



Journalism at the Center of Social Media

Social and digital media have forever changed media habits. Consumers have a voice and they expect to share it—with one another and with content creators they choose.

At Forbes, we've re-architected across print, digital, live and tablet media with a singular guiding principal—to meet evolved consumer expectations with the highest-quality authoritative journalism flanked and enriched by the most participatory functionality available today.

In doing so, we've redefined what it means to be a relevant media company.

The content continuum means a renaissance for the power & purpose of print journalism.



Five reasons to partner with Forbes

1 superior reach
and engagement

2 *designed
for the times*

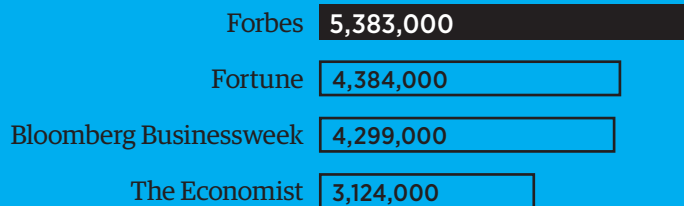
3 journalistic quality
and impact

4 *proven to
advertisers*

5 evolved
relationships

***Superior
reach and
engagement
...***

The Largest Print Audience in the business category



Source: MRI Fall, 2010

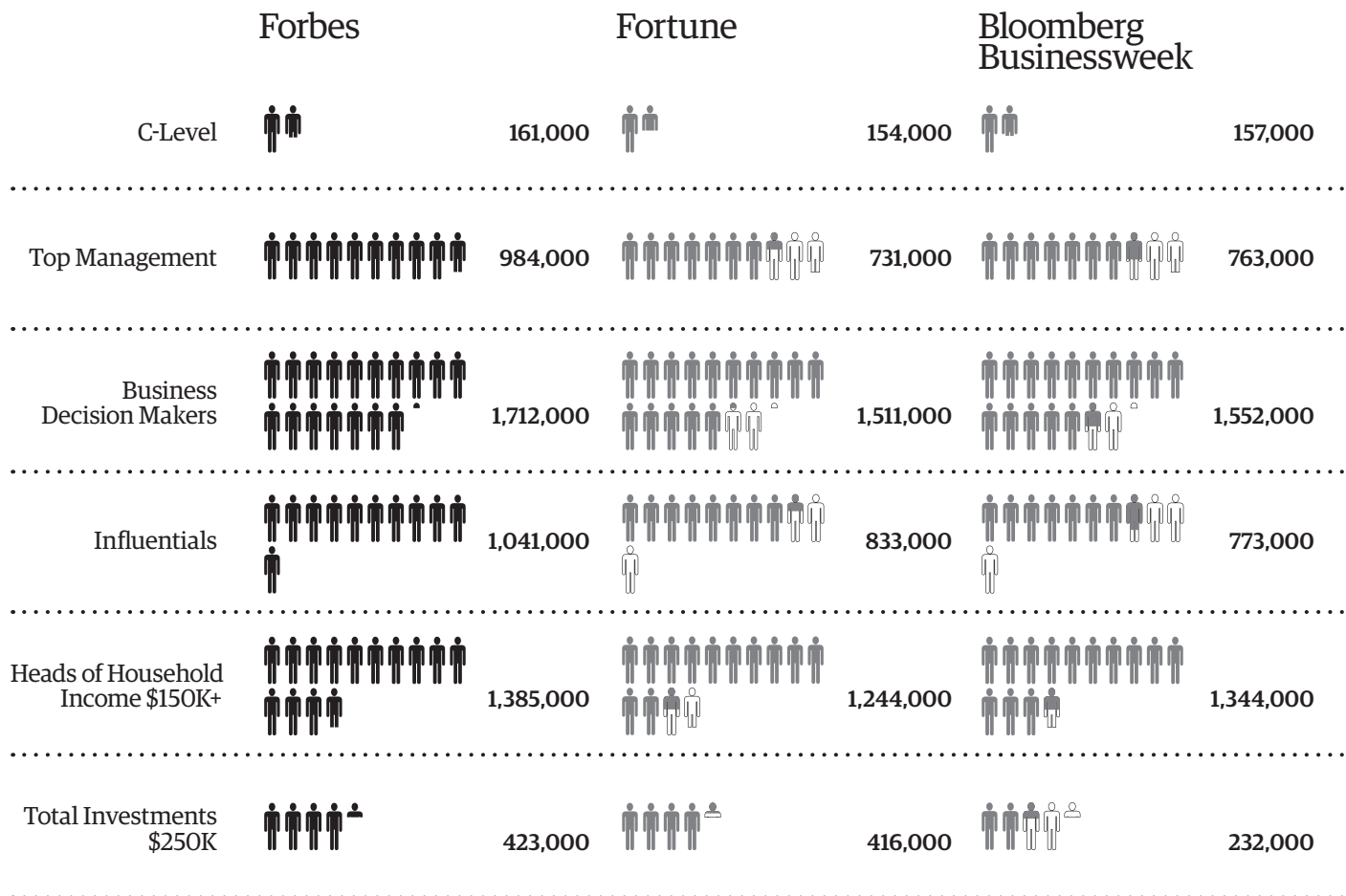
Largest Total Affluent Audience



Source: Mendelsohn Affluent Survey, 2010
Note: Bloomberg Businessweek not measured in MMR



Forbes has the largest reach



Source: MRI Fall, 2010

...
and they are more likely to want it over competitors.

