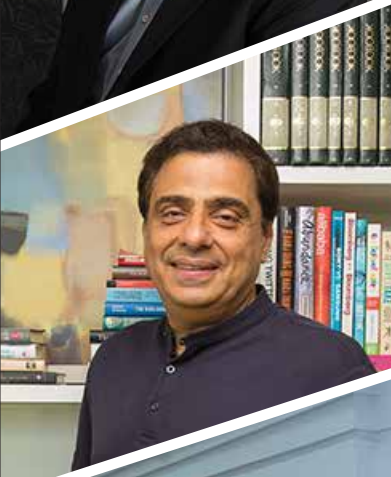
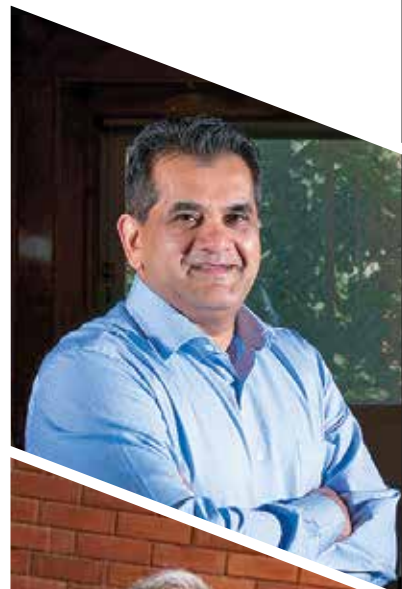


# INDIA Forbes

MEDIA KIT 2018





# Championing India's Entrepreneurship Ecosystem

Since its inception in 2009, Forbes India has been the country's most influential platform that caters to a brand of elite consumers with the finer taste in life. By seamlessly merging the world of politics, entertainment, technology, culture and luxury with the people who are positively reinventing the world, Forbes India delivers sharp, in-depth and engaging stories by investing in the intellectual capital of business minds and viewing global and domestic issues through an Indian prism, thereby placing its readers ahead of the curve. Over the last few years, Forbes India has carved out an unparalleled niche as an influential and sought-after medium, in a business community that continues to evolve and expand in India.

# Cross-platform Influence

Forbes India is one of the highest circulated business magazines in India.



## Print

**75,000** print run

**50,000** copies are circulated every fortnight

**20,000** copies are circulated through subscriptions



## Digital Edition

Average monthly downloads - Magzter & Jio mags

**26,200 +**



## Website (Online & Mobile)

Avg. monthly page views

**10,00,000+**

Avg. monthly unique visitors

**8,70,000+**



## Social Media

Facebook

**4,90,000+**

Twitter

**1,000,000+**

Instagram

**6800+**



# The Powerhouse Issues

## India Richlist

The Forbes 100 Richest Indians special edition is the best barometer of wealth. Over several decades, Forbes has been the worldwide authoritative source of wealth lists. Entrepreneurs who feature on these lists are among the biggest and most influential voices within the world of business. The list is compiled using shareholding and financial information obtained from families and individuals, stock exchanges, analysts and India's regulatory agencies.



## Super50

Super 50 India is the definitive list of the Best 50 big public companies that have solid financial track records, coupled with great management and entrepreneurial skills. This list recognizes those companies that have risen to leadership positions in their respective fields in the country. Forbes India tries to capture the successful journey of such companies and the challenges they face along the way.



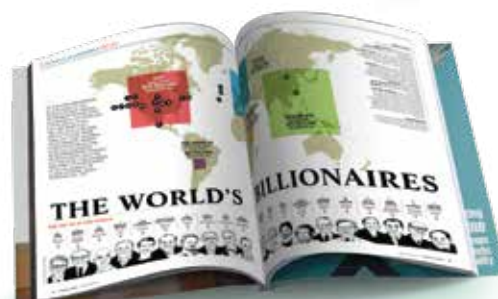
## Celeb100

The 2017 Forbes India Celebrity 100 List rankings are based on estimates of entertainment-related earnings of celebrities. From actors, musicians and sportspersons to filmmakers, comedians and authors, the list celebrates the stars at the forefront of Bollywood and media. Based on financial earnings and impact, the list recognizes the celebrity money makers driving the greatest impact in both, the entertainment and business spaces.



