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Forbes

Media Kit 2018

GET TO KNOW

ADAM NEUMANN

Co-Founder, WeWork

WeWork, best known as an office company (that doesn't own any offices), straddles real estate, hospitality and technology—and is now among the most valuable startups in America, only trailing behind Uber and Airbnb. The 11-figure valuation came in March 2017 when Softbank invested \$3B, based on Neumann's vision for changing the way everyone works and lives.

DID YOU KNOW?

Before WeWork, Neumann ran a business that made baby overalls with built-in knee pads.

Billionaires
Richest In Tech
Global Game
Changers
America's Richest
Entrepreneurs
Under 40



The Thrive Capital team, including 32-year-old founder Joshua Kushner, is perhaps best known for investing in Oscar Health, but also boasts companies like Slack, Glossier, ClassPass, Capsule and others in its portfolio.

Forbes is a global media & branding company with innovation at its core.

With a footprint of 115 million touchpoints each month across several platforms and industries, we provide our audience of influential leaders, consumers and millennials with critical business insight and unparalleled access to the world's most powerful people.



Print



Digital



Mobile



Video



Live Events



Content Marketing



Thought Leadership

Sources: comScore, Media Metrix, April 2018, US multi-Platform Home & Work, MRI Fall 2017, Sprinklr June 2018 (all accounts)



GET TO KNOW

Top Influencer
30 Under 30 Asia

KAYLA ITSINES
Founder, Sweat with Kayla

This 25-year-old fitness queen has developed a strong and committed community of 10 million women who trust her combination of workout and recipe guides to become healthier and fitter. Itsines and her users are known for sharing dramatic before and after body shots to promote the program's effectiveness. She now oversees an empire that includes paid ebooks, a stadium tour, hardcover bestsellers, and a hugely popular app.

BY THE NUMBERS

'Sweat With Kayla' was the most-downloaded fitness app on both iOS and Google Play in 2016, according to analytics firm App Annie, raking in \$17 million in revenue.

Forbes by the Numbers



40 Print Editions

71 Countries

26 Languages

29 Websites



6.7M U.S. Print Readership



71M Unique Visitors

400 Posts Per Day

2,200+ Contributors



81% Mobile Traffic



41.5M Social Followers

Awards & Recognition

2017 BUSINESS MARKETING ASSOCIATION AWARDS
BMA Award

2017 SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
Best in Business

2017 MOBILEWEBAWARDS
Best Magazine Mobile Website

2017 MOBILEWEBAWARDS
Best Media Mobile Website

2017 MIN AWARDS
Best of the Web

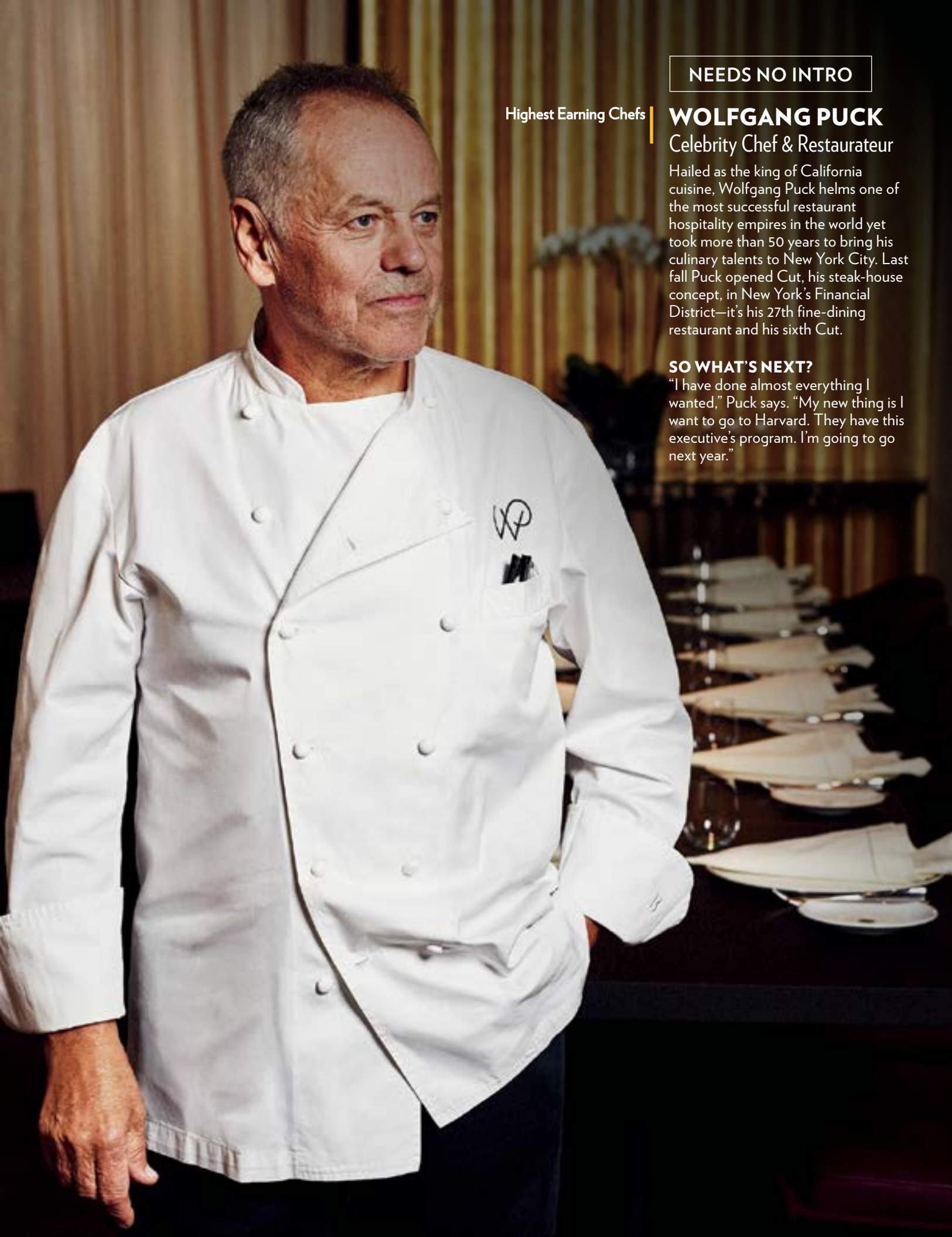
2017 COMMUNICATOR AWARDS
Awards of Excellence

