18	4/4
June/July	<b>The Self-Made Women Issue</b> Fintech 50 • The Midas List: Best Venture Capital Investors	5/8	6/13	5/30
August/September	<b>The Next Billion-Dollar Startups Issue</b> 50 Over 50 • Cloud 100 • Top Wealth Advisors	7/10	8/15	8/1
October/November	<b>The Forbes 400 Issue</b> Sustainability • Philanthropy	9/4	10/10	9/26
December/January	<b>The 30 Under 30 Issue</b> Healthcare • Holiday • Investment Guide	11/6	12/12	11/28

# Forbes Magazine – U.S. Rate Card

U.S. PAGE RATES (500,000 RATE BASE)		
FULL PAGE		\$50,000 NET
SPREAD		\$100,000 NET
COVERS		
MULTI-COVER WITH 4 AD PAGES	\$273,000 NET (\$73,000 Production Cost)	
COVER 2 / PAGE 1 SPREAD	\$115,000 NET (15% Premium)	
COVER 3	\$52,500 NET (5% Premium)	
COVER 4	\$65,000 NET (30% Premium)	
BRANDED CONTENT		
BRANDVOICE & CONNOISSEUR CONTENT FEATURES (See Next Page)		PLEASE INQUIRE



# Innovative Branded Content Formats

Forbes Magazine offers premium content formats that are published natively in book and featured in the issue table of contents – aligning branded thought leadership with Forbes’ trusted editorial.



**THEMATIC, LONGFORM BRANDVOICE CONTENT FEATURES**  
(5 Pages of Content, 2 Brand Ads)



**PRODUCT-DRIVEN CONNOISSEUR COLUMNS**  
(1 Page of Content, 1 Brand Ad)

# Print Production Specifications

AD SIZE	TRIM (W x D)	NON-BLEED	BLEED	BLEED LIVE AREA
<b>FULL PAGE</b>	8" x 10.5" (203mm x 267mm)	7.5" x 10" (191mm x 254mm)	8.25" x 10 3/4" (209mm x 273mm)	7.5" x 10" (191mm x 254mm)
<b>SPREAD</b>	16" x 10.5" (406mm x 267mm)	15.5" x 10" (394mm x 254mm)	16.25" x 10 3/4" (413mm x 273mm)	15.5" x 10" (394mm x 254mm)

## Magazine Trim Sizes:

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 Instruction:** Please upload single-page files only to the Forbes Ad Portal at [www.adshuttle.com/forbes](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 print production related information, please contact Joanna Mikolajczuk at: [jmikolajczu@quad.com](mailto:jmikolajczu@quad.com)





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