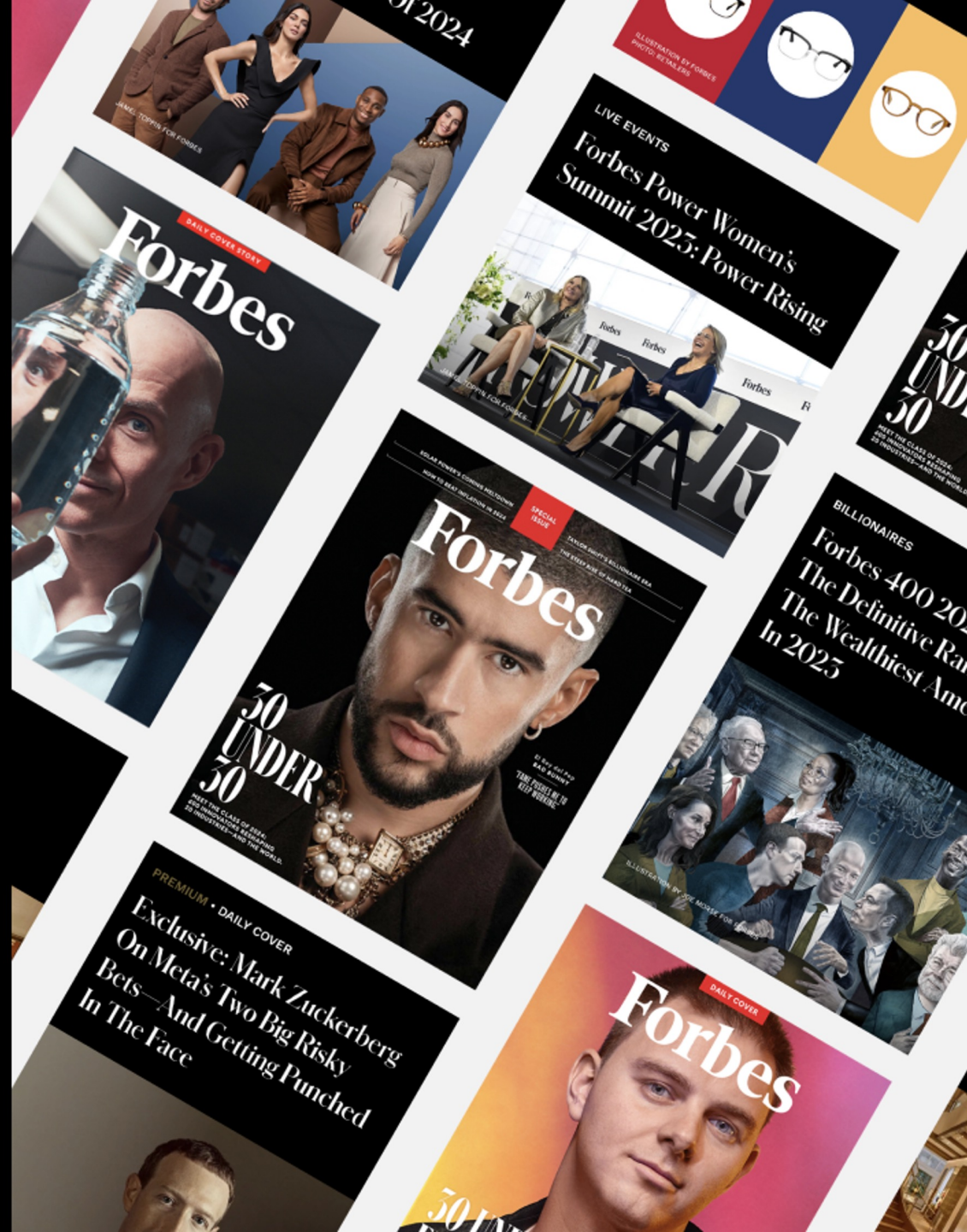
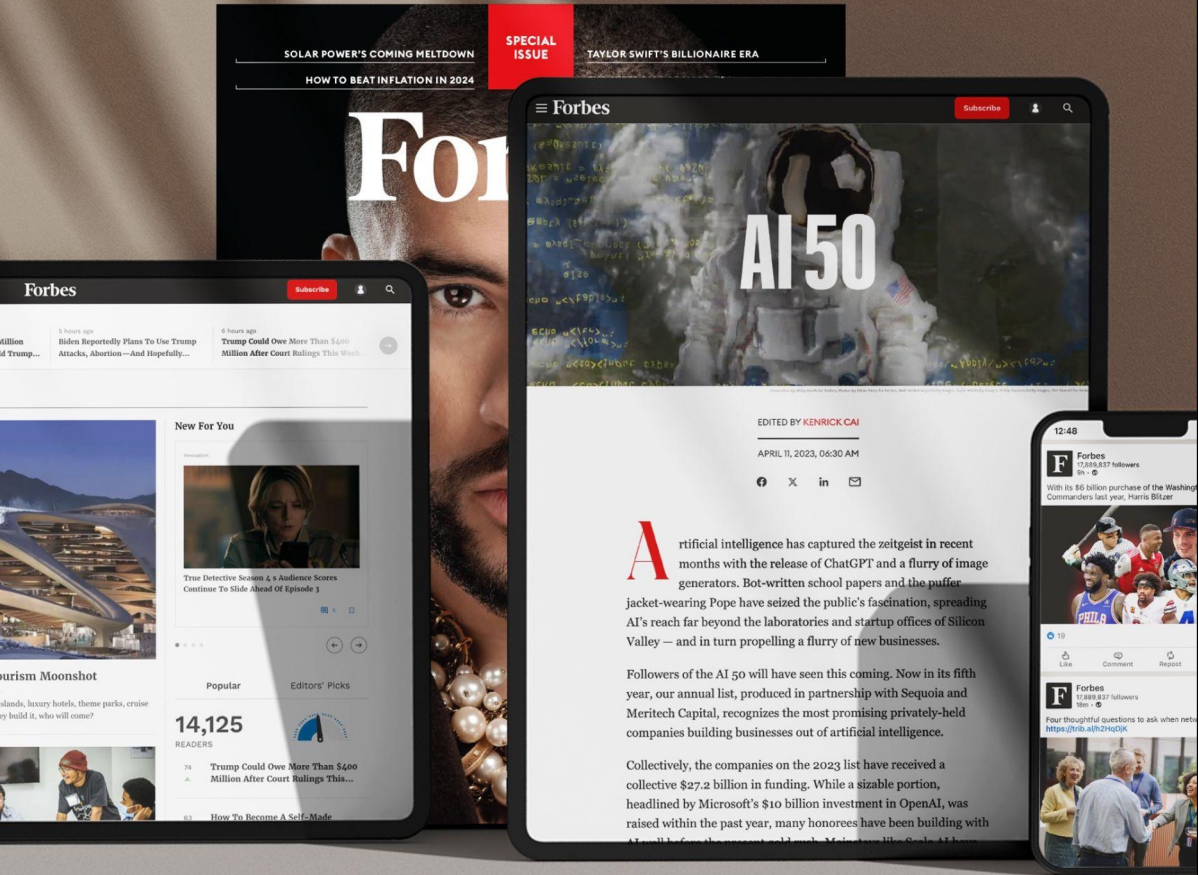


