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Poshmark CEO & Cofounder Manish Chandra and his team
| Next Billion Dollar Startups

Forbes
Media Kit 2019



EQUITY INVESTOR

Forbes 400
Billionaires

Robert Smith

Founder, Vista Equity
Partners

With over \$30 billion
in assets, Vista is one
of the best-performing
private equity firms,
posting annualized
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inception.



Sundar Pichai, Google CEO | World's Most Reputable CEOs

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Forbes Champions Success by Celebrating Those Who
Have Made it, and Those Who Aspire to Make it.

We provide our audience of influential leaders, high-net-worth-individuals, tastemakers, business decision makers and millennials with critical business insight and unparalleled access to the world's most powerful people.

Midas List

DRIVING CHANGE**Jenny Lefcourt**

Partner, Freestyle Capital
Her seed-stage firm has
\$230 million in assets.



Forbes by the Numbers

**40** Global Editions**70** Countries**26** Languages**26** Global Websites

6.4M U.S. Print Readership**71M** Unique Visitors**2,700+** Journalists

60% Mobile/Tablet Traffic

45M Social FollowersSource: comScore, Media Metrix, US Multi-Platform, FY 2018 (excluding July), Desktop A2+ & Mobile A13; MRI Fall 2018

Powerful People

SATYA NADELLA

CEO, Microsoft

Nadella's mission: Rebuild Microsoft brick by brick until it can happen again. "That's what I want us to rediscover," he says.



Audience



Forbes.com set new monthly records in November 2017, April 2018 and July 2018.

54% Male 46% Female

3x
as many IT decision-makers as our nearest competitor

Largest
digital audience of millennials
9%
Average monthly audience growth YoY

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

- C-Suite
- Business Owners
- IT Decision Makers
- Business Decision Makers
- Millennials

Source: comScore, Media Metrix, US Multi-Platform, November 2018 vs. November 2017, Desktop A2+ & Mobile A13+, Competitive set: WSJ, CNN Business, Bloomberg, Entrepreneur, Inc, Wired, Fast Company, Fortune, and The Economist

**MODEL BEHAVIOR**

Under 30

KARLIE KLOSS

Model and Entrepreneur

Karlie Kloss is no stranger in the modeling world, but she's also making a name for herself as an entrepreneur. Kloss founded Kode With Klossy, a coding camp for girls, to share her passion for science and introduce the next generation to STEM.

Cross-Platform Experiences

Celebrating the entrepreneurs, game-changers and leaders advancing industries around the globe, Forbes' powerful franchises provide interactive and multi-dimensional experiences that connect brands and audiences to key decision-makers.

UNDER 30

Global community of the most innovative young minds amplified through our annual list, always-on digital channel, live events and various categories

FORBES 400

The Forbes 400 ranks and profiles the country's richest billionaires. This franchise captures more than just wealth—it paints an inspiring portrait of the country's ever-changing entrepreneurial identity

FORBESWOMEN

Multi-platform community that brings-to-life Forbes' Self-Made Women & Most Powerful Women Lists, ForbesWomen network and the annual Forbes Women's Summit

PHILANTHROPY

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

BILLIONAIRES

The definitive ranking of the wealthiest people across the globe. With this iconic franchise, we showcase the driving forces behind new wealth and job creation while unveiling the impact of the world's wealthiest people

FINANCE & INVESTING

Forbes experts provide insight on the strategies and investments that will secure your financial future - as well as celebrate the top private equity firms, asset managers and financial institutions reimagining the new face of finance

