



Forbes

2015 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.

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Sources:

* MRI Fall 2014

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

Forbes



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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.



2015 Editorial Calendar

Forbes

ISSUE	EDITORIAL THEME	PRINT CLOSE	PRINT DELIVERY	ONLINE LAUNCH
Jan 19	30 Under 30 Second Acts Business Travel/Davos & CES	Dec 8	Jan 5	Jan 5
Feb 9	Most Promising Companies Tax Planning Best Mutual Funds	Jan 5	Jan 26	Jan 21
Mar 2	Retire Well Finance, Tech & Innovation Mobility	Jan 26	Feb 16	Feb 11
Mar 23	Billionaires* Luxury	Feb 16	Mar 9	Mar 4
Apr 13	Midas/Innovation Best Employers Cloud Computing	Mar 9	Mar 30	Mar 25
May 4	Reinventing America Fin Tech 50 Fastest-Growing Tech Companies Next Billion Dollar Start-Ups	Mar 30	Apr 20	Apr 15
May 25	Global 2000* STEM Workplace of the Future	Apr 20	May 11	May 6
Jun 15	Top Women Women STEM	May 11	Jun 1	May 27
Jun 29	Investment Guide I* <i>ForbesLife</i>	Jun 1 May 11	Jun 22	Jun 17
Jul 20	Celebrity 100 Ag Tech The Internet of Things	Jun 15	Jul 6	June 29
Aug 17	Top Colleges Millennial Entrepreneurship Leadership 2020	Jul 13	Aug 3	Jul 29
Sep 7	Top Innovators	Aug 3	Aug 24	Aug 19
Sep 28	Science, Health & Innovation Healthcare/Best Hospitals Business Travel <i>ForbesLife</i>	Aug 24 Aug 10	Sep 14	Sep 9
Oct 19	400* Luxury, Passion & Pursuits	Sep 14	Oct 5	Sep 30
Nov 2	Top Entrepreneurs Best Small Companies Transportation/NEXT	Sep 28	Oct 19	Oct 14
Nov 23	Most Powerful People Energy Revolution MegaCities	Oct 19	Nov 9	Nov 4
Dec 14	Philanthropy STEM Autos	Nov 9	Nov 30	Nov 25
Dec 28	Investment Guide II*	Nov 23	Dec 14	Dec 9

ALL DATES AND THEMES ARE SUBJECT TO CHANGE

Note: Not all themes will have a dedicated cover feature; however, all themes will at least have a roofline promo.

*These issues have extended newsstand sales periods.

LAST UPDATED 2/4/15

FOR MORE INFORMATION, VISIT WWW.FORBESMEDIA.COM

2015 Digital Editorial Programs

Forbes

JANUARY LAUNCH DATE

30 Under 30	Jan 5
Top Earning American Idols	Jan 6
Hong Kong	Jan 8
NBA Valuations	Jan 21
America's Most Promising Companies	Jan 21
Australia Rich List	Jan 28

FEBRUARY LAUNCH DATE

Retirement Guide	Feb 11
Retired Athletes	Feb 11
NASCAR Valuations	Feb 18
Highest Earning Hedge Fund Managers	Feb 18
Asia Power Women	Feb 25
Malaysia Rich List	Feb 25
Hip-Hop Cash Princes	Feb 25

MARCH LAUNCH DATE

Billionaires	Mar 2
College Basketball	Mar 16
Names You Need to Know	Mar 18
Best Employers	Mar 25
Midas List	Mar 25
MLB Valuations	Mar 25
College Conferences	Mar 25
Hip-Hop Princes	Mar 31

APRIL LAUNCH DATE

Japan Rich List	Apr 1
Top Wealth Managers - Firms	Apr 8
Hip-Hop's Wealthiest	Apr 28
Korea Rich List	Apr 29
Richest in Each State	Apr 29

MAY LAUNCH DATE

Global 2000	May 6
World Soccer Valuations	May 6
Innovative Growth Companies	May 13
Most Valuable Brands	May 13
Power Women	May 27
50 Richest Female Entrepreneurs	May 27
Sports Agencies	May 27

JUNE LAUNCH DATE

Thailand Rich List	June 3
Top Women Advisors - People	June 10
Investment Guide I	June 17
World's Highest Paid Athletes	June 17
Heroes of Philanthropy	June 24
Taiwan Rich List	June 24
Celebrity 100	June 29