2017 IAC AWARDS
Best Media Online Video

2017 ACADEMY OF INTERACTIVE AND VISUAL ARTS AWARDS
Marketing Effectiveness - Integrated

2017 CONTENT MARKETING AWARDS
Best Integrated Corporate Event/
Digital Content Strategy

Sources: comScore, Media Metrix, July 2018, US Multi-Platform Home & Work, Desktop A2+ & Mobile A15+; MRI Spring 2018, Sprinklr June 2018 (includes all accounts)



NEEDS NO INTRO

Highest Earning Chefs

WOLFGANG PUCK
Celebrity Chef & Restaurateur

Hailed as the king of California cuisine, Wolfgang Puck helms one of the most successful restaurant hospitality empires in the world yet took more than 50 years to bring his culinary talents to New York City. Last fall Puck opened Cut, his steak-house concept, in New York's Financial District—it's his 27th fine-dining restaurant and his sixth Cut.

SO WHAT'S NEXT?

"I have done almost everything I wanted," Puck says. "My new thing is I want to go to Harvard. They have this executive's program. I'm going to go next year."

Audience



Norm Pattiz, founder of PodcastOne, hosts Adam Carolla and Shaquille O'Neal on his show.

55% Male **45%** Female

2X
more likely
to be a
C-level
executive

largest
millennial readership—
higher than *all* other
publications

\$250K+
—2x as likely to be a high
net worth individual

Forbes.com **ranks #1**
in the business competitive set,
reaching the most influential
and engaged audience of

- Millennials
- C-Suite & Top Management
- Business Owners
- IT Decision Makers
- Business Decision Makers

Sources: comScore, Media Metrix, March 2018, US multi-Platform Home & Work and the global is sourced: comScore January 2018, Media Metrix, Base P15+, Desktop Home & Work; GfK MRI, Spring – Fall 2017, A18+, GfK MRI, Doublebase 2017, A18+; comScore, Media Metrix, April 2018, US Multi-Platform Home & Work, Desktop A2+ & Mobile A13+; comScore Dec 2017 - Feb 2018 (3 MO. AVG.), Plan Metrix, Base A18+, US Desktop, Home & Work;

Cross-Platform Activations

Celebrating the entrepreneurs, game-changers and leaders advancing industries around the globe, Forbes' powerful franchises provide interactive and multi-dimensional experiences that connect brands, consumers, and influencers.

GET TO KNOW

30 Under 30
Class of 2018

AMANDLA STENBERG

Actress & Author

Amandla Stenberg, the 19-year-old star, is amongst those leading Hollywood's new consciousness. After landing the part of Rue in *The Hunger Games*, Stenberg has since pushed herself beyond film and television, co-authoring the graphic novel series *Niobe: She Is Life*—the first to be internationally distributed with a black female author, artist and main character.

QUOTE OF THE DAY

"I definitely feel it is my responsibility as someone who's been given a platform at a very young age to utilize it in a way that reaches people and helps people and makes them happy."



UNDER 30

Global community of the most innovative young minds amplified through our annual list, always-on digital channel, live events and award-winning mobile app

FORBES 400

Definitive ranking of the world's richest and a most-read issue each year, boasting a record level readership of 8.7 million

SELF-MADE WOMEN

Multi-platform channel that enhances Forbes' most-read Self-Made Women issue, Most Powerful Women List, Women@Forbes network, and the annual Women's Summit

PHILANTHROPY

Bringing together the world's most influential philanthropic leaders such as Warren Buffett, Matt Damon, Malala Yousefzai, Jacqueline Novogratz and more

BILLIONAIRES

Highly-anticipated list available in print and digital, boasting younger and increasingly diverse entrepreneurs each year

INVESTMENT GUIDE

A best-selling issue with a strong online presence each year, this go-to-guide tells readers how to ensure big returns

HEALTHCARE

A print, digital and transformational live event attracting executives from companies that amass a collective value of \$1.2 trillion

CMO

Premier community of marketing leaders redefining their industries—guided and empowered through our CMO Network, CMO Practice, and annual CMO Summit

& MORE!

SAMSUNG

Our BrandVoice Stories partner paired their content marketing with live event activations—held at various locations such as the Samsung 837 event space in NYC and the Under 30 Summit in Boston—as well as owning a new Forbes video series, *Relentless*.



Sources: GfK MRI Spring 2017; Google Analytics; MOAT

ForbesLive

Hosting a variety of events each year, Forbes brings together the world's top leaders, policy makers, innovators, experts, and change-makers to explore the landscape of today's ever-evolving world.