## World Billionaires

The Forbes listing of the World's Billionaires reveals the definitive ranking of the wealthiest people on the planet and tracks the various shifts and changes in global wealth. In India, the number of billionaires has shown significant growth, crossing the three-figure mark at 101, up from the previous year's 84, with a combined net worth of \$325.5 billion. The country is currently at number four in the list of nations spawning the highest number of super rich and makes for a fascinating read in the Forbes India Magazine.



# The Powerhouse Issues

## Hidden Gems

Forbes India Hidden Gems is a special pick of entrepreneurs from industries across various sectors. Hidden Gems is an attempt to capture the purest face of entrepreneurship. Picked from a list of venture capital and private equity investments, these are ventures that have a phenomenal entrepreneurial track record and an ability to grow, even in adverse conditions.



## 30 Under 30

This edition salutes 30 spirited individuals and features what really matters in the journey, replete with trials and tribulations, creating a sea of experience for all to see. It is a product of research, interviews, arguments and debates on some of India's finest achievers under 30. The Forbes India 30 Under 30 Special commemorates super achievers who discovered creativity that is noticeable to the world at large.



## Best Things Money Can Buy

The main theme for the 'Best Things Money Can Buy' Special is 'Home-grown luxury'. Forbes India will focus on brands, concepts and companies that are synonymous with luxury and are 'Made in India'. It includes hotels, cosmetics, auto, travel, clothing, jewellery and more. Apart from this, we also give readers a choice to select luxury goods that are currently the rage across the world.



## Start-up Special

This special issue highlights the recent start-up scenario in India and analyses how some of the latest ventures have managed to scale up or failed to do so, while also considering the question of funding and valuation. But are start-ups, which can be key engines for India's growth, really addressing the country's problems? These are some the questions that the Forbes India's Start-up Special attempts to answer.



# The Powerhouse Issues

## Investment Special

Forbes India believes in the long-term investment approach. We also believe that any long-term project - which is what wealth accumulation entails - must also have periodic assessment and adjustments to ensure that events don't derail the project. Forbes India stories dive deep into the prospects for each asset class - equity, fixed income, gold, commodities, art, currency, PE and real estate. Polling the best minds in the Indian markets, we tell you where the hidden opportunities lie and how to exploit them intelligently.



## W-Power Trailblazers

In this issue of Forbes India we present a selection of women who have been disruptive, influential and successful in their respective fields. This process is enabled by a panel of iconic women achievers, who help us make the selection.