JULY LAUNCH DATE

Richest Families	July 1
Richest in Hollywood	July 1
50 Most Valuable Sports Teams	July 15
Singapore Rich List	July 22
Best Under a Billion - Asia	July 22

The Best Places for Business & Careers	July 29
Country Cash Kings	July 29
Top Colleges	July 29
MLS	July 29

AUGUST LAUNCH DATE

Fastest-Growing RIAs - Firms	Aug 5
Richest in 50 Cities	Aug 5
Electronic Cash Kings	Aug 18
Innovative Companies	Aug 19
NFL Valuations	Aug 19
Fab 50 Companies - Asia	Aug 26
Philippines Rich List	Aug 26

SEPTEMBER LAUNCH DATE

Private Equity Rankings	Sep 2
Top Business Schools	Sep 9
Top Hospitals	Sep 9
Best States for Business	Sep 16
Hip-Hop Cash Kings	Sep 22
India Rich List	Sep 23
Forbes 400	Sep 28
400 - Youngest Billionaires	Sep 28
400 - Ones to Watch	Sep 28
400 - Women	Sep 28
400 - Newcomers	Sep 28

OCTOBER LAUNCH DATE

Asia's Richest Families	Oct 7
Top-Earning Dead Celebrities	Oct 13
Fab 40 (sports)	Oct 14
Best Small Companies	Oct 14
Richest in Tech	Oct 14
Most Valuable Sports Brands	Oct 21
Private Companies	Oct 21
China Rich List	Oct 28
Fictional 15	TBD

NOVEMBER LAUNCH DATE

Powerful People	Nov 4
America's 10 Most Expensive Zipcodes	Nov 4
Top Earning Women in Music	Nov 4
40 Richest Under 40	Nov 11
Most Valuable Brands	Nov 11
Emerging RIAs - Firms	Nov 18
Africa Rich List	Nov 18
NHL Valuations	Nov 25
F1	Nov 30

DECEMBER LAUNCH DATE

Indonesia Rich List	Dec 2
Asia Business Man of the Year	Dec 2
Cooler Startups of 2015	Dec 2
Investment Guide II	Dec 9
Charities	Dec 9
College Football	Dec 9
Best Countries for Business	Dec 16

Editorial Themes

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

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.

Digital Channels and Sections

Forbes.com's home page is the gateway to real-time reporting; presenting up-to-the-minute stories and market updates, as well as providing access to 9 distinct content channels and over 60 sections.

BUSINESS

News and analysis on the day's business events and companies

Autos / Data-Driven Business / Energy / Europe / Healthcare 2025 / Logistics & Transportation / Media & Entertainment / MedidataVoice / Pharma & Healthcare / Reinventing America / Retail / Samsung BusinessVoice / SAPVoice / SungardASVoice / TeradataVoice / Wall Street / Washington

INVESTING

Tools, data and advice on how to manage your money

Advisor Network / Bonds / Commodities & Currencies / ETFs / FidelityVoice / International / Intelligent Investing / Markets / Money for Life / Mutual Funds / Northwestern MutualVoice / Personal Finance / Pursuits / Investment Guide / Real Estate / Retirement / Stocks / Taxes / Year-End Checkup

TECHNOLOGY

The application of science and technology to business

CenturyLinkVoice / CastlightVoice / CES 2014 / CIO Next / Cloud Business / Game Changers / Games / Gear / Global Security Update / Green Tech / Innovation & Science / Mapping The Silk Road / Mobile / NetAppVoice / OracleVoice / Security / Social Media

ENTREPRENEURS

Information on starting, maintaining and growing a business in today's global economy

AT&TVoice / Best Small Companies - All-Star Team / CapitalOneSparkVoice / Exit Strategy / EYVoice / Best Cities To Launch / Best And Worst Franchises / Financing / Management / Microbusiness / Players / Promising Companies / Rethinking Risk / Sales & Marketing / Small Business Network / Startups / Taxes & Law / The Year's Hottest Startups

OPINION

Provocative "Op-Ed" pieces from renowned thought leaders in government, business, popular culture and academia