Forbes 2024 Media Kit

2024 PARTNERSHIP OPPORTUNITIES





F.

FORBES MISSION

To give people the knowledge, resources,
inspiration and connections they
need to achieve success.



A Trusted Thought Leader in Business Journalism

WITH A LEGACY SPANNING 100 YEARS, FORBES WORLD-CLASS JOURNALISM CONTINUES TO SHAPE THE GLOBAL BUSINESS LANDSCAPE.

Forbes Celebrates Success

Forbes spotlights the world's most influential leaders, entrepreneurs and industry icons who are driving change, revolutionizing business and making a significant impact on the world.

Forbes Fuels Innovation

Forbes delivers platforms and resources that help business leaders, global brands and audiences worldwide, innovate for a greater future.

Forbes Creates Community

Forbes convenes and connects the entrepreneurial heroes, cultural influencers and change-makers with a passionate global audience to fuel conversations that drive the world forward.



A Global Media Brand

Forbes' global team of journalists, marketers, content creators, and filmmakers capture audiences around the world to ensure you reach your target audiences in the right place and at the right time.

DIGITAL & SOCIAL

87.1M

Global Monthly Uniques

63.4M

U.S. Visitors

52.1M+

Social Footprint

PRINT

5.5M

Readers (Avg Issue Audience)

3.1M

Average Noted Audience

6

Print Issues Per Year

EVENTS

100+

Events

40K+

Global Registrants

165+

Countries Represented

WORLDWIDE EDITIONS

43

Global Editions

69

Countries

31

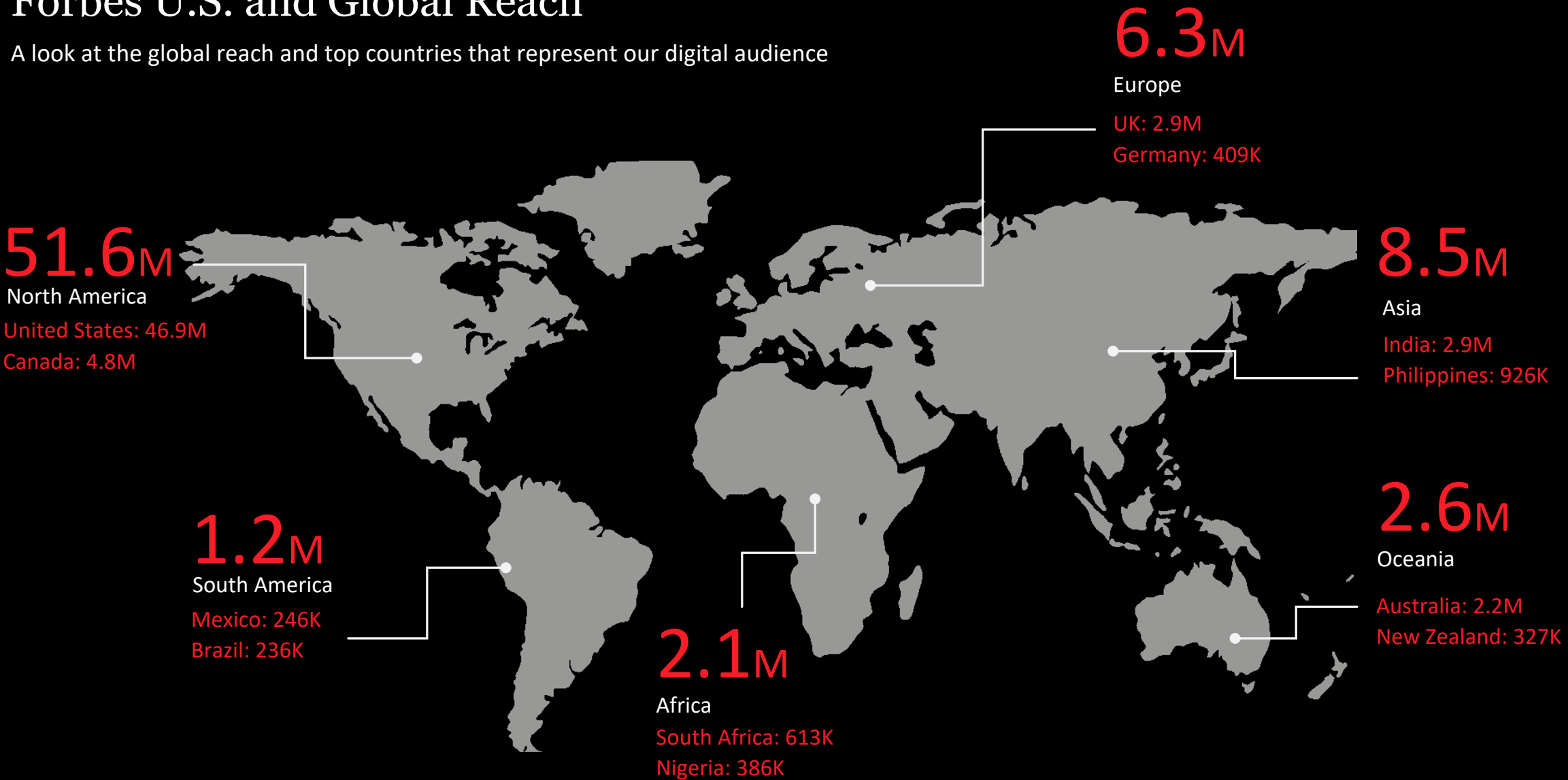
Languages

Sources: ComScore July, 2024 Spring MRI-Simmons, GfK MRI Starch May 2024

Note: Photos as featured in Forbes Editorial

Forbes U.S. and Global Reach

A look at the global reach and top countries that represent our digital audience



Source: Google Analytics November 2023

Cultivating the Most Influential Communities in the World

Forbes connects brand partners to key audiences and drives collective impact by fostering deep relationships with our core communities.