FORBES/SHOOK TOP ADVISOR
February 27–March 1, 2018 | Las Vegas, Nevada

CLOUD 100
September 12, 2018 | Silicon Valley, California

UNDER 30 GLOBAL
May 6-9, 2018 | Jerusalem & Tel Aviv

AGTECH INDIANAPOLIS
September 26-27, 2018 | Indianapolis, IN

CIO
April 15–16, 2018 | Half Moon Bay, California

NEXT BILLION DOLLAR STARTUPS
November 6, 2018 | New York, NY

I.D.E.A
May 22, 2018 | New York, New York

CMO
November 2018 | Dana Point, California

IMPACT INVESTING
June 12-13, 2018 | New York, New York

UNDER 30 BOSTON
September 30-October 3rd | Boston, Massachusetts

WOMEN'S
June 18-13, 2018 | New York, New York

HEALTHCARE
December 2018 | New York, New York

AGTECH SALINAS
June 26–28, 2018 | Salinas, California

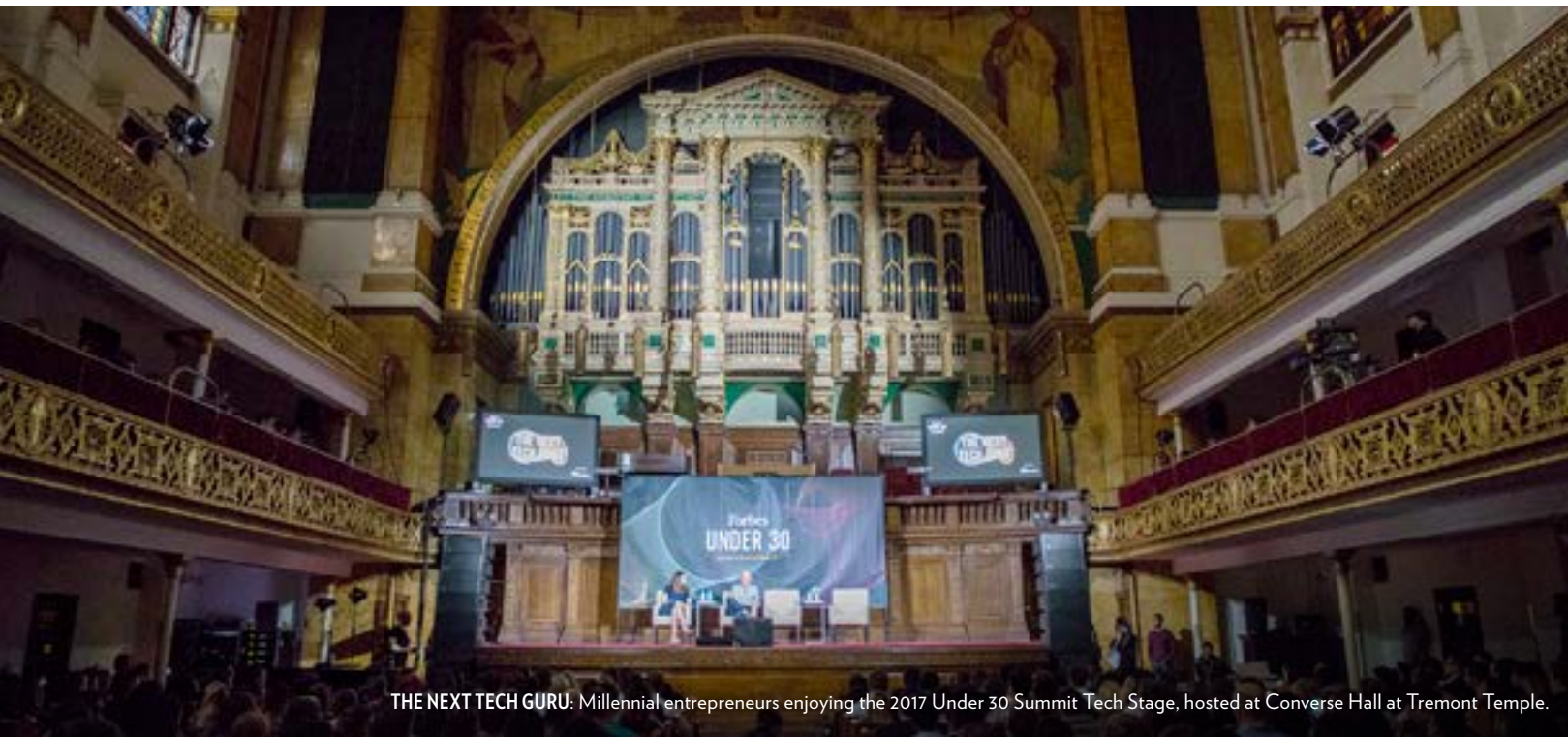
PHILANTHROPY
Fall 2018 | New York, New York



BUILDING CUSTOMER JOURNEYS: Terry Angelos, VP of Visa Commerce Solutions, speaks at the 2017 Forbes CMO Summit.



PERCUSSIONS FOR PEACE: The King David Peace Drummers close out the 2017 Under 30 Summit EMEA in a dance and drum circle atop Masada.



THE NEXT TECH GURU: Millennial entrepreneurs enjoying the 2017 Under 30 Summit Tech Stage, hosted at Converse Hall at Tremont Temple.



THE \$145 BILLION MOMENT: Honorees from the 100 Greatest Living Business Minds list stand on stage at the Forbes Centennial Celebration.



THE SOCIAL MOGUL: Kim Kardashian discusses her latest business ventures at the 2017 Forbes Women's Summit.

INTERESTED IN CUSTOM EVENTS?

ForbesLive mobilizes our influential network of C-Suite executives, business decision makers and thought leaders to deliver events that achieve strategic client goals.

