



# Forbes

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## 2016 Media Kit



# The Forbes Brand

Forbes is a global media, branding and technology company, with a focus on news and information about business, investing, technology, entrepreneurship, leadership and affluent lifestyles.

Forbes' mission is to deliver information on the people, ideas and technologies changing the world to our community of affluent business decision makers. What distinguishes Forbes from other media brands is our exceptional access to the world's most powerful people—the game changers and disruptors who are advancing industries across the globe. Through our unique platform of print, digital, mobile, conference and products, Forbes is changing the way content is created, distributed, consumed and shared.

Since 1917, Forbes magazine has provided the world's affluent business leaders with strategic insight and information. In the past four years we have produced an unbroken string of agenda-setting cover stories celebrating the people changing the world for the better: Warren Buffett, Oprah Winfrey and Sean Parker to Jeff Bezos, Meg Whitman, Evan Spiegel and more. Forbes magazine is the audience leader in the business category and has accrued over 1 million more readers in the last year for a total audience readership of 6.7 million\*.

Forbes.com is the homepage for the world's business leaders, serving an engaging mix of top stories, video and trending features. Our unique social journalism platform enables content creators, consumers and marketers to participate more than ever before, and our network of 1,500 staff writers and expert contributors (up 250 from four years ago), enables Forbes.com to meet the diverse and demanding needs of our online audience. Forbes.com has seen unprecedented growth, with a record breaking 33 million unique visitors in September\*\*.

Forbes' growth across print, digital and mobile is proof that the innovative model of journalism at the center of a social experience is not only working, it is revolutionizing the business media industry.

Follow Forbes

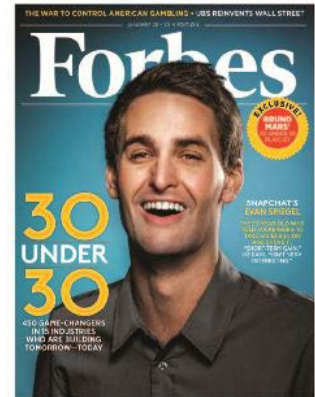


Sources:

\* MRI Fall 2014

\*\*comScore Media Metrix Multiplatform September 2014, US desktop+mobile

# Forbes



FOR MORE INFORMATION, VISIT [WWW.FORBESMEDIA.COM](http://WWW.FORBESMEDIA.COM)

## The New Newsroom

*“We’ve been at it for four and a half years, reinventing ourselves step by step. We transformed Forbes.com into a global publishing platform. We re-imagined our magazine for a digital age. We built smartphone and tablet products for our growing audience of mobile consumers. There were no headline-making product releases, just a relentless string of advances (check out the timeline below). As technology plays havoc with the economics of both journalism and advertising, we’ve built a powerful publishing engine to create, syndicate and market quality editorial content at scale – and for marketers to express themselves like never before. We’ve put our authoritative journalism at the center of a social media experience – “I see FORBES in my news stream all the time,” I keep hearing. By doing all that and more, we extended our 97-year-old brand and mission to a new generation of entrepreneurs eager to create wealth, provide jobs and make a difference.”*

-Lewis D’Vorkin  
Forbes Chief Product Officer

FORBES REACHES  
**33M**  
UNIQUE VISITORS  
PER MONTH\*



\*Source: Source: comScore Media Metrix Multiplatform September 2014, US desktop+mobile

## Native Advertising Leader

A pioneer in the native advertising field, Forbes is the first to incorporate and publish various partners' thought leadership content in their own voice throughout Forbes' print and digital landscape. The content-sharing channel, BrandVoice, is an integrated and by-invitation platform that enables marketers to join the conversation with their own narrative and expertise.

BrandVoice is an innovative approach to integrating marketers' content with Forbes' editorial allowing marketers to convey their voice on the Forbes platform using the same tools as content creators. This enables alignment between company vision and goals with BrandVoice program content in a transparent and informative way.

Through the content hub, consumers can easily find branded landing pages that provide single access points to all partner content. All BrandVoice posts are easily discovered by the Forbes audience, and have the opportunity to make the most popular section, empowering partners to further engage with their followers. Since its inception, BrandVoice has accrued an all-time total of 72 print and digital partners. Through November 2014, BrandVoice Digital has maintained 66 partners, with 5K posts and an outstanding 37 million pageviews.