Arts & Letters / Economics & Finance / Energy & Environment / Fact & Comment / Forbes Quotes / Healthcare & Fiscal / Innovation Rules / Policy / Politics / Science & Technology / State & Urban / World Affairs

LEADERSHIP

Dedicated to the most influential leaders in business, especially C-level executives

Bottom Line / Careers / CEO Network / CMO Network / Corporate Responsibility / Education / ForbesWoman / Forbes Insights / IBM Smarter PlanetVoice / Leaders / Leadership Genius / Managing / Philanthropy / Power Redefined / Sales Leadership

LIFESTYLE

The finer pleasures of life from vintage cars to high-end real estate and the best travel destinations

Arts & Entertainment / Distinctive Edge / Food & Drink / Forbes Travel Guide / ForbesLife Magazine / Havens / Health / Places & Spaces / Roberto CoinVoice / Sports & Leisure / Style & Design / Travel / Vehicles

LISTS

Forbes and Forbes.com's original lists

America's Best Colleges / America's Best Small Companies / Best Places for Business and Careers / Celebrity 100 / Forbes 400 Richest Americans / Global 2000 Leading Companies / Largest Private Companies / Most Expensive ZIP Codes / 100 Most Powerful Women / World's Billionaires / World's Most Powerful People

VIDEO

Featured Videos / Business / Entrepreneurs / ForbesWoman / Investing / Lists / Philanthropy / Reinventing America / SportsMoney / Technology

MAGAZINE

2 Free Issues / Give A Gift / Renew / Other Publications

NEWSLETTERS

Funds & ETFs / International / Options / Economic Analysis / Stocks / Income & Safety / Gurus

FORBESLIFE

Travel / Cars & Bikes / Style / Planes & Boats / Homes / Watches & Jewelry / Tech / Food & Drink / Arts

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

Total Affluent Audience

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

Digital Demographics

Forbes.com delivers unbeatable reach to a global community of entrepreneurs, business owners, managers and investors who share an unshakable belief in the spirit of free enterprise.

Audience Profile

Total Monthly Unique Visitors 31.3 million	Average Age 45.2	Average HHI \$135,145	Male 65%	Female 35%
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Source: comScore US Multiplatform October 2014, US only; Foresee Global Survey Jan-Sept 2014

U.S. Online Monthly Reach to Target

SENIOR MANAGEMENT	
Forbes.com	686,186
WSJ.com	575,507
CNNMoney.com	511,754
Bloomberg.com	418,393
Wired.com	187,195
TheAtlantic.com	236,262
Businessweek.com	344,593
Fortune.com	317,294
Entrepreneur.com	121,445
Inc.com	140,293
FastCompany.com	21,105
Economist.com	78,110

AFFLUENTS (HHI \$100K+)	
Forbes.com	6,700,368
WSJ.com	5,752,338
CNNMoney.com	5,212,227
Bloomberg.com	4,033,598
Wired.com	2,160,756
TheAtlantic.com	2,188,475
Businessweek.com	2,772,043
Fortune.com	2,396,566
Entrepreneur.com	871,794
Inc.com	1,072,889
FastCompany.com	550,526
Economist.com	797,640

BUSINESS OWNER	
Forbes.com	3,198,216
WSJ.com	2,939,158
CNNMoney.com	2,086,938
Bloomberg.com	1,887,229
Wired.com	1,044,767
TheAtlantic.com	1,378,643
Businessweek.com	1,220,092
Fortune.com	1,119,182
Entrepreneur.com	464,562
Inc.com	429,629
FastCompany.com	300,100
Economist.com	43,026

SMALL COMPANIES (LESS THAN 100)	
Forbes.com	5,034,456
WSJ.com	4,379,337
CNNMoney.com	3,419,578
Bloomberg.com	2,903,753
Wired.com	1,555,282
TheAtlantic.com	1,764,612
Businessweek.com	1,874,371
Fortune.com	1,654,348
Entrepreneur.com	694,906
Inc.com	721,247
FastCompany.com	488,740
Economist.com	779,812