For more info on custom events or our larger conferences, contact Melody Khodaverdian at mkhodaverdian@forbes.com or 917-794-5859.

KPMG Voice: The Great Rewrite



WINNER

Min's Best of the Web Awards: Digital Marketing



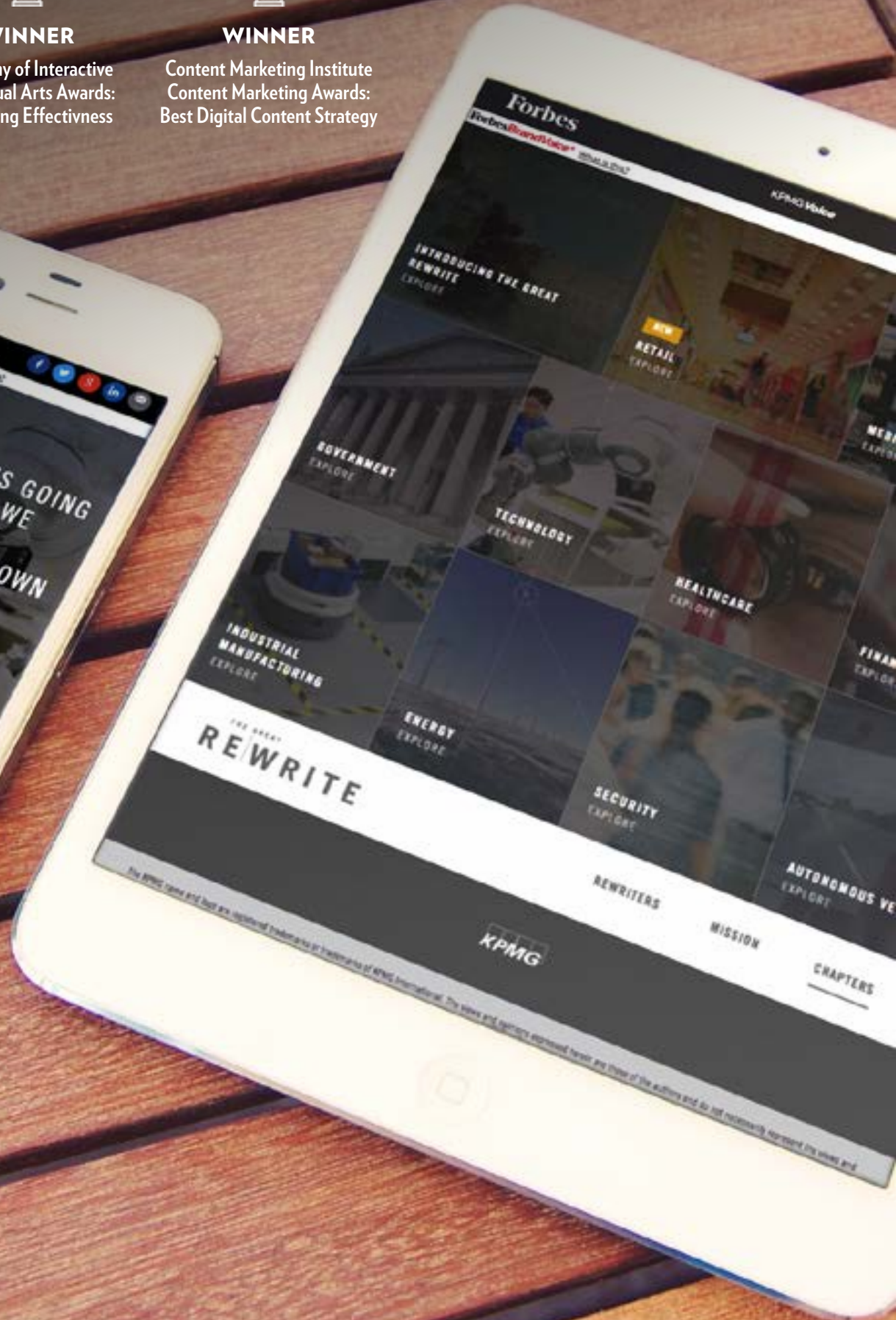
WINNER

Academy of Interactive and Visual Arts Awards: Marketing Effectiveness



WINNER

Content Marketing Institute Content Marketing Awards: Best Digital Content Strategy



Forbes

Forbes BrandVoice

Brand Voice is the premier, always-on brand content publishing platform. Through multi-platform integrations, high levels of discoverability, targeting, transparency and expert consultancy at every stage, we ensure your stories, insights and points of view consistently reach and resonate with the right audience. Forbes' publishing expertise and tools will make you a better content marketer.



Forbes offers a variety of brand publishing options to ensure our partners connect with the right people on Forbes.com and beyond.

2017 Awards & Recognition

WINNER

IAC Awards:
Best Media Online Video
Infiniti and Forbes BrandVoice
"Driving Disruption"

WINNER

Communicator Awards:
Marketing Effectiveness
Dell and Forbes Brand Productions
"Cities Transformed"

WINNER

Academy of Interactive and Visual Arts:
Online Advertising and Marketing
CIT and Forbes Brand Productions
"Solar, Win or Water?"

For more information, contact Adam Wallitt at AWallitt@forbes.com or (212) 366-8838

Source: Simple Reach; Adobe Analytics; GfK AdMeasure

Forbes Insights

Forbes Insights is the strategic research and thought leadership publishing practice of Forbes Media. By leveraging our extensive access to senior executives, cross-industry editorial expertise, and content marketing experience, we help position brands as thought leaders in their space. Our research, conducted on a wide range of topics, is delivered through a variety of digital, print and live executions, and amplified across Forbes' media and social platforms.