C-SUITE LEADERS



FOUNDERS/ENTREPRENEURS



HNW/INVESTORS/PHILANTROPY



FORBESWOMEN



INFLUENCERS

Pictured Left to Right: Craig Bommers, CMO, American Eagle; Kendall Jenner, Founder, 818 Tequila; Michael Strahan, Pro Football Hall of Famer, Broadcaster & Entrepreneur; Kamala Harris, Vice President, United States, La'Ron, Content Creator and Top Creators 2022 Lister; as seen in Forbes editorial and Forbes events.

ForbesBLK Summit

From promise to action: Forbes continuously develops the editorial structures, external relationships and internal practices that **elevate and advance equity.**



Ensuring Equal Representation

ForbesBLK

A global community of Black entrepreneurs, professionals, leaders and creators who are driving systematic change in business, culture and society.

ForbesLTN

A collective of Latin innovators, experts, influencers, and business leaders actively propelling change, reshaping business landscapes, and leaving a substantial impact on the world.

Forbes WOMEN

An international network of women that celebrates and elevates the women who continue to power progress across industries and create a more equitable future for generations to come.

Forbes Multi-Media Content Platforms

Forbes provides global brands, business leaders and audiences around the world with resources and platforms that champion success and ignite global innovation.

Digital Display

Forbes.com reaches over 77.8 million people from around the world each month, providing a rich experience for visitors and partners alike.

Custom Content

Forbes delivers, produces and distributes award-winning content solutions for your brand across our suite of products that generate awareness and action via full-scale storytelling and design offerings.

Events

ForbesLive convenes the world's most influential leaders, policy-makers, entrepreneurs and innovators across business, finance, technology and entertainment to harness their collective knowledge to address today's critical issues and discover innovative solutions.

Social

Forbes social platforms reach coveted audience segments including Small Business Owners, C-Suite Executives, ITDM/BDMs, Millennials, Women, Financial Advisors and HNW Consumers with a targeted social program.

Research

Forbes Research independently creates, deploys and funds proprietary research surveys and content experiences across topics and trends relevant to Forbes' communities.

Video

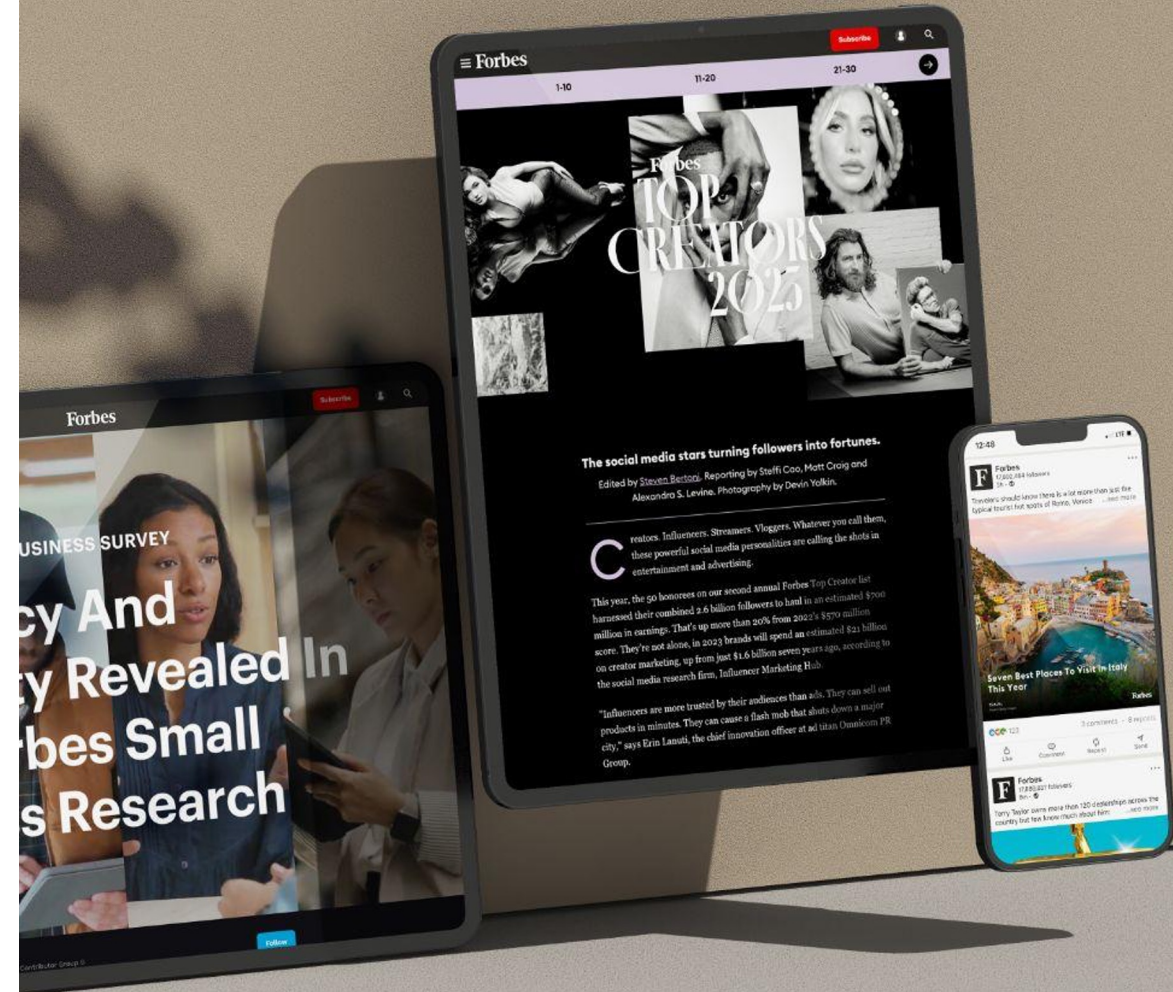
Forbes brings best-in-class journalism to life through original video, docuseries and award-winning content marketing for our partners.