Source: comScore Plan Metrix October 2014, US Only

FOR MORE INFORMATION, VISIT WWW.FORBESMEDIA.COM

2015 Print Advertising Rates

Rate Base: 900,000

Four Color*

	OPEN	4 INSERTIONS	8 INSERTIONS	12 INSERTIONS
1 Page	\$155,631	\$136,962	\$132,321	\$127,638
2nd Cover Spread	\$348,610	\$306,778	\$296,299	\$285,831
3rd Cover	\$158,728	\$139,576	\$134,904	\$130,179
4th Cover	\$205,422	\$180,768	\$174,604	\$168,451

Two Color (Black + One Color)*

	OPEN	4 INSERTIONS	8 INSERTIONS	12 INSERTIONS
1 Page	\$132,321	\$116,445	\$112,444	\$108,475

Black & White*

	OPEN	4 INSERTIONS	8 INSERTIONS	12 INSERTIONS
1 Page	\$105,798	\$91,896	\$89,964	\$86,782

*For planning purposes - may change.

Bleed: Add 15% to the unit rate. All rates in U.S. Dollars and listed in gross.

Print Production Specifications

Standard Non-Bleed Units

1 PAGE	2/3 PAGE (ON 2 COLS.)	1/2 PAGE (ON 2 COLS.)	1/2 PAGE (ON 3 COLS.)	1/3 PAGE (ON 1 COLUMN)	1/3 PAGE (ON 2 COLS.)	1/6 PAGE (ON 1 COLUMN)
7" x 10"	4-5/8" x 10"	4-5/8" x 7-1/2"	7" x 4-7/8"	2-1/4" x 10"	4-5/8" x 4-7/8"	2-1/4" x 4-7/8"
178 mm x 254 mm	117 mm x 254 mm	117 mm x 191 mm	178 mm x 124 mm	57 mm x 254 mm	117 mm x 124 mm	57 mm x 124 mm

Bleed Units

SPREAD	1 PAGE	2/3 PAGE (ON 2 COLS.)	1/2 PAGE (ON 3 COLS.)	1/3 PAGE (ON 1 COLUMN)	1/2 PAGE (SPREAD)
16-1/4" x 10-3/4"	8-1/4" x 10-3/4"	5-1/4" x 10-3/4"	8-1/4" x 5-1/2"	2-7/8" x 10-3/4"	16-1/4" x 5-1/2"
413 mm x 273 mm	209 mm x 273 mm	133 mm x 273 mm	209 mm x 140 mm	73 mm x 273 mm	413 mm x 140 mm

Non-Bleed Spread Units

SPREAD	1/2 PAGE
15" x 10"	15" x 4-7/8"
381 mm x 254 mm	381 mm x 124 mm

Printing: Web Offset/Digital
 Trim Size: 8" x 10 1/2" (203 mm x 267 mm)
 Type Page: 7" x 10" (178 mm x 254 mm)

Print Production Specifications

Forbes prints 100% Computer to Plate (CTP) digital ad requirements. For best reproduction, materials should be submitted in a digital file format. PDF/X1a is the preferred file format. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress and Pagemaker are not acceptable.

For more information regarding print ads, contact: Joanna Mikolajczuk, 212 620-2455, jmikolajczuk@continuum-mps.com or visit <http://www.forbesmedia.com/forbes-magazine/>.

PDF/X1a Specifications

All high-res images and fonts must be included when the file is created. Use only Type 1 fonts, not TrueType. Images must be CMYK or grayscale, TIFF or EPS between 266 and 300 dpi. No RGB or JPEG images should be used. Files should be right reading, portrait mode, 100% size with no rotations, and include all standard trim, bleed and center marks outside the live image area.

Selection of Inks

Black and one-color R.O.P.: 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. Four color: Publisher uses the recommended SWOP offset specifications for material for web offset, four-color process inks.

Miscellaneous

If supplied material does not conform with requirements of SWOP specifications, new materials will be required. All material will be discarded (without further notice) if not claimed within six months after publication.

Upload Instructions

Please upload materials to the Forbes Ad Portal at <http://www.adshuttle.com/forbes>

Upload single-page files only. Multiple-page PDFs will not be accepted.

Hard copy proofs are no longer required for Forbes, Forbes Asia and Forbes Life.