# 2016 Editorial Calendar

# Forbes

Issue	Editorial Themes	Ad Close	On Sale	Online Launch
<b>Jan 18</b>	<b>30 Under 30</b> Global Business/Entrepreneurs • Second Acts • Financial Planning/Millennial Money Luxury Leaderboard: Object of Desire—Luxury Home Goods** • Business of Luxury Feature*** • ForbesLife Department	12/7	1/4	1/4
				1/23 Davos World Economic Forum ★
<b>Feb 8</b>	<b>All New! Best Small Co's: Small Giants</b> Tax Planning • Best ETFs & Mutual Funds • SportsMoney** <b>Special Insert</b> ForbesLife Guide to 'Travel' • Luxury Leaderboard: Seal The Deal—Men's Accessories** • ForbesLife Department	1/4	1/25	1/27
<b>Feb 29</b>	<b>Retire Well</b> Social Media • Tech & Innovation • Energy Revolution Luxury Leaderboard: Seal the Deal—Men's Watches** • Business of Luxury Feature*** • ForbesLife Department	1/25	2/15	2/17
<b>Mar 21</b>	<b>Billionaires* 7.2 Million Reach</b> Luxury Leaderboard: Travel** • Luxury: Collections	2/15	3/7	3/1
				3/11 SXSW ★
<b>Apr 19</b>	<b>Innovation Factory 7 Million Reach</b> Best Employers • Internet of Things • Tomorrow's Transportation • Midas List <b>Special Insert</b> ForbesLife Guide to 'Spring Fashion' • Luxury Leaderboard: Luxury Lineage—Watches** • ForbesLife Department	3/7	4/5	3/23
<b>May 10</b>	<b>The Next Global Gamechangers*</b> Social Entrepreneurs • Fastest Growing Tech Companies • Big Data • Reinventing America • Retirement Luxury Leaderboard: Provenance—Real Estate** • Business of Luxury Feature*** • ForbesLife Department	3/28	4/26	4/13
<b>May 31</b>	<b>Best Brands - The Business of Marketing</b> Innovation at the Top • Sports Money** • Masters of the Universe Luxury Leaderboard: Seal the Deal—Men's Clothing** • Business of Luxury Feature*** • ForbesLife Department	4/18	5/17	5/4
<b>Jun 21</b>	<b>Self Made Women Largest Readership of 2015 at 8.3 Million</b> U30 Women • Tech—Mobility • Reinventing America Luxury Leaderboard: Luxury Lineage—Autos** • Business of Luxury Feature*** • ForbesLife Department	5/9	6/7	5/25
				5/11 Women's Summit 6/18 Cannes Lions ★
<b>Jun 30</b>	<b>Investment Guide* Best Selling Issue of the Year at 7.7 Million</b> Millennial Money • Sports Money** • Franchises • Womens Summit Highlights <b>Special Insert</b> ForbesLife Guide to 'Watches' • Luxury Leaderboard: Seal The Deal—Spirits** • ForbesLife Department	5/23	6/28	6/22
<b>Jul 26</b>	<b>Internet of Things</b> Entertainment & Social (prev. Celebrity 100) • ETF/Retirement • Private & Family Business Luxury Leaderboard: Provenance—Real Estate** • Business of Luxury Feature*** • ForbesLife Department	6/13	7/12	6/29
<b>Aug 23</b>	<b>The Future of Education</b> Startup Factories • Sports Money** • Biotech Luxury Leaderboard: Seal The Deal—Men's Clothing** • Business of Luxury Feature*** • ForbesLife Department	7/11	8/9	7/27
<b>Sep 13</b>	<b>Most Innovative Companies 2nd Highest Readership of the Year at 8 Million</b> Energy Revolution • ETFs/Best Mutual Funds • Megacities Luxury Leaderboard: Object of Desire—Luxury Home Goods** • Business of Luxury Feature*** • ForbesLife Department	8/1	8/30	8/17
<b>Oct 4</b>	<b>Cloud Technology</b> Longevity • Healthcare & Best Hospitals • Retirement <b>Special Insert</b> ForbesLife Guide to 'Men's Fall Fashion' • Luxury Leaderboard: Seal the Deal—Men's Clothing** • ForbesLife Department	8/22	9/20	9/7
<b>Oct 25</b>	<b>400* Largest Editorial Event in the Business Category</b> Luxury Leaderboard: Object of Desire—Luxury home goods** • Luxury: Collections***	9/12	10/11	9/28
				Under 30 Summit ★
<b>Nov 8</b>	<b>Entrepreneurs: Next Billion-Dollar Startups</b> Retirement • CMO & Best Brands • Reinventing America • Under 30 Summit Highlights <b>Special Insert</b> ForbesLife Guide to 'Cars' • Luxury Leaderboard: Seal the Deal—Women's Fashion** • ForbesLife Department	9/26	10/25	10/12
				11/3 CMO Summit ★
<b>Nov 29</b>	<b>Fin Tech 50</b> Sports Money** • All New SMB Rockstars • CMO Summit Highlights <b>Special Insert</b> ForbesLife Holiday Gift Guide • Luxury Leaderboard: Luxury Lineage—Real Estate** • ForbesLife Department	10/17	11/15	11/2
<b>Dec 20</b>	<b>Impact &amp; Philanthropy</b> Most Powerful People • Healthcare • Tomorrow's Transportation • Marketing & CSR Luxury Leaderboard: Object of Desire: Home Goods** • Business of Luxury Feature*** • ForbesLife Department	11/7	12/6	11/16
				12/3 Healthcare Summit ★
<b>Dec 31</b>	<b>Investment Guide 2017*</b> ETFs/Best Mutual Funds • Sports Money** • Social Media • Healthcare Summit Highlights <b>Special Insert</b> ForbesLife Guide to 'Spirits' • Luxury Leaderboard: Seal the Deal—Men's Accessories** • ForbesLife Department	11/21	12/20	12/7
				1/6 CES ★