Programmatic

Forbes tech-driven Programmatic Guaranteed packages include sponsorships, custom creative and BrandVoice programs that ensure quality execution, and leverage our first-party data and contextual targeting across display and video.

Print

A leader in business journalism, Forbes magazine provides diverse coverage of business, finance, technology, entrepreneurship, and lifestyle in six issues per year.



OPPORTUNITIES TO ENGAGE

*Align your
Brand with
Forbes*

ForbesLive

Convening Influential Global Audiences and Speakers

Anchored in our industry-leading editorial content, Forbes’ dynamic in-person, virtual, and hybrid events bring together the most prominent thought leaders and industry icons to foster community and propel conversations forward.

Learn more about [Forbes on Fifth](#), our private event space in the heart of Manhattan.

Connecting Communities that Drive Impact

C-Suite Leaders

AI Summit | World’s Most Influential CMOs Summit | Sustainability Summit
Healthcare Summit | Future of Work Summit
The Entrepreneurial CMO | CIO Summit

Founders / Entrepreneurs

Under 30 Summit - US | Top Creators Summit
Under 30 Summit – Africa | ForbesBLK Summit
Global 30/50 Summit

ForbesWomen

Power Women’s Summit | Equal Pay Forum
Global 30/50 Summit | 50 Over 50 List Launch Event
SHOOK Top Women Advisor Summit

HNWI / Philanthropy

Philanthropy Summit | Iconoclast Summit
SHOOK Top Advisor Summit

100+

Global Events

16k+

Attendees at Forbes
Events in 2023

31%

Of Forbes Event Registrants
are C-Suite / Founders



Katie Couric interviewing Kim Cattrall at the Forbes Power Women's Summit



Marc Lasry, Co-founder & CEO, Avenue Capital Group, Michael Strahan, Pro Football Hall of Famer, Broadcaster, and Entrepreneur, and Randall Lane, Chief Content Officer of Forbes at the Forbes Iconoclast Summit.

2024 ForbesLive Event Calendar

TIMING	EVENT THEME	LOCATION
Feb 20-22	Forbes SHOOK Top Teams Summit	Miami, FL
Mar 5-8	Forbes 30/50 Summit GLOBAL	Abu Dhabi, UAE
Mar 26	Forbes Equal Pay Forum	NYC
Apr 23	Forbes Entrepreneurial CMO 50 Celebration	NYC
May 5-8	Forbes Under 30 Summit - Africa GLOBAL	Botswana
May	Forbes 400 Summit on Philanthropy	NYC
May 20-22	Forbes SHOOK Top Women Advisor Summit	Palm Beach, FL
June 20	Forbes World's Most Influential CMOs GLOBAL	Cannes, France
June 20	Forbes Iconoclast Summit	NYC
June 23-25	Forbes BLK Summit	Atlanta, GA
September 11	Forbes Power Women's Summit	NYC

For more information about Forbes events, visit www.forbes.com/connect/events.
Interested in sponsorship opportunities? Please email Megan Hennessey at mhennessey@forbes.com



2024 ForbesLive Event Calendar Cont'd

TIMING	EVENT THEME	LOCATION
September 12	Forbes Future of Work Summit	NYC
September 22-25	Forbes Under 30 Summit <small>NEW LOCATION</small>	Cincinnati, OH
September 24	Forbes Sustainability Leaders Summit	NYC
October 8-10	Forbes CMO Summit <small>NEW LOCATION</small>	Aspen, CO
Oct 14-17	Forbes SHOOK Top Advisor Summit	Las Vegas, NV
October 24	Forbes 50 Over 50 List Launch	NYC
November	Forbes Top Creators List Launch	NYC
November 12	Forbes CMO Summit Europe <small>GLOBAL</small>	London
November 20	Forbes CIO Summit	NYC
December	Forbes Healthcare Summit	NYC
December	Forbes Under 30 List Launch	NYC

For more information about Forbes events, visit www.forbes.com/connect/events.
Interested in sponsorship opportunities? Please email Megan Hennessey at mhennessey@forbes.com



Grammy-Nominated superstars Latto and Halsey performing at the Forbes Under30 Summit concert.

Forbes RESEARCH

FORBES UNLOCKS DATA-DRIVEN INSIGHTS THAT INFORM, INSPIRE AND DRIVE INNOVATION ACROSS THE GLOBE.

Forbes Research, independently owned and operated, uses proprietary survey data collected directly from Forbes' core communities to provide rich, actionable insights into the mindset, challenges and opportunities that face our audience of the world's leading C-Suite leaders.

Forbes Research initiatives come to life through premium content experiences featuring powerful custom narratives and a strategic blend of visually stunning storytelling elements that reinforce the alignment between your brand and the credibility of Forbes thought leadership. With a variety of custom research studies conducted across our various communities each year, Forbes consistently crafts unique, thought-provoking content that is both timely and relevant to our audience.



Q1

Global Survey of 1,000 CxOs
Company Revenue: \$500M+



Q2

Global Survey of 1000+ CxOs



Q3

Investable Assets \$2M+



Q4

Global Survey of 500 CxOs in
companies of \$1B+

Delivering Award-Winning Content Solutions For Your Brand

The Forbes Content and Design Studio produces and distributes award-winning content that generates awareness, interest and action via full-scale storytelling and design solutions.