## India's family businesses

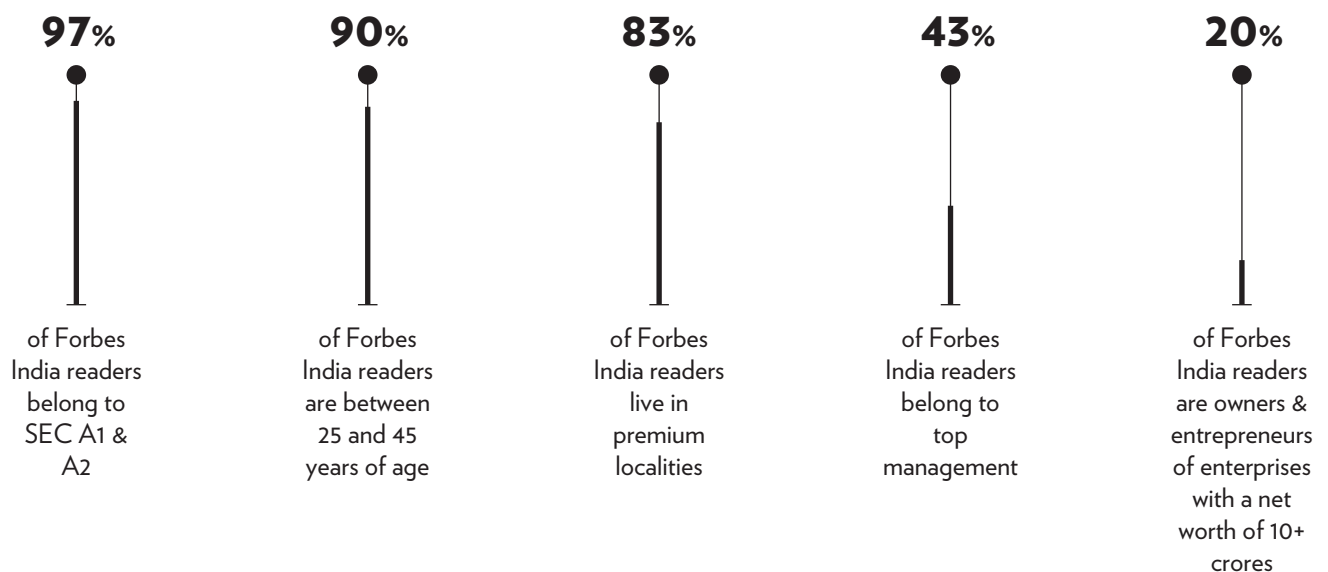
Unlike in western developed markets where businesses are mostly institutionally owned, India remains an economy where businesses are still pre-dominantly owned by business families. The Family Business Special issue selects a few business families and their enterprises, and curates their stories to demonstrate how family concerns operate in India.





# Audience

Majority of the Forbes India readers are male, married and hold senior management positions. With an average of 15 years of work experience, most belong to the IT sector, finance & banking industry or are involved in manufacturing & engineering.



Source: IPSOS Forbes India Profile Study





# Audience

Majority of the Forbes India readers are also financial investors and enjoy a luxurious lifestyle.

**90%**



of readers  
own a  
4-wheeler

**81%**



of readers  
remember  
seeing  
advertisements  
in Forbes India

**77%**



of them  
invest in  
financial  
products

**63%**



of readers  
own a  
premium  
brand of  
wristwatch

**54%**



readers take  
a vacation  
abroad; 2  
vacations a  
year on an  
average

Source: IPSOS Forbes India Profile Study



# The Big League Conferences & Events

Forbes India conferences and events bring the pages of Forbes India magazine and the conversation of Forbesindia.com to life. They provide an experience of total immersion into our content, entrepreneurial spirit, prestigious community, and philosophy of business success through lifelong relationships. From panels led by our editors to one-on-one interviews with business and political visionaries, to unique networking opportunities, attendees are enveloped in the world of Forbes India from the moment they register culminating in intellectual discourse of the highest caliber. This dialogue, taking place in elegant and interesting environments, is the essence of Forbes India conferences and events.

## Forbes India Leadership Awards

Since its inception, Forbes India has been a champion of entrepreneurial capitalism, in line with the Forbes DNA, and the magazine seeks to play a catalytic role in spotting and recognizing outstanding entrepreneurs. Instituting the Forbes India Leadership Awards (FILA), which commenced in 2011, is one big step in that direction. FILA is our annual event aimed at recognizing outstanding leaders who have achieved success through their vision, foresight, and business ethics.

## Forbes India CEO Dialogues

In light of the many challenges faced by industries and the quintessential changes that can help them navigate India's road to economic prosperity, Forbes India initiated a new series of events in 2014, the Forbes India CEO Dialogues: The Leadership Agenda presented by Standard Chartered. Conceptualized as closed-door roundtable discussions with the who's who of India Inc – the event engaged the country's top business leaders to unravel the path that the Narendra Modi-led BJP government must take and provide an experience to the magazine's reader base of the total Forbes India content, based on the country's rapidly expanding entrepreneurial spirit and its most successful business leaders and thinkers.