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 CMO Summits

JUST 100

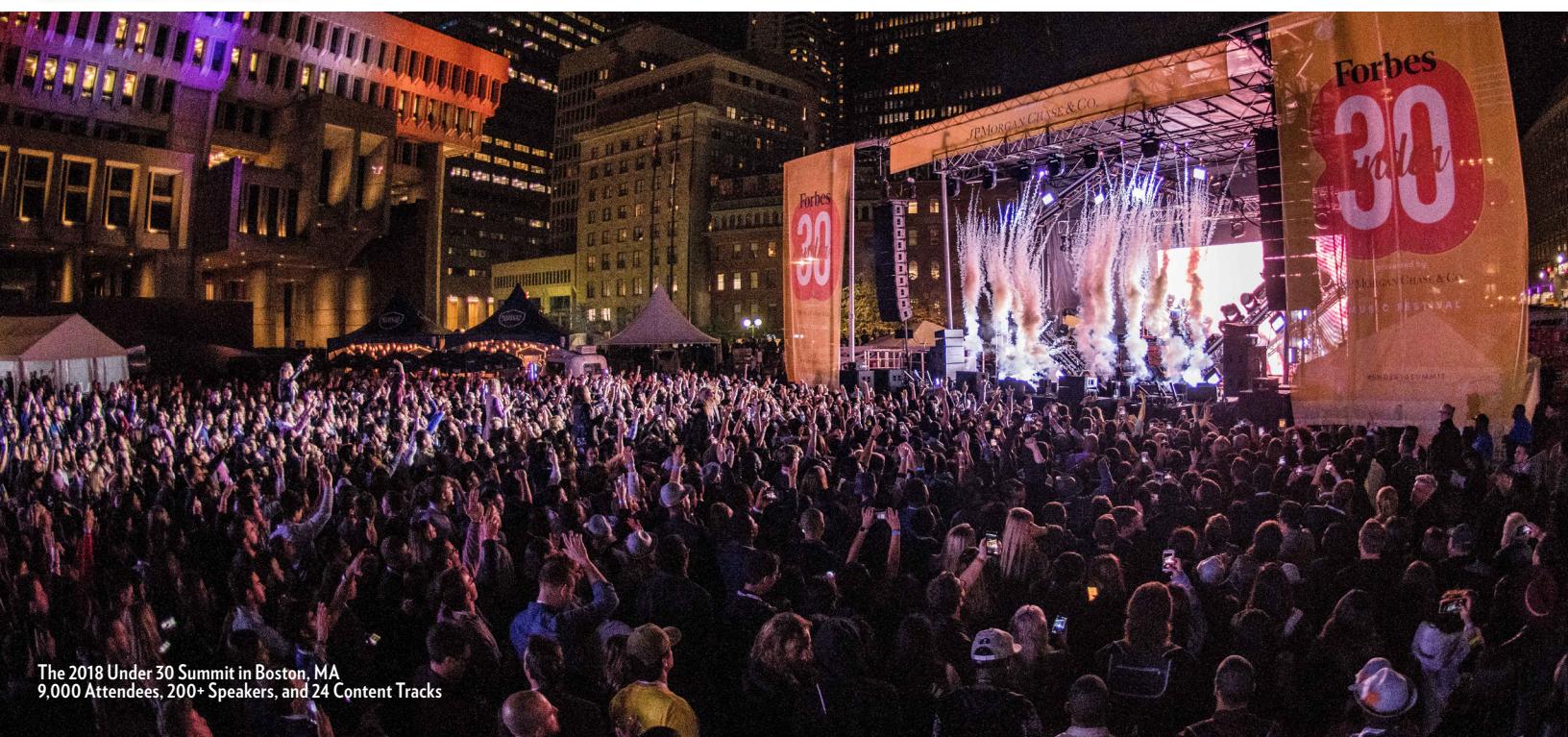
Using the things Americans care the most about – worker treatment, customer care, job creation, ethics, and the environment –we present our annual ranking of the best corporate citizens

INNOVATIVE LEADERS

Which corporate chiefs are the best at spearheading world-changing creativity? Using a unique formula, we rank for the first time the leaders who make the biggest new things happen and do the most to shape the marvels of the future.

SMALL GIANTS

Honoring standout businesses that favor greatness over growth. The companies are all privately owned, profitable, at least ten years old and were selected based on factors including community involvement, commitment to staff and industry excellence



ForbesLive

Forbes brings together the world's top leaders, policy makers, innovators, experts, and change-makers in engaging events that explore the landscape of today's ever-evolving world. We invite you to create relationships, lasting memories, and life experiences that drive business outcomes.