Editorial Calendar is subject to change. **BrandVoice:** Always Available ★ Additional Distribution \*3 Month Newstand Presence  
\*\*One adjacency available—please check for availability \*\*\*Front of book, not guaranteed in Feature Well

**www.forbesmedia.com**  
Updated as of 2/11/16

## Editorial Themes

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**30 UNDER 30:** Ranks the innovators under the age of 30 who are putting their passions to work and reinventing business. From social entrepreneurs to fashion designers to tech experts, all eyes are on these up-and-coming stars who are driving the business revolution. It's the biggest, most viral online event of the year.

**MOST PROMISING COMPANIES:** The 100 most dynamic private companies that are growing exponentially and building successful business empires. This list provides access to up-and-coming business stars and to cutting edge private companies across America.

**RETIRE WELL:** The ultimate guide to retirement, offering critical insight into best practices for guaranteeing a promising financial future and enjoyable retirement years.

**BILLIONAIRES:** This year's issue ranking the world's billionaires zeros in on the wealthy leaders who successfully expand their businesses across borders, focusing on the billionaires who have a high percentage of wealth extending outside their native country.

**MIDAS/INNOVATION:** Unveils the most important trends, people and companies in the venture capital and entrepreneurial investing space.

**REINVENTING AMERICA:** A deep dive into American innovation and ingenuity of the past, present and future.

**GLOBAL 2000:** Features the 2,000 largest, most influential public companies driving and defining the global economy. Forbes ranks the 2,000 companies based on sales, profits, assets and market value.

**TOP WOMEN:** A list of the 100 most powerful female politicians, CEOs, bankers, cultural icons, billionaires and entrepreneurs and how they use their extensive reach to advance nations, economies, industries and our everyday lives.

**INVESTMENT GUIDE I:** The first of two annual Investment Guides offers time-tested guidance and strategies for securing a promising financial future with a wide range of personal investing topics including real estate, retirement, estate planning, taxes and more.

**CELEBRITY 100:** This list of savvy celebrities demonstrates the evolving relationship between stardom and Silicon Valley by setting a new standard for what it means to make it in the business of celebrity.

**TOP COLLEGES:** A renowned list ranking the top 650 undergraduate institutions in the country, including first-hand accounts of student experiences and achievements at the nation's best schools.

**TOP INNOVATORS:** A list of the world's most innovative companies with a particular focus on the innovators behind the brand—the leaders who create successful business practices and growth strategies.

**FORBES 400:** The definitive list of wealth in America with features highlighting philanthropists who are putting their wealth to work to change the world for the better.

**TOP ENTREPRENEURS/BEST SMALL COMPANIES:** Highlighting the drive, innovation and spirit of today's small business, this issue uncovers the opportunities, trends and challenges facing entrepreneurs and small business owners.

**MOST POWERFUL PEOPLE:** The power players who control billions of dollars, boardrooms and armies, and shape politics, finance, culture and societies across the globe.

**PHILANTHROPY/IMPACT:** Celebrates visionary institutions and individuals who use innovation, ingenuity and philanthropy to create a better world.

**INVESTMENT GUIDE II:** The second annual Investment Guide provides investing and financial tools to help readers plan for the following year and for a long term financially secure future.