BrandVoice

Our flagship content marketing product suite offers brands a range of bespoke opportunities to connect with the Forbes audience through original thought leadership and high-impact storytelling. Over the course of more than a decade, Forbes Content Studio has partnered with hundreds of leading brands, published 20,000 posts and reached more than 300 million readers, showcasing our clients' expertise within Forbes' trusted editorial environment.

BrandVoice clients can self-publish and/or collaborate with our award-winning studio on Forbes-produced content experiences.

Insights

Forbes Insights partners with brands to craft and distribute original research and storytelling that helps chart the future of business through actionable intelligence. Key communities served include C-Suite executives, technology leaders, high-net-worth individuals, small business owners and many more.

Connoisseur

Forbes Connoisseur takes readers on an inspiring journey while showcasing your brand's products or services to Forbes' influential global audiences. Ideal for luxury and travel brands, Connoisseur is a visually stunning form of custom storytelling that captivates and resonates with your target readers.

Forbes

Forbes
BRANDVOICE

Forbes
INSIGHTS

Forbes
CONNOISSEUR

Amplify Your Campaign with High-Impact Targeted Digital Platforms

Forbes' digital extensions provide brands with the opportunity to enhance campaigns and boost visibility among your core target audience.

ForbesOne

Our first-party data expertise that utilizes interactive touchpoints within the Forbes ecosystem to build data-rich audience segments and thematic insights. We collect credible data, formulate segments from a qualified and highly sought after audience and engage our proprietary communities at scale.

Forbes Social

With a social footprint of over 50 million, Forbes' social channels bring creative content, breaking news and immersive storytelling that sparks conversations.

Our targeted social programs reach a variety of diverse audience segments, such as Small Business Owners, C-Suite Executives, ITDM/BDMs, Millennials, Women, Financial Advisors, and HNW Consumers. Maximize your reach by leveraging Forbes handles on Facebook, Instagram, and LinkedIn.

Forbes Newsletters

Forbes Newsletters deliver best-in-class journalism to 1.8M inboxes each week. Showcase your brand and integrate your message within our portfolio of 20+ newsletters covering a diverse range of must-read topics and content, including The Daily with more than 1M subscribers.

As a Newsletter partner, you will gain direct access to Forbes' most engaged audience —with email open rates that exceed 40% — as you reach the inboxes of influential leaders worldwide including, C-suite executive, luxury audiences and many more premium audiences.



PLATFORM

Print Calendar, Rates & Specs

2024 Print Editorial Calendar

Forbes convenes communities at scale that ignite conversations that drive systemic change in business, culture and society.

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ON SALE	ONLINE LAUNCH
Feb/Mar	The Money Issue Fintech 50 • All-Star Financial • SHOOK America’s Top Women Wealth Advisors (Top 100) • ForbesLife Insert	1/15	2/20	2/6
Apr/May	The Billionaires Issue Billionaires • AI 50 • SHOOK America’s Top Wealth Advisors (Top 250) • ForbesLife Insert	3/11	4/16	3/26
Jun/Jul	The Self-Made Women Issue Self Made Women • Midas • Sustainability • ForbesLife Insert	4/29	6/11	5/21
Aug/Sep	Next Billion-Dollar Startups Issue Cloud 100 • 50 Over 50 • SHOOK America’s Top Next-Gen Wealth Advisors (Top 100) • ForbesLife Insert	7/1	8/13	7/24
Oct/Nov	The Forbes 400 Issue Philanthropy • Top Creators • ForbesLife Watch Guide	9/2	10/15	9/24
Dec/Jan	The 30 Under 30 Issue 30 Under 30 • Healthcare • Holiday • Investment Guide • ForbesLife Insert	10/28	12/10	11/19

Note: All Dates Subject to Change

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 FOUR AD PAGES \$278,500 NET (\$78,300 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, INSIGHTS & CONNOISSEUR
CONTENT FEATURES PLEASE INQUIRE



Print Production Specifications

AD SIZE	TRIM (W x D)	NON-BLEED	BLEED	BLEED LIVE AREA
FULL PAGE	8" x 10.5" (203mm x 267mm)	7.5" x 10" (191mm x 254mm)	8.25" x 10 ¾" (209mm x 273mm)	7.5" x 10" (191mm x 254mm)
SPREAD	16" x 10.5" (406mm x 267mm)	15.5" x 10" (394mm x 254mm)	16.25" x 10 ¾" (413mm x 273mm)	15.5" x 10" (394mm x 254mm)

Magazine Trim Sizes:
8" x 10 ½" (203mm x 267mm)

Magazine Live Area:
7 ½" 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

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



PLATFORM

*Digital
Calendar,
Specs & Units*

2024 Digital Editorial Calendar

JANUARY	LIVE
Best In-State Wealth Management Teams	1/9
50 Over 50 EMEA	1/9
Canada's Best Start-Up Employers	1/10
50 Over 50 Asia	1/16
Africa's Rich List	1/22
Most Valuable Sports Empires	1/23
Canada's Best Employers	1/23

FEBRUARY	LIVE
MLS Team Valuations (American Soccer)	2/2
America's Top Women Wealth Advisors	2/8
America's Top Women Wealth Advisors Best-In-State	2/8
The Decabillionaire List	2/8
Fintech 50	2/13
America's Best Large Employers	2/13
America's Best Midsize Employers	2/13
Australia's 50 Richest	2/14
The 25 Philanthropists in America Making the Biggest Donations	2/15
Customer Experience All-Stars	2/20
Hong Kong's 50 Richest	2/21

MARCH	LIVE
America's Best Start Up Employers	3/5
10 Highest Paid Actors	3/6
America's Best Management Consulting Firms	3/12
America's Most Cybersecure Banks	3/19
Forbes Top Lawyers	3/26
MLB's Highest Paid Players	3/26
MLB's Valuations	3/28

APRIL	LIVE
Billionaires	4/2
The World's Richest Sports Team Owners	4/2
America's Top Wealth Advisors	4/3
Best-in-State Wealth Advisors	4/3
America's Best Banks	4/4
Under 30 Europe	4/9
AI 50	4/11
The Entrepreneurial CMO 50	4/15
Forbes Top 200 CPAs in America	4/15
Malaysia's 50 Richest	4/15
World's Best Banks	4/16
Best Brands for Social Impact	4/16
Korea's 50 Richest	4/17
Most Valuable Combat Sports	4/19
Cannabis 42.0	4/19
Best Employers for Diversity	4/23

