



Franchisee Advertising Program

Forbes

Forbes delivers information in ways that suit our audience's needs - at any given time of day, week or year - through their portfolio of Forbes brand properties.

No other business media brand has the depth and breadth of platforms they offer, or the power to combine them so effectively for your brand. As marketers, you send a unified message to a unified community under one powerful brand. And, you align with the most trusted, recognized and influential brand of business journalism in the world.



CIRCULATION & DEMOGRAPHIC: TOTAL REACH

Circulation:	5,111,000
Male/Female Skew:	3,446,000 male / 1,665,000 female
Median Age:	43.1
Age 18-24:	1,650,000
Age 25-54:	3,094,000
Top Management:	820,000
Managers/Professionals:	1,846,000
HHI \$100,000+:	2,306,000
HHI \$150,000+:	1,241,000

2015 RATES

SIZE	DIMENSIONS	COLOR	COST
Full Page (1x)	7"W x 9"H	Full Color	\$15,600
Full Page (3x)	7"W x 9"H	Full Color	\$15,000
Full Page (6x)	7"W x 9"H	Full Color	\$14,500
½ Page (1x)	7"W x 4 1/2"H	Full Color	\$7,800
½ Page (3x)	7"W x 4 1/2"H	Full Color	\$7,000
½ Page (6x)	7"W x 4 1/2"H	Full Color	\$6,725
¼ Page (1x)	3 3/8"W x 4 1/2"H	Full Color	\$3,900
¼ Page (3x)	3 3/8"W x 4 1/2"H	Full Color	\$3,775
¼ Page (6x)	3 3/8"W x 4 1/2"H	Full Color	\$3,500
⅛ Page (1x)	7"W x 2 3/16"H	Full Color	\$2,000
⅛ Page (3x)	7"W x 2 3/16"H	Full Color	\$1,000
⅛ Page (6x)	7"W x 2 3/16"H	Full Color	\$500

2015 CLOSING DATES

ISSUE	RESERVATIONS & MATERIALS DUE
January 19	December 8, 2014
February 9	January 5
March 2	January 26
March 23	February 16
April 13	March 9
May 4	March 30
May 25	April 20
June 15	May 11
June 29	June 1
July 20	June 15
August 17	July 13
September 7	August 3
September 28	August 24
October 19	September 14
November 2	September 28
November 23	October 19
December 14	November 9
December 28	November 23