## *Print Editorial Departments*

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Forbes offers our influential community critical insight and information throughout the magazine. Each editorial department provides readers with a fresh perspective and a provocative point of view, keeping our audience of business leaders and affluent consumers informed and engaged.

### **A BRIEF WORD**

A letter from the Chief Product Officer, Lewis D’Vorkin, introducing each issue and addressing Forbes’ game changing strategies and products.

### **FACT & COMMENT**

Steve Forbes’ column continues the tradition of his grandfather and father, delivering provocative editorials on U.S. politics, foreign affairs, the economy and taxes.

### **LEADERBOARD**

The scorekeeper on wealth and power, offering a behind-the-scenes look into who’s up and who’s down across industries. Features in the Leaderboard section include Scorecard and active conversations from Forbes.com.

### **THOUGHT LEADERS**

A group of opinion leaders explore global topics and solutions including current events, capital growth and innovative practices.

### **STRATEGIES**

Global innovators and leaders provide insight into how to build successful long term business practices and growth strategies.

### **TECHNOLOGY**

The biggest technology innovators and insights from top-notch technology adopters and minds in Silicon Valley.

### **ENTREPRENEURS**

The home for inspiring stories and features on the opportunities and obstacles faced by small and mid-size companies.

### **INVESTING**

The guidebook on how to get and stay wealthy, featuring investment strategies, stock tips and advice from financial experts.

### **LISTS**

Rankings of the most successful business icons and entrepreneurs, from technology gurus, politicians and media moguls to philanthropists, athletes and more.

### **FEATURES**

Feature stories on timely innovators, entrepreneurs and business icons who are driving positive change in the world.

### **LIFE**

A lifestyle section dedicated to collecting, luxury travel, fashion and how to live life to the fullest.

### **THOUGHTS**

A collection of powerful quotes aggregated around topics including luck, business, happiness, technology and family.

## Print Demographics

Forbes magazine is the premier environment for readers and marketers, reaching an affluent community of executives, business decision makers and entrepreneurs.

### Total Audience

MRI SPRING 2014*	FORBES	FORTUNE	THE ECONOMIST	WALL STREET JOURNAL
Total Audience	<b>6,706,000</b>	3,442,000	2,356,000	2,524,000
Men (65%)	<b>4,353,000</b>	2,286,000	1,554,000	1,647,000
Women (35%)	<b>2,353,000</b>	1,157,000	802,000	877,000
Median Age (years)	<b>42.4</b>	49.7	48.0	52.8
Top Management	<b>927,000</b>	591,000	360,000	479,000
Business Purchase Decision Makers	<b>1,616,000</b>	916,000	679,000	697,000
C-Level	<b>728,000</b>	408,000	220,000	234,000
HHI \$100K+	<b>2,982,000</b>	1,622,000	1,305,000	1,518,000

### Total Affluent Audience

MENDELSON AFFLUENT SURVEY 2014**	FORBES	FORTUNE	BUSINESSWEEK
Total Affluent Audience	<b>1,402,000</b>	1,254,000	1,167,000
Business Decision Makers (BDM)	<b>672,000</b>	552,000	591,000
C-Level	<b>304,000</b>	226,000	299,000
Millionaire Households	<b>655,000</b>	584,000	577,000
HHI \$200K+	<b>561,000</b>	445,000	403,000
HHI \$250K+	<b>398,000</b>	320,000	267,000

\*Source: MRI Fall 2014—Numbers are based on the total U.S. population

\*\*Mendelsohn Affluent Survey 2014, Adults, HHI \$100,000 or more



# FORBES // MARKETPLACE // MEDIA KIT



*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

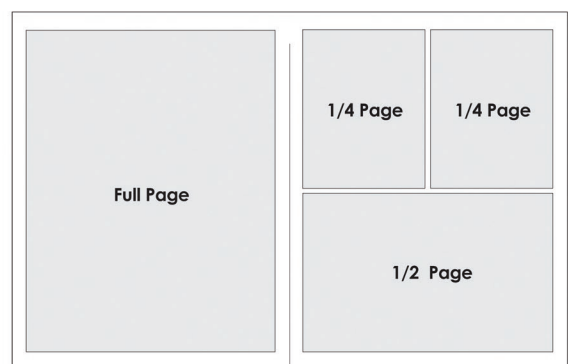
Rate Base:	900,000
Readership:	6.7 million
Frequency:	22x
Median Age (years):	43.2
Median HHI:	\$78,458
Men:	68%
Women:	32%

## 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"



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