MAY	LIVE
Best Executive Recruiters	5/7
Best Professional Recruiters	5/7
Best Temp Staffing Firms	5/7
Best Places to Retire	5/10
30 Under 30 Asia	5/15
Highest Paid Athletes	
Best Employers for New Grads	5/21
Soccer Team Valuations (Global Teams)	5/29
America's Self-Made Women	5/28
Japan's 50 Richest	5/28
Taiwan's 50 Richest	5/29
Net Zero Leaders	5/30

JUNE	LIVE
Midas List	6/4
Midas Seed	6/5
World's Best Insurance Companies	6/11
Highest Paid Golfers	6/12
Richest Person in Each State	6/13
Global 2000	6/13
Best Banks In Each State	6/18
Best Credit Unions In Each State	6/18
The Forbes BLK Progress Report	6/19
World's Most Influential CMOs	6/20

2024 Digital Editorial Calendar

JULY	LIVE
Thailand’s 50 Richest	7/2
Canada’s Best Employers For Diversity	7/9
Top Financial Security Professionals (Insurance)	7/10
Top Financial Security Professionals Best-in-State	7/10
Best Employers for Women	7/23
Best Places to Retire Abroad	7/26
Under 30 – Local Cincinnati	7/30

AUGUST	LIVE
50 Over 50	8/1
Forbes Asia’s Best Under A Billion	8/6
Cloud 100	8/6
Under 30 Local	8/7
Philippines’ 50 Richest	8/7
America’s Top Next Gen Wealth Advisors	8/8
Top Next Gen Wealth Advisors Best-in-State	8/8
NFL Valuations	8/8
Next Billion-Dollar Startups	8/13
The World’s Best Management Consulting Firms	8/13
Best Employers By State	8/20
Highest-Paid Tennis Players	8/23
Forbes Asia’s 100 to Watch	8/26
Top Colleges	8/27
NFL Valuations	8/29

SEPTEMBER	LIVE
Singapore’s Richest	9/4
Highest Paid NFL Players	9/5
Best Places To Follow Your Passions In Retirement	9/13
America’s Top Employers for Tech Workers	9/17
Sustainability Leaders	9/19
America's Best Insurance Firms	9/24
F1 Team Valuations	Late Sept

OCTOBER	LIVE
Forbes 400	10/1
Richest U.S. Sports Team Owners	10/1
The World’s Highest Paid Soccer Players	10/3
World's Best Employers	10/8
Top RIA Firms	10/8
Highest Paid NHL Players	10/9
India’s 100 Richest	10/9
Highest-Paid NBA Players	10/21
NBA Valuations	10/24
Top Creators	10/28
Top Earning Dead Celebrities	10/29
World’s Best Companies for Women	10/29
World’s Best Companies for Women	10/30

NOVEMBER	LIVE
Asia’s Power Businesswomen	11/4
America’s Most Trusted Companies	11/5
China’s 100 Richest	11/6
Best Employers for Veterans	11/7
Best Small Cap Companies	11/8
America’s Best Companies	11/12
America's Top Wealth Management Firms High-Net-Worth	11/13
America's Top Wealth Management Firms Private Wealth	11/13
Future of Work 50	11/14
America’s Top Private Companies	11/18
CIO Next	11/19
Best Employers for Engineers	11/20
Best Customer Service	11/26
America’s Dream Employers	11/26

DECEMBER	LIVE
America’s Top Hospitals	12/2
30 Under 30	12/3
Forbes Asia’s Heroes of Philanthropy	12/9
Highest Paid F1 Drivers	12/10
Top Charities	12/10
The World’s 100 Most Powerful Women	12/11
Indonesia’s 50 Richest	12/11
The World’s 50 Most Valuable Sports Teams	12/12
Midas Europe	12/12
Best Mid Cap Companies	12/13
Forbes BLK 50	12/17
Highest Paid Female Athletes	12/18
NHL Valuations	12/20

Note: All Dates Subject to Change

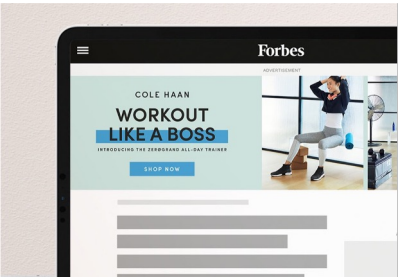
Proprietary Ad Unit Experiences In A Premium Environment

Constructed to seamlessly live within the Forbes ecosystem, our custom-built digital ad suite is specifically designed for our premium partners and global audiences, resulting in an impactful presentation with increased engagement & brand awareness.



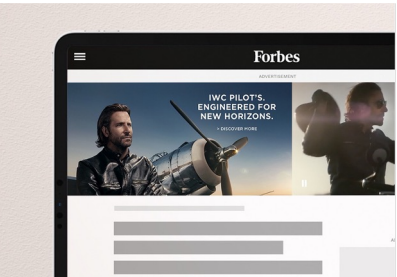
Fluid XXL

[Deck](#) | [Live Link](#)



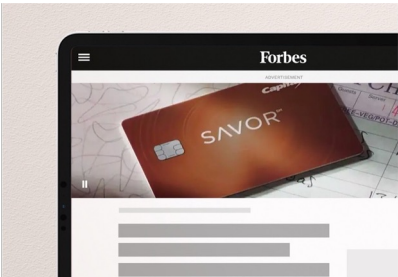
Fluid XL Static

[Deck](#) | [Live Link](#)



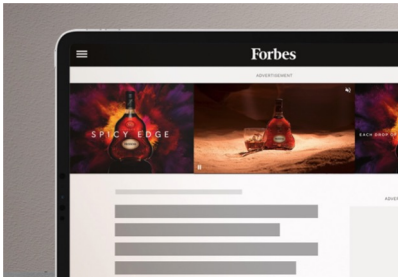
Fluid XL Video

[Deck](#) | [Live Link](#)