GET TO KNOW

Power Women

SALLIE KRAWCHECK

Co-Founder, Ellevest

Backed by proprietary research and academic findings that women are more likely to research risk tolerance, Sallie Krawcheck set out to create Ellevest, a new "robo" investing site designed explicitly for females. For a fee of 0.5% of assets per year, women get personalized savings plans and individualized portfolios of low-cost ETFs matched to distinct goals such as retirement, a home purchase or having a child.

QUOTE OF THE DAY

"I want women to walk away understanding that we women possess enormous power: the power of the characteristics we bring to the workplace and the massive economic and financial power we already hold. And that changes in the business world means it's increasingly coming our way."

EXECUTIVE SURVEYS

RESEARCH REPORTS

INFOGRAPHICS
CMO PRACTICE

DIGITAL MARKETING EXPERIENCES

LEAD GENERATION
WEBINARS
SOCIAL MEDIA CAMPAIGNS

ONLINE SELF ASSESSMENT TOOLS

INSIGHTS SPECIAL FEATURES

FORBES.COM

VIDEOS

ANIMATED AND EXECUTIVE INTERVIEWS

LIVE EVENTS



THE LATEST FROM CMO PRACTICE

FORBES MARKETING ACCOUNTABILITY INITIATIVE:

A CEO Blueprint for Driving Enterprise Value By Maximizing The Effectiveness of Marketing Investments, Strategies and Actions

GET THE REPORT

PEGA SYSTEMS

To help companies understand where they fall on the customer engagement spectrum, Forbes Insights teamed up with Pega Systems to examine what separates leading companies from the rest of the pack. The results were distributed through a multi-platform campaign including a research report, an online self-assessment tool, and the release of the Forbes' first-ever "50 Most Engaged Companies" list.

For more information, contact Brian McLeod at BMcLeod@forbes.com or (929) 888-5724



The Ultimate Leader In Luxury

We give our readers access to the finest products and experiences, while offering premium advertisers a multi-platform stage for their brands.

Inside the Issues

Luxury Leaderboard

Ongoing franchises are published in Forbes' Leaderboard section covering fashion, timepieces, wine & spirits, cars, real estate and more.

- Seal the Deal
- Passions, Pursuits, Collections
- Mega Homes & Luxury Real Estate
- Luxury Lineage

ForbesLife Department

The long-standing ForbesLife department is dedicated to enjoying the rewards of success.

The Business of Luxury

In-depth editorial features deliver cutting-edge, authoritative business intelligence on the emerging innovators, disruptors and brands redefining the world we live in.



Nicolas Bijan is reinventing the his father's ultra-luxurious Rodeo Drive boutique to serve younger, trendier consumers, while maining the affluence at the heart of the brand.

Special Inserts

ForbesLife Luxury Guides

Throughout the year, Forbes releases a series of special high-impact 8-page editorial inserts covering specific lifestyle segments.

2018 Insert Calendar

- 3/31 Billionaires
- 6/30 Most Innovative Companies
- 9/30 The Cloud 100
- 12/31 The Just 100



GET TO KNOW

30 Under 30
Class of 2018

SEEMA BANSAL Co-Founder, Venus et Fleur

You can only stop to smell the roses if they're still alive—and a garden-variety bouquet doesn't last longer than one week in a vase. The roses from the green-thumbed Seema Bansal on the other hand, last a full year in full bloom without water. Her company, Venus et Fleur is redefining the floral industry with these nature-defying arrangements.

FUN FACT

Back on Valentine's Day 2016, Khloe and Kourtney Kardashian posted Venus ET Fleur bouquets on Instagram. "Our phones did not stop ringing," Bansal says. "And the emails kept pouring in."

For more information, contact Olivia Gelade at OGelade@forbes.com or (212) 620-2485



100 Greatest
Living Business
Minds
Forbes 400

NEEDS NO INTRO

RAY DALIO

Founder, Bridgewater Associates
Ray Dalio is the founder of the world's biggest hedge fund firm, Bridgewater Associates, which manages \$160 billion. Bridgewater operates on a principle he calls "idea meritocracy" – the key part of having that meritocracy, he says, is having a culture where people feel free to speak up when they have disagreements.

QUOTE OF THE DAY

"Now, every time I make a mistake I think of it as a puzzle. And I ask: What will I do differently when that thing comes again? That gem that emerges, that's a principle I can use going forward."

2018 Editorial Calendar

Forbes

Issue Date	Editorial Themes	Ad Close	On Sale	List Launch	Full Mag Online
Feb 28	FinTech 50 Investment Guide: Retire Well • 30 Under 30 I.D.E.A. - Diversity in the Workplace	1/15	2/20	2/13	2/14
Mar 31	Billionaires* Tech Disruptors • Real Estate	2/12	3/20	3/6	3/13
Apr 30	Innovation Factories/Midas List Mutual Funds/ETFs • Small Giants • Luxury <i>Special Insert</i> ForbesLife Mini Mag	3/12	4/17	4/3	4/10
May 31	Small Giants: Best Small Companies Financial Advisors • Tech Disruptors • Manufacturing the Future	4/9	5/15	5/1	5/8
June 30	Most Innovative Companies* New Promised Land: AgTech Revolution • Mutual Funds/ETFs <i>Special Insert</i> ForbesLife Mini Mag	5/7	6/12	5/29	6/5
Aug 31	Self-Made Women Monetizing Fame • Prescription for Innovation	6/18	7/24	7/11	7/17
Sep 30	The Cloud 100 America's Top Wealth Advisors • Education <i>Special Insert</i> ForbesLife Mini Mag	8/13	9/18	9/12	9/13
Oct 31	Forbes 400* Young 400 • Passions, Pursuits, Collections • Real Estate	9/10	10/16	10/3	10/9
Nov 30	30 Under 30 2019* Next Billion Dollar Startups • Fin Tech 50 <i>Special Insert</i> ForbesLife Mini Mag	10/15	11/20	11/13	11/17
Dec 31	The Just 100 Tech Disruptors • Mutual Funds/ETFs • Small Giants	11/19	12/25	12/10	12/18