2015 Digital Advertising Specs

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH (SECS)	LOOPS	MAX SIZE (GIF/JPG)	MAX SIZE (FLASH)
Pushdown	Starts as [970 x 90] or [970 x 66] and pushes content down to [970 x 415]. Needs to include a close button, autoexpansion can occur 1x/24 hrs.	3rd Party tags only	:30	3	100k (Z-Index 999 or less)	100k
Leaderboard/ Billboard	[728 x 90] [970 x 250] [728 x 90] can expand down to [728 x 400], expansion must be user initiated	.gif, Flash, Rich Media, 3rd Party/HTML	N/A	3	20k (Z-Index 999 or less)	40k
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		:30	3	25k (Z-Index 999 or less)	40k
Half Page	[336 x 850] [300 x 600]		:30	3	75k (Z-Index 999 or less)	100k
Logo (creative may include "Sponsored by" text and should be transparent)	[120 x 40]		.gif, .png or .jpg and click url	static	static	2k
Video Interstitial	[640 x 480]	.flv or VAST tag	:15	[N/A]	75k	75k
InRead Video	[N/A]	.flv or VAST tag	:30	[N/A]	75k	75k
:15 sec Intro & Pre-roll	[N/A]	VAST tags, .flv, .mov	1-15	[N/A]	[N/A]	[N/A]
:30 sec Pre & Post-roll	[N/A]		:15 or :30	[N/A]	[N/A]	[N/A]
Welcome Ad	[640 x 480] [800x600]	.swf, .gif or .jpg, and click url. Must include the following action-script in .swf file: on (release) { getURL(clickTag, "_blank");}	:10	[N/A]	75k	75k
Mobile Web (Smartphone)	[300 x 50] [320 x 50] [300 x 250]	3rd party tags	:10	3	7.5k	[N/A]
Custom Units	[300 x 600] [970 x 250]	Multiple file types and components accepted including .swf, .gif, .jpg or .png files and Web URLs- See your Sales Manager for full details	5:00	10	150k	150k

For more information regarding digital ads, contact: Alyson Papalia , 212-366-8834 , apapalia@forbes.com or visit <http://www.forbesmedia.com/digital/>.

*Tablet site can acomodate same ads as desktop

*We can accept IAB Rising Stars: Billboard, Filmstrip, Pushdown & Sidekick

*All custom units need at least 10 days to be built

Forbes Asia, Europe and International Editions

Forbes Asia

Forbes Asia serves as Asia-Pacific's definitive voice celebrating entrepreneurial capitalism and business. Each issue identifies and profiles Asia's noteworthy individuals – from the richest people to the most powerful businesswomen and to the most philanthropic, and the executive ranks of the most dynamic companies – from the up-and-comers to the best big corporations. Forbes Asia presents relevant local features and authoritative reporting that is especially engaging to Asia's most influential and successful business leaders.

Launched in September 2005, Forbes Asia brings the Forbes style of journalism to the region. Written and edited specifically for Asia-based top management, entrepreneurs and those aspiring to positions of corporate leadership, every issue of Forbes Asia gives equal weight to original Asia-specific articles and the best of Forbes from the rest of the world.

Forbes Europe

Forbes Europe is strategically distributed to 20,000 members of the Europe entrepreneurial class and the business elite, driving growth in key European markets including London, Frankfurt, Zurich, Paris and Milan.

Forbes International Editions

Forbes' 35 international editions serve as the gateway to the world's business leaders and entrepreneurs. The international editions provide extensive opportunities for our advertisers to reach and connect with an audience of global power players and decision makers. Each edition presents insights and information relevant to leading businesspeople in their respective parts of the world.

Forbes international editions include the following: Africa, Afrique, Argentina, Armenia, Brazil, Bulgaria, Central America, China, Croatia, Czech Republic, Denmark, Dominican Republic, Estonia, Georgia, Greece, Hungary, India, Indonesia, Israel, Japan, Kazakhstan, Korea, Latvia, Mexico, Middle East (Arabic), Middle East (English), Mongolia, Poland, Romania, Russia, Slovakia, Spain, Thailand, Turkey and Vietnam.



FORBES REINVENTING AMERICA SUMMIT

DATE: MARCH 11-12, 2015; LOCATION: CHICAGO, IL
Driven by technological advances, innovative manufacturing techniques and the biggest domestic energy boom in a century, the nation's industrial core is rebounding. Forbes will convene a summit of the executives, entrepreneurs, academics and elected officials leading this revolution.