# The Big League Conferences & Events

## Forbes India Entrepreneurship Summit

The summit envisions and explores trends and shifts in areas of the entrepreneurial ecosystem. The Entrepreneurship Summit exposes those attending to remarkable individuals and their path-breaking experiences in their respective domains, disruptive business models, thus translating thoughts into action, and celebrating success and failure at each step of entrepreneurship. This summit takes one through all phases/life cycles of entrepreneurship - an idea, dealing with failure, initial success, wooing investors, growth, IPO -- all through the horses' mouth.

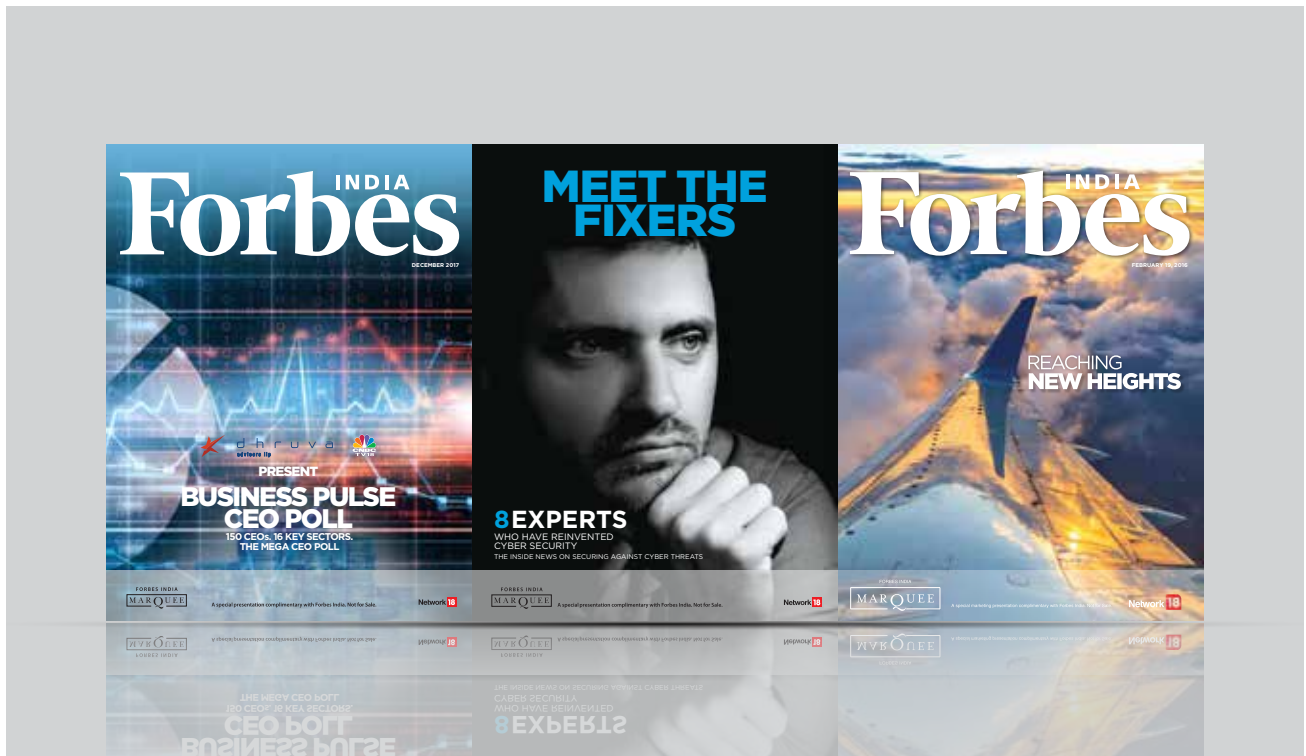
## W-Power Trailblazers

Forbes India W-Power Trailblazers celebrates India's brightest women entrepreneurs, innovators and game-changers. The event recognizes and promotes significant achievements made by powerful women across varied sectors as they continue to lead and inspire in their respective fields. As an extension of our stellar jury-backed Forbes India W-Power Trailblazers List, the event features the innovations, successes and challenges encountered by these pioneering women on their journey towards success.