Editorial Calendar is subject to change. **BrandVoice:** Always Available *Extended Newsstand Presence



GET TO KNOW

30 Under 30
Featured
story in Forbes
Dec. 12, 2017
Issue

WHITNEY WOLFE

Co-Founder, Bumble

Ask Whitney Wolfe how she considers her company against competitors like Tinder, and she'll say, "We're doing something different." The former co-founder of Tinder was resolved to take Bumble in a new direction, creating an app built on equal parts empowerment and inclusion.

CLOSING THE GAP

As of November 2017, Bumble has 22 million registered users, still behind Tinder's 46 million, but they're growing at a rate of 70% YoY—compared to Tinder's 10%.

2018 Digital Editorial Programs

Forbes

January	Launch Date
Hip Hop Cash Princes	1/9
Most Powerful People	1/15
Hong Kong Rich List	1/17
30 Under 30 (EMEA) ★	1/21
Best Employers for Diversity	1/23

February	Launch Date
Canada's Best Employers	2/6
SportsMoney: NBA Valuations	2/7
FinTech 50	2/13
Top State-by-State Advisors	2/15
SportsMoney: NASCAR Valuations	2/21

March	Launch Date
Richest in Hip Hop	3/1
Billionaires ★	3/6
Malaysia Rich List	3/7
30 Under 30 (Asia) ★	3/26

April	Launch Date
Midas List ★	4/3
Japan Rich List	4/4
Top Influencers	4/9
Best Recruiters	4/9
America's Best Value Colleges	4/10
SportsMoney: MLB Valuations	4/11
Highest-Earning Hedge Fund Managers	4/17
Best Management Consulting Firms	4/18
Best Places to Retire	4/23

May	Launch Date
America's Top Women Advisors	5/1
Best Employers	5/1
Emerging Women Stars	5/2
Thailand Rich List	5/2
America's Largest Public Companies	5/9
America's Best Small Companies	5/18
Richest in States ★	5/21
Most Valuable Brands	5/23
Most Innovative Companies ★	5/29

June	Launch Date
SportsMoney: Highest-Paid Athletes	6/5
Global 2000	6/6
Korea Rich List	6/6
SportsMoney: MLS Valuations	6/12
Investment Guide ★	6/20
Best in State Banks	6/28

July	Launch Date
America's Self-Made Women ★	7/11
Growth Champions	7/11
Celebrity 100 ★	7/16
Singapore Rich List	7/25
Best Under a Billion (Asia)	7/25
America's Top Next Gen Advisors	7/25
Electronic Cash Kings	7/31

August	Launch Date
Country Cash Kings	8/14
Best Trade Schools	8/16
The World's Highest-Paid Actresses	8/16
Top Colleges ★	8/21
The World's Highest-Paid Actors	8/22
Top U.S. Schools for International Students	8/27
Best Places to Retire in Each State	8/28

September	Launch Date
Fab 50 Companies (Asia)	9/5
Philippines Rich List	9/5
America's Top Wealth Advisors	9/11
Most Valuable College Apparel Deals	9/11
Most Valuable College Football Teams	9/11
Cloud 100	9/12
Hip-Hop Cash Kings	9/12
Best Regarded Companies	9/12
SportsMoney: NFL Valuations	9/20
The World's Top 100 Digital Companies	9/20
Highest Earning Radio Stars	9/24
Sports Agents & Agencies	9/25
The World's Highest-Paid TV Actresses	9/26

October	Launch Date
Largest Private Companies	10/2
Forbes 400 ★	10/3
India Rich List	10/3
Europe's Top 50 Women in Tech	10/8
Top Employers	10/10
Top Esports Club Valuations	10/23
Best Places for Business and Careers	10/24
China Rich List	10/24
Top-Earning Dead Celebrities	10/30

November	Launch Date
The World's 100 Most Powerful Women	11/5
Next Billion Dollar Startups	11/6
Heroes of Philanthropy	11/12
Taiwan Rich List	11/12
30 Under 30 (U.S.) ★	11/13
Top Earning Women in Music	11/13
America's Top 50 Women in Tech	11/14
Africa Rich List	11/21
Highest Paid Models	11/21
Best States for Business	11/28

December	Launch Date
Australia Rich List	12/3
Highest-Paid YouTube Stars	12/3
SportsMoney: NHL Valuations	12/4
Top Earning Musicians	12/4
Investment Guide II	12/5
Indonesia Rich List	12/10
Just 100	12/10
Charities	12/11
The World's Top 50 Women in Tech	12/12
America's Wealthiest Celebrities	12/17
100 Richest People of Tech	12/18
Best Countries for Business	12/19

Editorial programs are subject to change. ★ Custom Build

Print Advertising Rates

Rate Base: 650,000



Warren Buffet, Founder and CEO of Berkshire Hathaways, holds the first issue of Forbes Magazine while appearing in the centennial anniversary issue.