FORBES REINVENTING AMERICA: THE WORKFORCE SUMMIT

DATE: MAY 4-5, 2015, LOCATION: DETROIT
As America's heartland competes in the global economy, building the best workforce in the world remains the critical challenge. Forbes and Michigan Governor Rick Snyder will convene a first-of-its-kind congress of industrial leaders, entrepreneurs, academics and growth-oriented policy makers to ignite a national dialogue on to meet this crucial challenge.

FORBES WOMEN'S SUMMIT

DATE: JUNE 9-10, 2015; LOCATION: NEW YORK CITY
Forbes will hold a very different kind of Women's Summit — not about women's issues, but how a new generation of women can join forces with more traditional leaders to help solve society's most critical issues and redefine the notion of power through innovation and disruption.

FORBES 400 SUMMIT ON PHILANTHROPY

DATE: JUNE 2015; LOCATION: NEW YORK CITY
The preeminent gathering of the world's most powerful people for a critical discussion on applying wealth and resources to solve today's most intractable problems. *Forbes won *min's Integrated Marketing award for this summit in 2013.*

FORBES REINVENTING AMERICA: THE AG TECH SUMMIT

DATE: JULY 2015, LOCATION: SALINAS VALLEY, CA
Forbes, in partnership with SVG Partners and The Steinbeck Innovation Cluster, will host "Reinventing America: The AgTech Summit". This invitation-only event will bring together several hundred of the smartest minds in Silicon Valley and global agriculture in Salinas Valley to tackle some of the world's most critical challenges.

FORBES CIO SUMMIT

DATE: SEPTEMBER 2015; LOCATION: FLORIDA
CIOs drive value— both top line and bottom line—for their companies, and the 'best of the best' have risen to become CEOs and COO's of their companies. Through interactive sessions, Forbes will promote learning and best practices among this elite group of CIOs. The Summit will act as a "personal board" for those involved—offering counseling and continued collaboration.

FORBES UNDER 30 SUMMIT

DATE: OCTOBER 2015; LOCATION: PHILADELPHIA
In a city famous for revolution, Forbes will bring together the most disruptive, game-changing and innovative young personalities for the Forbes Under 30 Summit. Representing a broad range of industries, 1,000+ hand-picked attendees will collectively take on today's challenges, look toward the future, and ignite action to change the world.



FORBES CMO SUMMIT

DATE: NOVEMBER 3-5, 2015; LOCATION: NAPLES, FL
The world's top Chief Marketing Officers from a broad range of industries will join together for peer-to-peer networking, panel discussions and presentations that address today's complex marketing landscape.

FORBES HEALTHCARE SUMMIT

DATE: DECEMBER 2-3 2015; LOCATION: NEW YORK CITY
Forbes Healthcare Summit brings together leaders from a wide spectrum of disciplines in the healthcare industry to discuss how the newly empowered consumer will drive disruption and change, and how key stakeholders can work together to generate actionable solutions and reform to organize and finance new systems and ultimately provide better outcomes for patients.

Awards & Recognition

Forbes



2014 - Drum Online Media Awards
Best Business/Finance News Site



2014 - Web Marketing Association's
WebAward for Best Media Website

2014 - Forbes.com won for Outstanding
Mobile Website



2014 - Mark Howard named a Folio 100: 100, a
list of the media industry's innovators, entre-
preneurs and market shaker-uppers

SPECIAL EVENTS

2014 - Elizabeth Strozier named one of 25
Young Event Pros To Watch



2013 - Forbes Media won the
Schumpeter Prize



2013 - Best Magazine Website



2013 - Hottest Business Publication



2014 - Overseas Press Club of America:
MORTON FRANK AWARD WINNER - Kerry
Dolan won for her story "Prince of Insecurity"



2014 - Kerry Dolan and Rafael Marques
de Morais won for their story "The
Shortest Route to Riches"



2014 - Forbes SportsMoney won a New York
Emmy for Business/Consumer: Program/
Special Category



2014 - Forbes was chosen to the official
Shortlist in the Website: News category



Integrated Marketing Award for the
2013 Philanthropy Summit

Mike Perlis inducted into the
min Sales Executives of the Year
Awards Hall of Fame

Tom Davis won the 2014 min's Sales
Team Leader Award

Tara Michaels won min's 2014
Rising Star award

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