## Forbes India 30 under 30

Forbes India 30 under 30 is our attempt to felicitate the creativity, power and influence of the leaders and entrepreneurs who, at such young age, have already created new benchmarks in their respective fields. Taking our commitment of engaging with the young influencers who are set to design the destiny of this nation, the evening not only felicitates these young achievers but also holds conversations on what makes them tick. These young trendsetters get an opportunity to share their own success stories on this common platform.





# Forbes India Marquee Special: For the Connoisseurs of Fine Living

A quarterly-launched series in December 2009, the Marquee Special Edition Series has steadily catalogued the luxury landscape in India ranging from real estate, travel, fashion trends, accessories and collectibles to automobiles. It offers Forbes India readers a glimpse of the best offers across the global and Indian luxury market.



# Editorial Calendar

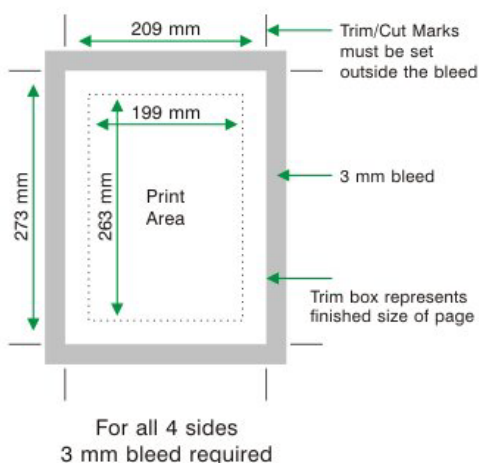
Edit Closing	Onstands date	Issue Date	Forbes India Special Report
22-Mar-18	30-Mar-18	13-Apr-18	Real Estate Special
5-Apr-18	13-Apr-18	27-Apr-18	Billionaires
19-Apr-18	27-Apr-18	11-May-18	Innovations Factories/Midas List + 30 under 30 Asia
3-May-18	11-May-18	25-May-18	9th Anniversary
17-May-18	25-May-18	8-Jun-18	Sustainability special + Emerging Women Stars
31-May-18	8-Jun-18	22-Jun-18	Startups special + Small Giants: Best Small Companies
14-Jun-18	22-Jun-18	6-Jul-18	GenNext India + Global 2000
28-Jun-18	6-Jul-18	20-Jul-18	Artificial Intelligence + Most Innovative Companies
12-Jul-18	20-Jul-18	3-Aug-18	Hidden Gems
26-Jul-18	3-Aug-18	17-Aug-18	Independence Day Spl (Future of Work) + Self-made women
9-Aug-18	17-Aug-18	31-Aug-18	Super50 Special
23-Aug-18	31-Aug-18	14-Sep-18	Fintech Special
6-Sep-18	14-Sep-18	28-Sep-18	Healthcare/Health tech
19-Sep-18	28-Sep-18	12-Oct-18	Tycoons of Tomorrow + Fabulous 50 Companies
4-Oct-18	12-Oct-18	26-Oct-18	Luxury Issue
18-Oct-18	26-Oct-18	9-Nov-18	The Cloud 100
25-Oct-18	2-Nov-18		India Richlist
1-Nov-18	9-Nov-18	23-Nov-18	India Story + Best Under a Billion
15-Nov-18	23-Nov-18	7-Dec-18	FILA Special Issue
29-Nov-18	7-Dec-18	21-Dec-18	Celebrity 100 India + Next Billion Dollar Startups + Fintech 50
13-Dec-18	21-Dec-18	4-Jan-19	Heroes of Philanthropy
27-Dec-18	4-Jan-19	18-Jan-19	State of Management Education + Tech Disruptors
10-Jan-19	18-Jan-19	1-Feb-19	The Economic Report Card
24-Jan-19	1-Feb-19	15-Feb-19	30 under 30 - India + 30 under 30 2019
7-Feb-19	15-Feb-19	1-Mar-19	Family Business Special
21-Feb-19	1-Mar-19	15-Mar-19	W Power Trailblazers
7-Mar-19	15-Mar-19	29-Mar-19	Investment Special