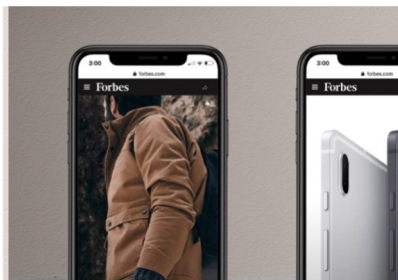
Fluid XL Super

[Deck](#) | [Live Link](#)



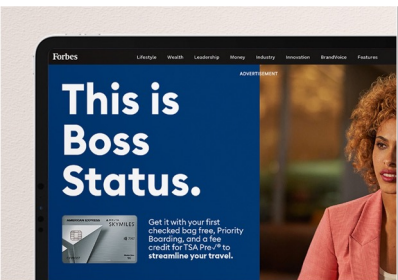
Fluid XL Trio

[Deck](#) | [Live Link](#)



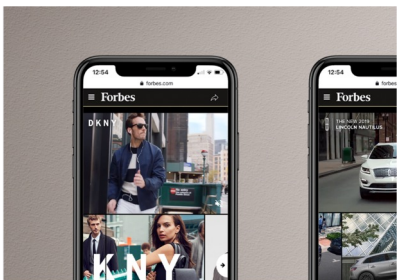
Shoppable Story

[Deck](#) | [Live Link](#)



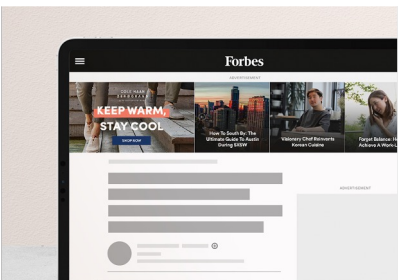
Hero Unit

[Deck](#) | [Live Link](#)



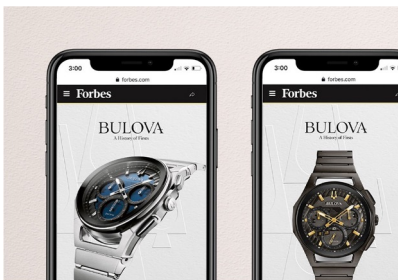
Mobile Showcase

[Deck](#) | [Live Link](#)



Storyteller

[Deck](#) | [Live Link](#)



Mobile Interscroller

[Deck](#) | [Live Link](#)

PARTNERSHIP EXTENSIONS

Additional Opportunities

Drive Product Purchase and Awareness with Forbes Premier Destination For Definitive Shopping Content

We're in-tune with how our audience likes to shop and know when they're most likely to make a purchase.

Forbes Vetted

Powered by the extensive reach and influence of the world's largest business media brand, Forbes Vetted curates the best products and services for influential innovators who want to live their most satisfying lives without wasting a penny or sacrificing quality.

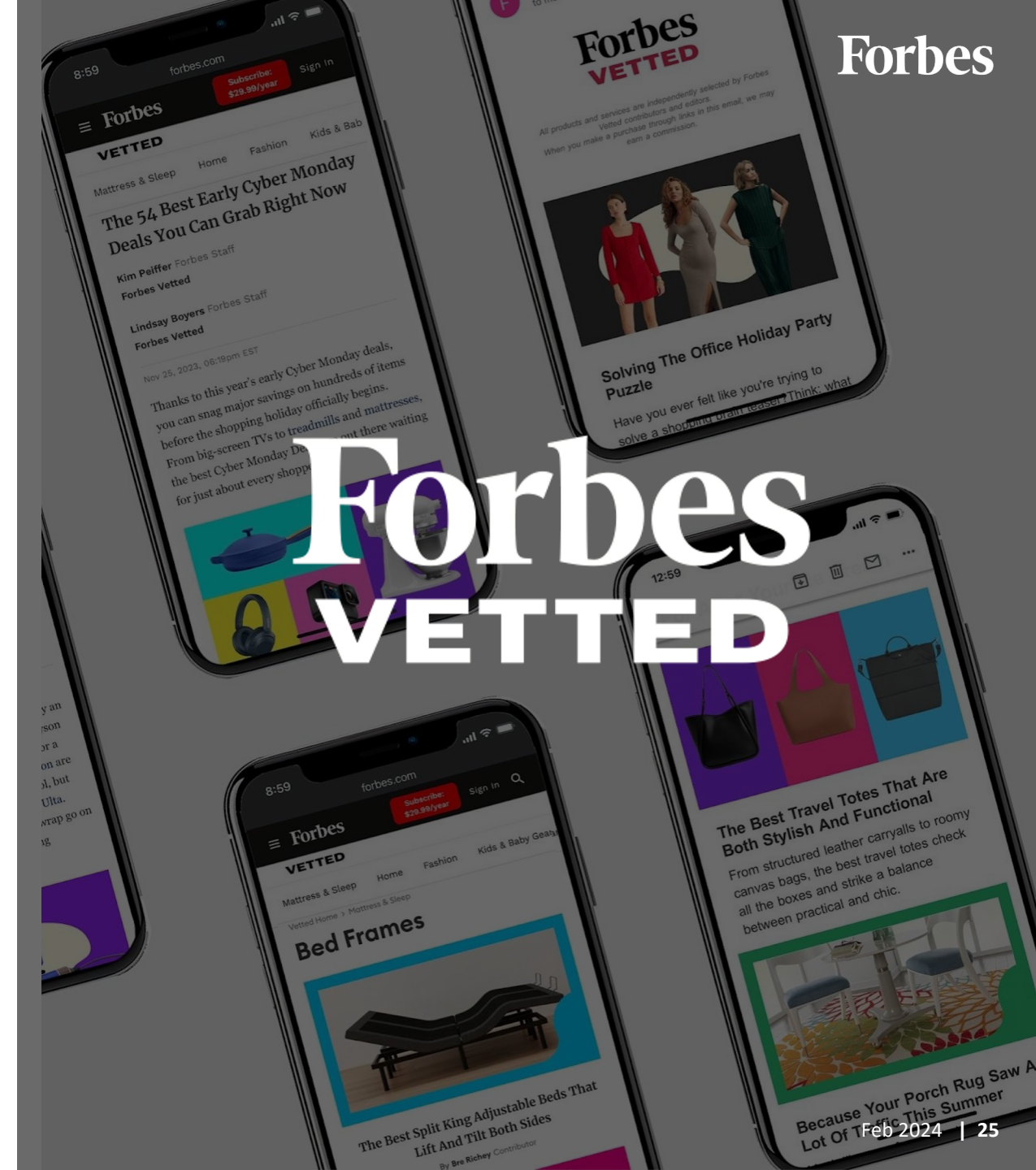
Forbes Vetted recommendations come to life through careful, thorough research from our team of writers, experienced consumer advocates and subject matter experts, to ensure that only the best advice reaches our discerning readers.