Four Color*

1 PAGE

Open	\$169,998
4 Insertions	\$149,605
8 Insertions	\$144,536
12 Insertions	\$139,420

2ND COVER SPREAD

Open	\$380,792
4 Insertions	\$335,098
8 Insertions	\$323,651
12 Insertions	\$312,218

3RD COVER

Open	\$173,380
4 Insertions	\$152,461
8 Insertions	\$147,356
12 Insertions	\$142,196

4TH COVER

Open	\$224,385
4 Insertions	\$197,455
8 Insertions	\$190,722
12 Insertions	\$184,001

Two Color* (Black & One Color)

1 PAGE

Open	\$144,536
4 Insertions	\$127,194
8 Insertions	\$122,824
12 Insertions	\$118,489

Black & White*

1 PAGE

Open	\$115,565
4 Insertions	\$109,324
8 Insertions	\$107,025
12 Insertions	\$103,240

GET TO KNOW

Small Giants

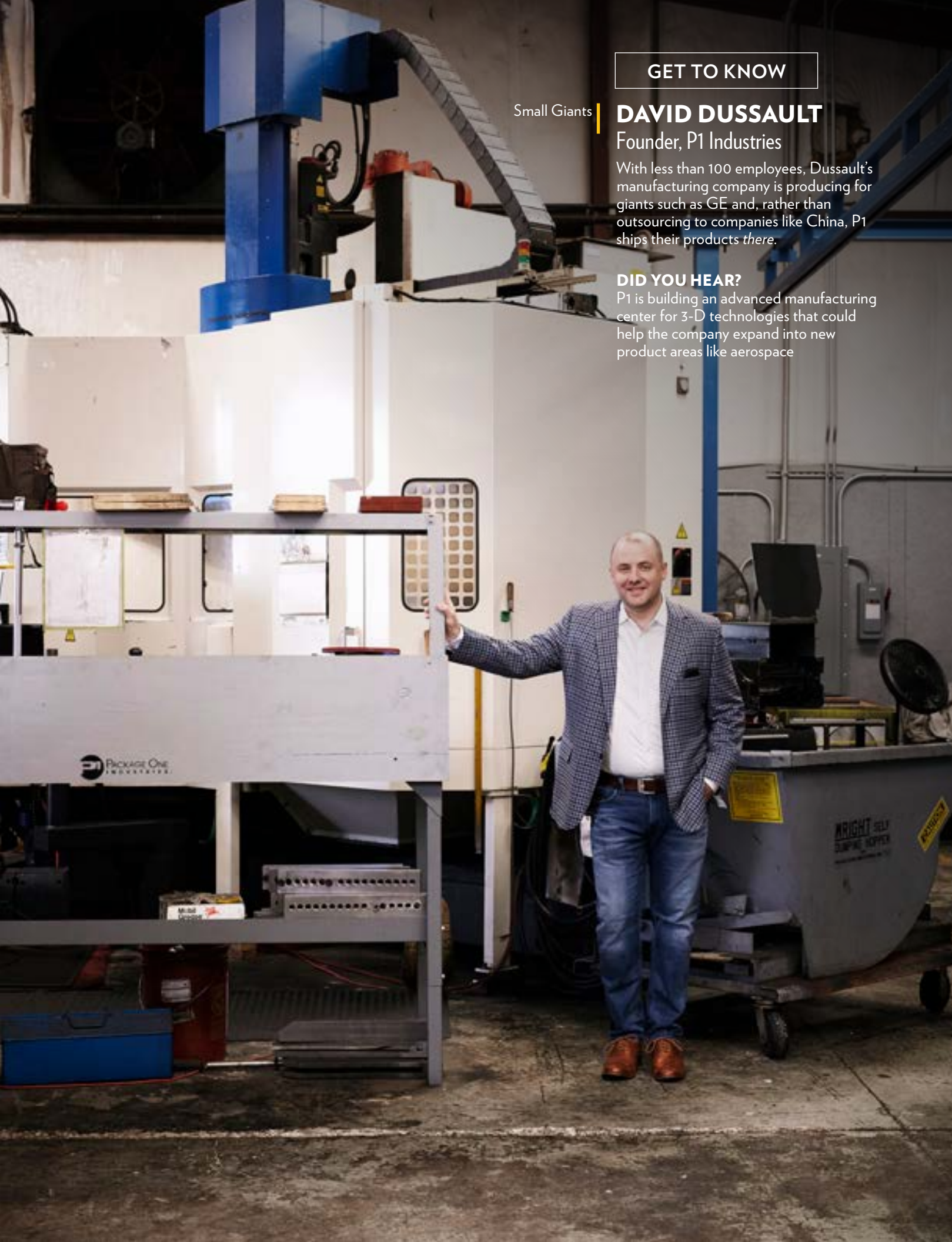
DAVID DUSSAULT

Founder, P1 Industries

With less than 100 employees, Dussault's manufacturing company is producing for giants such as GE and, rather than outsourcing to companies like China, P1 ships their products *there*.

DID YOU HEAR?

P1 is building an advanced manufacturing center for 3-D technologies that could help the company expand into new product areas like aerospace



*For planning purposes—may change. Bleed: Add 15% to the unit rate. All rates are in U.S. dollars and listed in gross.

GET TO KNOW

Featured story in Forbes June 13, 2017 Issue

LYNSI SNYDER

Owner, In-N-Out Burger
The third-generation executive of the regional fast food company has been learning the reigns and working her way up the family company since the age of 18. Since taking over, Snyder has expanded the company's footprint by 29% and overseen a 57% hike in revenue. At 35, she is among the youngest billionaires in the country.

BY THE NUMBERS

In-N-Out Burger has 303 locations, and 18,000 employees across the United States.