FORBES SHOOK TOP ADVISORS SUMMIT

February 25th-27th | Las Vegas, NV

#BOARDFORWARD AWARDS

March 21st, 2019 | Bay Area, CA

UNDER 30 GLOBAL WOMEN'S SUMMIT

March 31st-April 4th | Tel Aviv & Jerusalem

CIO SUMMIT

April 7th-9th | Half Moon Bay, CA

OPPORTUNITY ZONE IMPACT SUMMIT

May 21st | Newark, NJ

WOMEN'S SUMMIT

June 17th-18th | New York, NY

MOST INFLUENTIAL CMO

June 20th | Cannes, France

PHILANTHROPY SUMMIT

June 27th | New York, NY

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.

Forbes on Fifth, located at 24 Fifth Avenue, is our private event space affording our premium clients and brand partners an elegant and modern setting for accessing, captivating, and connecting with industry leaders.



For more information, contact Leann Bonanno at lbonanno@forbes.com

KPMG BrandVoice

The Great Rewrite



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INDUSTRY AWARDS,
INCLUDING:**

Min's Best of the
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Digital Marketing

Content Marketing Institute
Content Marketing Awards:
Best Digital Content Strategy

Forbes

Forbes BrandVoice

BrandVoice 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.



A Sample of Recent Awards Across 19 Wins

WINNER

Financial Communications
Society Award
OppenheimerFunds and Forbes
BrandVoice's the New
Opportunities wins for Branded
Content - B2B

WINNER

IAC Awards:
Best Media Online Video
Infiniti and Forbes Brand Voice
"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 Brian McLeod at bmcleod@forbes.com

Source: Simple Reach; Adobe Analytics; GfK AdMeasure

2019 Forbes Media Kit

www.forbesmedia.com



Global
Gamechangers
30 Under 30

TRANSFORMING AN INDUSTRY

DANIEL EK CEO of Spotify

Swedish-born entrepreneur best known for being the CEO and co-founder of streaming music service Spotify. The company has more than 180 million users, 87 million of whom are paying subscribers.

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 and amplified via the Forbes' media platforms including digital/social, print and live executions.

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LIVE EVENTS & WORKSHOPS

FORBES AI & INTEL

In a groundbreaking series of AI publications aiming to demystify artificial intelligence, Forbes Insights in partnership with Intel, spent 2018 diving deeper into this evolving space. Within each issue, we tapped into leading voices, highlighted emerging trends, and showcased compelling research. The program metrics exceeded expectations and benchmarks, showing the true testament to the dynamic and innovative future of AI.



For more information, contact Brian McLeod at bmcleod@forbes.com.

Self-Made Women

KYLIE JENNER

Founder, Kylie Cosmetics

Kylie Cosmetics launched two years ago with a \$29 "lip kit" consisting of a matching set of lipstick and lip liner, and has sold more than \$630 million worth of makeup since, including an estimated \$330 million in 2017.



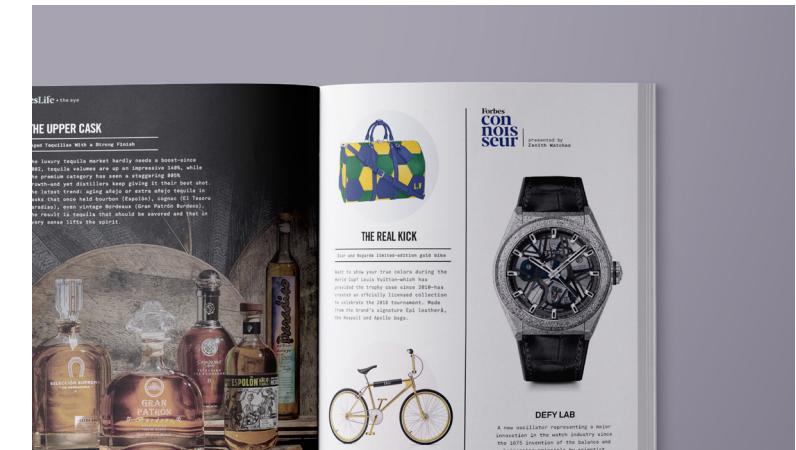
Leading Luxury Content For Affluent Consumers