Throughout the year Forbes Vetted hosts a curated collection of franchise events – from Sleep Week and the Best Summer Ever Guide, to key retailer moments like Amazon Prime Day, Cyber Week and seasonal holiday gift guides.

Forbes Vetted offers sponsorships and other paid opportunities within our curated shopping events that align with our audience of highly influential readers who shop with intention.

[Forbes Vetted Media Kit](#) | [Forbes Vetted Live Link](#)

Interested in Forbes Vetted sponsorship opportunities? Please email vettedpartnerships@forbes.com



Leverage the power of Forbes Accolades to take your business and marketing to new heights.

Forbes Accolades provides opportunities to showcase your success and connect with our global audience of business leaders, prospective clients, employees, partners, investors and more, providing instant **Forbes trusted validation**.

Premium Profiles

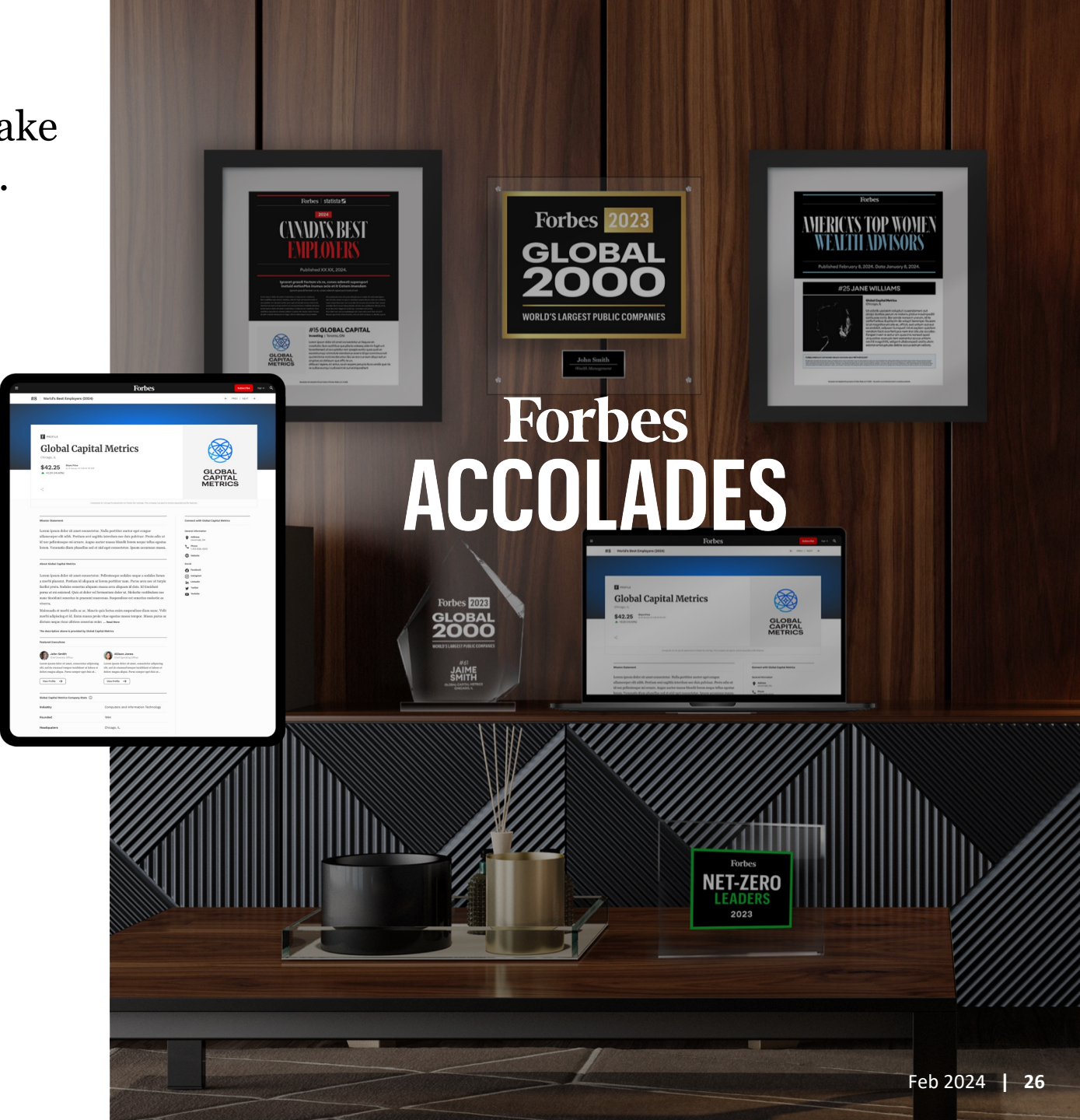
Unlock direct access to update and share key information with the Forbes audience, providing you maximum discoverability. Stand out above the rest with a highlighted listing and a Profile Spotlight, allowing you increased visibility no matter your placement on a list and publish a Listmaker Voice thought leadership article highlighting what it takes to make the list.

Award Logos & Licensing

Elevate your reputation and credibility by including your distinguished Forbes award logo in your owned and paid marketing including display, video, social, print and more.

Display Products

Showcase your Forbes recognition proudly with plaques, wall displays, reprints, desktop and awards, reminding your target audiences with your impressive accolades year after year.



Forbes
ACCOLADES

Forbes 2024 Media Kit

2024 PARTNERSHIP OPPORTUNITIES