Print Production Specifications

Forbes prints 100% computer to plate

AD SIZE	TRIM (WIDTH XDEPTH)	NON-BLEED	BLEED	BLEED LIVE AREA
Single Page	8" x 10 1/2" (203mm x 267mm)	7 1/2" x 10" (191mm x 254mm)	8 1/4" x 10 3/4" (209mm x 273mm)	7 1/2" x 10" (191mm x 254mm)
Spread	16" x 10 1/2" (406mm x 267mm)	15 1/2" x 10" (394mm x 254mm)	16 1/4" x 10 3/4" (413mm x 273mm)	15 1/2" x 10" (394mm x 254mm)
2/3 Page (on 2 cols.)	5" x 10 1/2" (127mm x 267mm)	4 5/8" x 10" (117mm x 254mm)	5 1/4" x 10 3/4" (133mm x 273mm)	4 5/8" x 10" (117mm x 254mm)
1/2 Page Spread (horizontal)	16" x 5 1/4" (406mm x 133mm)	15 1/2" x 4 7/8" (394mm x 124mm)	16 1/4" x 5 1/2" (413mm x 140mm)	15 1/2" x 4 7/8" (394mm x 124mm)
1/2 Page (on 2 cols.)	5" x 7 7/8" (127mm x 200mm)	4 5/8" x 7 1/2" (117mm x 191mm)	[N/A]	[N/A]
1/2 Page (on 3 cols.)	8" x 5 1/4" (203mm x 133mm)	7 1/2" x 4 7/8" 191mm x 124mm	8 1/4" x 5 1/2" 209mm x 140mm	7 1/2" x 4 7/8" 191mm x 124mm
1/3 Page (on 1 col.)	2-5/8" x 10 1/2" (67mm x 267mm)	2 1/4" x 10" (57mm x 254mm)	2 7/8" x 10 3/4" (73mm x 273mm)	2 1/8" x 10" (54mm x 254mm)
1/3 Page (on 2 cols.)	5" x 5 1/4" (127mm x 133mm)	4 5/8" x 4 7/8" (117 x 124mm)	[N/A]	[N/A]
1/6 Page (on 1 col.)	2 5/8" x 5 1/4" (67mm x 133mm)	2 1/4" x 4 7/8" (57mm x 124mm)	[N/A]	[N/A]

Magazine Trim Size: 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 Instructions:

Please upload single-page files only to the Forbes Ad Portal at <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 more information contact Joanna Mikolajczuk at JMikolajczu@qg.com or (212) 620-2455



NEEDS NO INTRO

Featured
story in Forbes
Dec. 12 2017
Issue

KENDRICK LAMAR

Artist

This four-time Grammy winner has become known for being hip-hop's moral compass. Grossing over \$1M a night on tour, and with coveted high-impact partnerships with brands like Nike, he has quickly become the conscious capitalist.

QUOTE OF THE DAY

"It's really about failure, not being in fear of that," Lamar says. "Once you tackle that and block that idea, and you know it's okay to actually make a mistake or to fail at something, you get back up and try it again."

2018 Digital Advertising Specifications

Forbes

All 3rd party tags (creative serving and tracking-only) and accompanying technologies being served by the tags must be SSL Compliant (HTTPS).

Assets must be hosted and served via approved third party.

Maximum creative weights are inclusive of all scripts and third parties brought in with the creative.

Flash content and Flash fallback (SWFs and FLVs) are not accepted.

All sound in ads must be click-initiated.

Maximum of 5 individual creatives in rotation at one time, unless otherwise specified for a particular placement.

Blocking tags are not accepted.

All placements transacting on viewability must meet the digital specifications required.

If a creative does not conform to Forbes' digital ad specifications, Forbes reserves the right to pause the placement.

UNITS	DIMENSIONS	FILE TYPE	MAX LENGTH	LOOPS	FILE SIZE RESTRICTIONS
Leaderboard	728x90 - can expand down to 728 x 400, expansion must be user initiated	gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB
Billboard	970x250	gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB
HalfPage	300x600	gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB
Rectangle	300x250 - can expand to the left to 600 x 250, expansion must be user initiated	gif, Rich Media, 3rd Party tag/HTML5	:30 sec	3	HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB
Mobile Web	300x50/320x50	gif, Rich Media, 3rd Party tag/HTML5	:10 sec	3	HTML5 Max File Size (Initial Load) 50KB; HTML5 Max File Size (Subload) 100KB; Max File Size (Static, GIF, JPEG) 50KB
Mobile Web Rectangle	300x250	gif, Rich Media, 3rd Party tag/HTML5	:10 sec	3	HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB
Logo	120 x 40	.gif, .png or .jpg	Static	N/A	25 KB
InRead Video	1x1	VAST tag, .mov, .mp4	:15, :30sec	N/A	5 MB
Pre-Roll	1x1 - 16:9	VAST tag, .mov, .mp4	:15, :30sec	N/A	5 MB
Custom Units	N/A	Multiple file types and components accepted including .gif, .jpg or .png files and Web URLs	N/A	N/A	N/A
Fluid Banner - Desktop & Mobile Web	Responsive	Headline - 40 characters max Subheadline - 100 characters max Brand logo - max file size 25k (.png) (transparent, black or white) Image - max file size 100k, max width 1200px (.jpg, .png, .gif) (key portion of image must be horizontal centered) CTA text Click through URL Brand Color 1x1 Impression Tracker Font - Google fonts preferred	N/A	N/A	200KB Initial Load; 300KB Subload

For more information contact Alyson Papalia at apapalia@forbes.com or (212) 366-8834