



Forbes
Asia

Media Kit 2021

CHAMPIONING ENTREPRENEURIAL CAPITALISM IN ASIA



Launched in September 2005, Forbes Asia serves as Asia-Pacific's definitive voice celebrating entrepreneurial capitalism and business. Written and edited specifically for Asia-based top management, entrepreneurs and those aspiring to positions of corporate leadership, Forbes Asia chronicles wealth creation, entrepreneurial success and economic growth throughout Asia.

Each issue identifies and profiles Asia's noteworthy individuals—from the richest people to the most remarkable philanthropists, and from the leaders of the region's best performing publicly listed companies, to the brightest young gamechangers. Forbes Asia presents relevant local features and authoritative reporting, with every issue giving equal weight to original Asia-specific articles and the best of Forbes from the rest of the world.

In addition to Forbes Asia, Forbes' presence in the region also includes seven local editions: Forbes China, Forbes India, Forbes Indonesia, Forbes Japan, Forbes Korea, Forbes Mongolia and Forbes Thailand, offering marketers unparalleled access to senior business leaders in this prospering region.

2021

EDITORIAL CALENDAR

<i>Issue Date</i>	<i>Editorial Themes</i>	<i>Ad Close</i>	<i>On Sale</i>	<i>Online Launch</i>
February/March	Hong Kong Rich List	2/1	2/26	2/25
April/May	30 Under 30 Asia Billionaires Japan Rich List	3/29	4/23	4/20 4/6 4/22
-	Taiwan Rich List (on Forbes.com only)	-	-	5/6
June	Korea Rich List Malaysia Rich List	5/10	6/4	6/2 6/3
July	Thailand Rich List	6/14	7/9	7/8
August	Singapore Rich List 100 to Watch	7/19	8/13	8/12 8/10
September	Best Under A Billion Philippines Rich List	8/16	9/10	9/8 9/9
October	India Rich List	9/13	10/8	10/7
November	Forbes 400 Asia's Power Businesswomen China Rich List	10/11	11/5	10/5 11/2 11/4
December	Heroes of Philanthropy Indonesia Rich List	11/15	12/10	12/7 12/9

EDITORIAL LISTS

Asia Rich Lists

Forbes identifies Asia's wealthiest people throughout the year, spotlighting the richest people in different markets across Asia. Forbes Asia Rich Lists are closely read by tycoons, business leaders and the media.

Hong Kong Rich List

Issue Date: February/March 2021 • Online Launch: Feb 25

Japan Rich List

Issue Date: April/May 2021 • Online Launch: Apr 22

Taiwan Rich List

(on Forbes.com only)

Online Launch: May 6

Korea Rich List

Issue Date: June 2021 • Online Launch: Jun 2

Malaysia Rich List

Issue Date: June 2021 • Online Launch: Jun 3

Thailand Rich List

Issue Date: July 2021 • Online Launch: Jul 8

Singapore Rich List

Issue Date: August 2021 • Online Launch: Aug 12

Philippines Rich List

Issue Date: September 2021 • Online Launch: Sep 9

India Rich List

Issue Date: October 2021 • Online Launch: Oct 7

China Rich List

Issue Date: November 2021 • Online Launch: Nov 4

Indonesia Rich List

Issue Date: December 2021 • Online Launch: Dec 9



EDITORIAL LISTS

30 Under 30 Asia

Issue Date: April/May 2021 • Online Launch: Apr 20

An annual roster featuring 300 young entrepreneurs, leaders and change makers in Asia across 10 categories, who are challenging conventional wisdom and rewriting the rules for the next generation. The list will spotlight the achievements of this group of relentless individuals under the age of 30, who are disrupting industries and tackling major global issues.



Billionaires

Issue Date: April/May 2021 • Online Launch: Apr 6

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



Best Under A Billion

Issue Date: September 2021 • Online Launch: Sep 8

Forbes Asia's *Best Under A Billion* list highlights 200 of the best small and mid-sized listed companies in Asia-Pacific with annual revenue below \$1 billion, have positive net income and publicly traded for at least a year. Companies are also screened on debt, sales and earnings growth over both the most recent fiscal one- and three-year periods, and the strongest one- and five-year average return on equity.

Rank	Company	Country	Revenue (\$M)	Net Income (\$M)	ROE (%)
1	Alibaba Group	China	75,430	1,110	14.5
2	Meituan	China	45,810	1,010	13.8
3	JD.com	China	40,760	1,010	13.8
4	Ant Group	China	35,120	1,010	13.8
5	Alibaba Health	China	30,120	1,010	13.8
6	Alibaba Cloud	China	25,120	1,010	13.8
7	Alibaba Pictures	China	20,120	1,010	13.8
8	Alibaba Travel	China	15,120	1,010	13.8
9	Alibaba Education	China	10,120	1,010	13.8
10	Alibaba Sports	China	5,120	1,010	13.8

EDITORIAL LISTS

Forbes 400

Issue Date: November 2021 • Online Launch: Oct 5

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



Asia's Power Businesswomen

Issue Date: November 2021 • Online Launch: Nov 2

Forbes Asia's Power Businesswomen list features 25 accomplished women who are playing a significant role in shaping Asia's business landscape in the next few decades. Selected for their achievements and track records of success, the women on this list represent the diversity within Asia's business landscape by highlighting entrepreneurs, investors, high level executives as well as those transforming their family enterprises.