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

FORBESLIFE

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

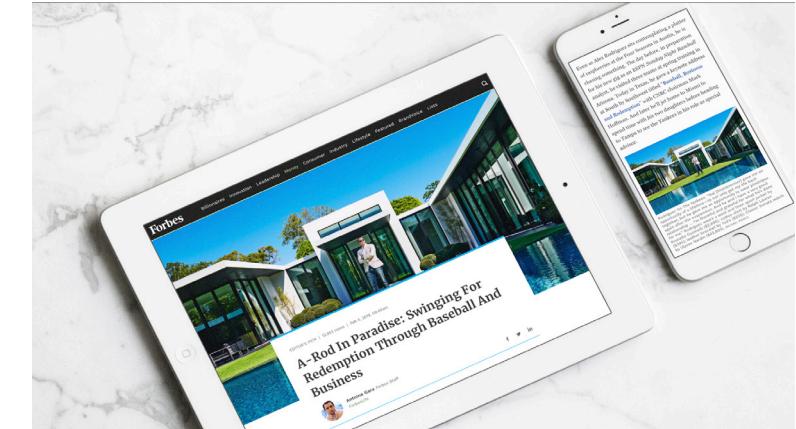
- Luxury Travel
- Art & Culture
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- Watches & Jewelry

**THE BUSINESS OF LUXURY**

In-depth editorial features deliver cutting-edge, authoritative business intelligence on the emerging innovators, disruptors and brands redefining the luxury landscape

CONNOISSEUR

Connoisseur is an all-new, Forbes content product reserved exclusively for our luxury partners



For more information, contact Kyle Vinansky at kvinansky@forbes.com

2019 Editorial Calendar



INDUSTRY LEADER

Under 30

TREVOR MARTIN

Cofounder, Mammoth Biosciences

Martin and his cofounders found their niche in the healthcare industry by making diagnostic results more readily available to those without access to a hospital. He hopes the company, Mammoth Biosciences, can help fix a broken system.

Issue Date	Editorial Themes	Ad Close	On Sale	List Launch	Full Mag Online
Feb 28	Investment Guide Retirement • Manufacturing the Future • 30 Under 30 • FinTech 50	1/14	2/19	2/5	2/12
Mar 31	Billionaires* Tech Disruptors • Young Billionaires • Real Estate	2/11	3/19	3/5	3/12
Apr 30	Innovation Factories: Midas List High Performance Portfolios • Small Giants • Blockchain 50 <i>Special Insert</i> ForbesLife Mini Mag	3/11	4/16	4/2	4/9
May 31	Small Giants: Best Small Companies Wealth Management • Tech Disruptors • Prescription for Innovation	4/8	5/14	4/30	5/7
June 30	Self-Made Women* Mutual Funds/ETFs <i>Special Insert</i> ForbesLife Mini Mag	5/6	6/18	6/4	6/11
Aug 31	Tech Disruptors Next-Billion Dollar Startups • Small Giants • Monetizing Fame	6/17	7/23	7/9	7/16
Sep 30	Innovative Leaders The Cloud 100 • Top Wealth Advisors <i>Special Insert</i> ForbesLife Mini Mag	8/12	9/17	9/3	9/10
Oct 31	Forbes 400* Young 400 • Passions, Pursuits, Collections • Real Estate	9/9	10/15	10/2	10/8
Nov 30	The Just 100 Small Giants • FinTech 50 <i>Special Insert</i> ForbesLife Mini Mag	10/14	11/19	11/12	11/12
Dec 31	30 Under 30* Tech Disruptors • High-Performance Portfolios • Manufacturing the Future	11/25	12/31	12/3	12/24

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

2019 Forbes Media Kit

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Updated as of 9/17/19



EMPOWERED ENTREPRENEUR

Under 30

ADINA TECKLU

Cofounder, Canaan Beta

Tecklu leads a \$20 million seed program called Canaan Beta at the venture capital firm Canaan Partners. Their primary focus is to find the next great consumer tech company.

