

# Forbes - Ad Qualifications Guide

## Mission

The defining voice of entrepreneurial capitalism, Forbes champions success by celebrating those who have made it and those who aspire to make it. We are true collaborators with our advertising clients, helping them forge meaningful connections with our audience. As the world's leading business media brand, we work with purpose to help our audience make sense of an ever-changing world and promote equitable pathways for all.

## Advertising Standards

Forbes works globally with best-in-class brands focused on awareness, perception, customer loyalty and strategic go-to-market initiatives. Our clients are companies in industries such as technology, financial services, automotive, healthcare, luxury and more.

Advertising on Forbes may not contain:

- Content that could be viewed as racist, discriminatory or tone-deaf towards race, religion, gender, ethnicity or sexual orientation
- Fraudulent or inaccurate information
- Services or products that may cause damage, violence, harm or injury
- Adult content

Forbes reserves the right to decline advertisements inconsistent with these Advertising Standards and/or in our own discretion.

## Brand Content Program Standards

Forbes welcomes select brands to share storytelling and expertise as valuable to its audience.

Forbes reserves these programs for:

1. Established brands and organizations
2. Brands and content that Forbes assesses as appropriate and safe for its brand, channels and audience, reviewed for:
  - a. Brand and messaging legitimacy
  - b. Contextual relevance to Forbes
  - c. Quality and audience engagement experience
  - d. Transparency of content sourcing and underwriting
3. Brands posting content as part of their own marketing efforts