Heroes of Philanthropy

Issue Date: December 2021 • Online Launch: Dec 7

Each year, Forbes Asia spotlights notable altruists in Asia-Pacific who are committed to causes in the region. The list highlights some of the most innovative and generous donors who are making a difference to those in need and inspiring others to give.



CUSTOM CONTENT



Forbes Asia publishes custom special advertising sections and advertorials, providing high-profile branded marketing environments that combine bespoke text with advertising. Content can explore business-critical topics, or insights and opportunities in Asian markets and industries. Communicate your important message as you engage and influence the powerful Forbes community of C-level executives, business purchase decision makers, investors and influencers/thought leaders.

Examples of Special Advertising Sections

Country/Territory-focused:

Singapore
 Malaysia
 Indonesia
 Philippines
 Japan
 Hong Kong

Industry-focused:

Asian Real Estate
 Luxury Living
 Wealth Management

2021

ADVERTISING RATES



FULL PAGE

Open	\$23,000
4 Insertions	\$20,240
8 Insertions	\$19,550
Advertorial	+15%

INSIDE FRONT COVER SPREAD

Open	\$64,400
4 Insertions	\$56,670
8 Insertions	\$54,740

1ST 6 FULL PAGE

Open	\$27,600
4 Insertions	\$24,290
8 Insertions	\$23,460

3RD COVER

Open	\$29,900
4 Insertions	\$26,310
8 Insertions	\$25,420

4TH COVER

Open	\$34,500
4 Insertions	\$30,360
8 Insertions	\$29,330

LIST SPONSORSHIP

In Forbes Asia & on Forbes.com	Custom
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PRINT PRODUCTION SPECIFICATIONS

<i>Ad Size</i>	<i>Trim (W x H)</i>	<i>Bleed (W x H)</i>	<i>Bleed Live Area (W x H)</i>
Full Page	203mm x 267mm	209mm x 273mm	191mm x 254mm (all text and logos have to fall within this area)
Double Page Spread	406mm x 267mm	413mm x 273mm	394mm x 254mm (all text and logos have to fall within this area)

Image Resolution: 200–300 dpi. RGB and LAB colors are unacceptable.

Color: 4/C Process. Black text has to be single color –K.

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.

Ink Density: </=300%

Printing Method: Web offset, SWOP2006_Coated3

File Preparation: Build documents in portrait mode without scaling or rotation. Include all standard trim, bleed and center marks outside the live image area.

Marks and Bleeds: When bleed is required, provide 3 mm beyond the trim area, and set the trim mark's offset to 5 mm.

Preferred Digital File Format: PDF/X-1a:2001, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress, Photoshop, JPEG and Pagemaker are not acceptable.

Transparency: When using transparency effects, “flatten” before printing or creating PDFs.

Forbes prints 100% computer to plate.

Hard copy proofs are not required.

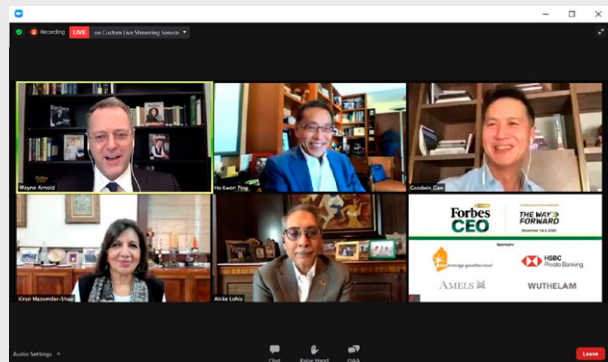
CONFERENCES & EVENTS

Forbes Asia brings together the region's top leaders, policy makers, innovators, experts, and change makers to explore the landscape of today's ever-evolving world.



Forbes Asia CEO Webinar

The Forbes Asia CEO Webinar, a digital alternative to the annual Forbes Global CEO Conference, will convene prominent business leaders virtually to share insights and discuss issues of global concern.



Forbes Global CEO Conference

The Forbes Global CEO Conference will gather global CEOs, tycoons, entrepreneurs and thought leaders to discuss and debate issues of global concern and to build new partnerships.



Forbes Asia Next Frontiers Forum

Building upon the six-year success of its Next Tycoons Forum, Forbes Asia is expanding the event to bring together next generation business leaders, first-generation entrepreneurs and unicorns, as well as leading venture capitalists and private-equity investors. The new Forbes Asia Next Frontiers Forum is a by-invitation, half-day event.



CONFERENCES & EVENTS

Forbes Asia brings together the region's top leaders, policy makers, innovators, experts, and change makers to explore the landscape of today's ever-evolving world.

Forbes *under 30 summit* ASIA

Forbes Under 30 Summit Asia

Forbes Under 30 Summit Asia will bring together young leaders, entrepreneurs and gamechangers from Forbes' *30 Under 30 Asia* lists, as well as CEOs, mentors, industry leaders, investors and disruptors. The summit will feature motivating panels, tech presentations, networking, a food and music festival and more.



Forbes Asia **BEST** UNDER A BILLION

Forbes Asia Best Under A Billion Forum and Awards Ceremony

Forbes Asia identifies 200 of the best small and mid-sized listed companies in the Asia-Pacific region with annual revenue under \$1 billion. The winners will be recognized at the Forbes Asia *Best Under A Billion* Forum and Awards Ceremony.

Forbes Asia Custom Events

An opportunity for high-level thought leadership, peer-to-peer networking and relationship building,

Forbes Asia offers co-branded private events customized to client's objectives. Leveraging access to our influential community of senior-level executives, key decision makers and tycoons, these events will activate powerful conversations and foster deeper interaction among attendees.



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