2019 Digital Editorial Programs

Forbes

January	Launch Date	June	Launch Date	October	Launch Date
Africa Rich List	1/9	Self Made Women	6/4	Forbes 400	10/2
Best Employers for Diversity	1/15	Best-in-State Employers	6/5	Best Corporate Law Firms	10/3
America's Best Banks	1/16	Highest Paid Athletes	6/11	The Digital 100	10/10
Australia Rich List	1/16	Richest in Hip Hop	6/13	India Rich List	10/10
Canada's Best Employers	1/29	The Best Airlines For Fast Arrivals	6/17	World's Most Reputable Countries	10/15
February	Launch Date	Highest Paid Soccer Players	6/18	Most Valuable Sports Brands - Fab 40	10/16
FinTech 50	2/4	Best and Worst Franchises to Buy	6/19	Global 2000: World's Best Employers	10/18
Sports Money NBA	2/6	World's Most Influential CMOs	6/20	Sports Agents & Agencies	10/21
Best Colleges for International Students	2/11	Best Banks & Credit Unions by State	6/25	Best Places for Business and Careers	10/23
U30 Europe	2/12	Richest in State	6/26	U.S Major League Soccer Valuations	10/29
Hong Kong Rich List	2/13	July	Launch Date	Top Earning Dead Celebrities	10/30
Investment Guide	2/19	Best Employers for Women	7/2		
Top State-by-State Advisors	2/20	Korea's Rich List	7/9		
March	Launch Date	Celebrity 100	7/10		
World's Best Banks	3/4	Asia's Best Under a Billion	7/10		
Billionaires	3/5	Next Billion Dollar Startups	7/16		
World's Most Reputable Companies	3/7	Most Valuable Sports Teams	7/22		
College Basketball's Most Valuable Teams	3/12	Top Next-Gen Advisors	7/24		
Malaysia Rich List	3/13	Electronic Cash Kings	7/29		
Best Management Consulting Firms	3/19	August	Launch Date		
Highest Earning Hedge Fund Managers	3/20	Highest Paid Female Athletes	8/6		
Best Recruiting Firms	3/27	Top Colleges	8/15		
April	Launch Date	The World's Highest Paid Actors	8/21		
Under 30 Asia	4/1	Asia's Best Over A Billion	8/26		
Midas List	4/2	Highest Paid Tennis Players	8/26		
America's Most Reputable Companies	4/3	Highest Paid Women in Music	8/26		
MLB Valuations	4/10	Places to Follow Passions In Retirement	8/27		
Japan Rich List	4/10	The World's Highest Paid Actresses	8/27		
Blockchain 50	4/16	Singapore Rich List	8/28		
America's Best Employers	4/17	September	Launch Date		
Best Places to Retire	4/23	The World's Innovative Leaders	9/3		
America's Best Value Colleges	4/24	Best in State Next Gen Advisors	9/4		
Hip Hop Cash Princes	4/25	Top Wealth Advisors	9/10		
America's Top Women Advisors	4/30	Cloud 100	9/11		
Small Giants: Best Small Companies	4/30	Most Valuable College Football Teams	9/12		
May	Launch Date	Most Valuable College Apparel Deals	9/13		
Thailand Rich List	5/8	Best Employers for New Grads	9/16		
Global 2000	5/15	AI 50	9/17		
World's Most Reputable CEOs	5/21	The World's Top CR Companies	9/17		
Most Valuable Brands	5/22	World's Best Business Schools	9/18		
Soccer Team Valuations	5/29	World's Best Regarded Companies	9/18		
		Hip Hop Cash Kings	9/19		
		Asia's Power Businesswomen	9/23		
		CMO Next	9/25		
		Philippines Rich List	9/25		



SOFTWARE PIONEER

**ANDREW
ANAGNOST**

President & CEO, Autodesk
 Autodesk's share price has nearly tripled in the last three years; its \$27 billion market value is 13 times revenue.

Print Production Specifications

Bringing Your Print Creative To Life

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)

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 print production related information, please contact Joanna Mikolajczuk at jmikolajczu@quad.com