# Product Specifications

## Production specifications

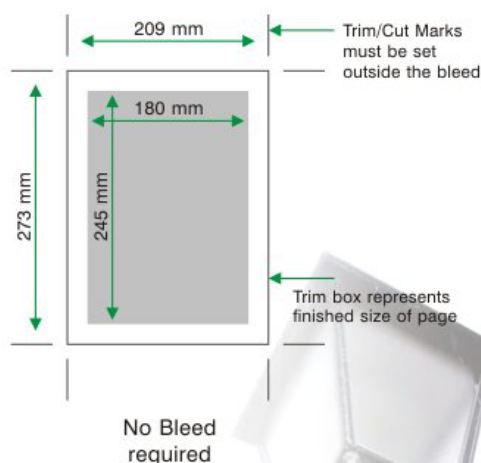
### Full page - Bleed

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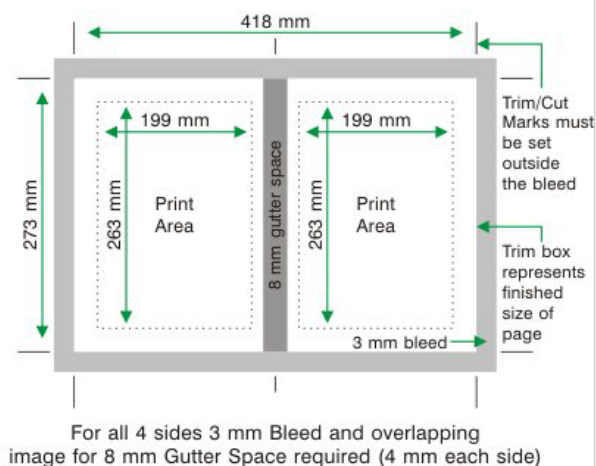
### Full page - Non bleed

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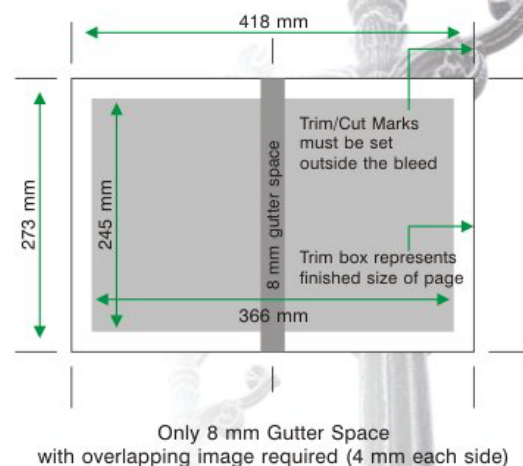
### Double spread - Bleed

418 mm(W) x 273 mm(H)



### Double spread - Non bleed

360 mm(W) x 245 mm(H) - Print area



## Material Format

Materials should be submitted in CMYK or Greyscale PDF format. Images should be of high resolution at 300 dpi. Files should be right reading, portrait made, 100% size with no rotations and include standard trim, bleed and center marks outside of live area (illustrated as above). Adobe Illustrator, Corel Draw, Pagemaker, Quark Express files and any open files will not be accepted. Also, JPEG/RGB images will not be accepted.

# Print Advertising Rates

Sizes	Price (\$)
Full Page	15000
Double spread	28500
Outside back cover	28500
Inside back cover	18500
Inside front cover	20200
Rates for premium position	
First 15 pages	
Full page	18000
Double spread	32100
Page facing Editor's note	18400
Cover Story	
Full page	15600
Double spread	28600



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