Compared to Fortune and Bloomberg Businessweek

50%
 more consider us their "favorite"

2x
 as many people take action

Source: MRI Fall, 2010

Average Price per Subscription

Forbes

\$1.36

.90

.78

Fortune Businessweek

Average Price per Newsstand

Forbes

\$5.99

5.09

4.99

Fortune Businessweek

Source: ABC Statements, December 2010

Circulation Stats

Total Paid and Verified

Forbes

924,330

Fortune

847,105

Bloomberg Businessweek

923,457

Total Verified

Forbes

0

Fortune

20,807

Bloomberg Businessweek

29,939

Source: ABC Statements, December 2010

What the Rich Are Reading

time spend per average issue

● = 60 minutes

Forbes

59

The New Yorker

58

The Economist

57

Money

55

Golf Digest

55

Fortune

52

Consumer Reports

51

Men's Health

50

National Geographic

50

Bloomberg Businessweek

49

Source: GFK MRI Survey of the American Consumer Fall 2010. Note: Data from adults living in households with income of \$250K plus. Data featured in Adweek, "What the Rich are Reading," April 25, 2011

Forbes is
designed
for today's
real-world
doers and
decision
makers.

.....



more and more
purposeful
photography

.....



web-like
design cues

.....



a more graphic
presentation of
complex topics

.....



social journalism
and "real-time"
conversations

.....



upgraded paper
and binding

.....



**Forbes' authoritative
journalism impacts
the people who impact
the world.**

an unbroken string of agenda
setting covers

unrivalled access

the definitive source

People.

Impact.

Action.

Forbes is
the *gold
standard* of
journalism
with a
mission.

.....

Results so far...

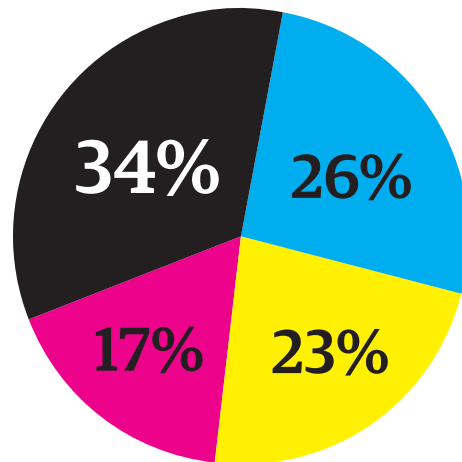
- Increased newsstand sales and sell-through
- Increasing subscriber renewal rates
- Increasing rates of new subscriber acquisition

Source: Forbes circulation, data gathered post- redesign which launched September 2010

300+
more pages
than Fortune
and Bloomberg
Businessweek.

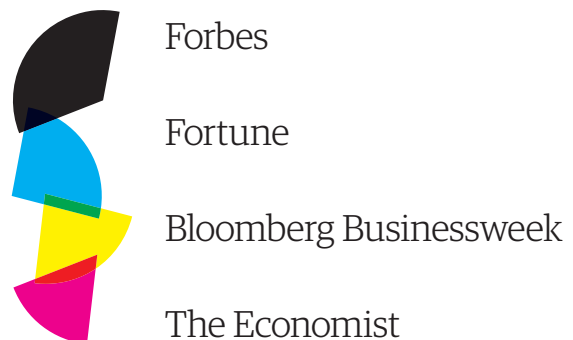
Proven to advertisers...

.....



*Forbes is the
Advertising Market
Share Leader*

in the Business Category



No end in sight for partners, for engagement and for impact.

.....

AdVoice™ – An integrated and by-invitation content-sharing platform that enables marketers to join the conversation with their own narrative and expertise

.....

Forbes Europe – Re-launched May 2011

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“60 Fifth” – Grand opening of a new live space at the historic Forbes New York headquarters. Events, dinners, exhibits and money-can't-buy experiences

.....

Four New Tablet Apps – Integrated seamlessly with print and digital—*Forbes People*, *Forbes Places*, *Forbes Companies*, *Forbes Investing*

.....

New Measurement Tools – Forbes Print EFFX; Print and Digital Attribution Research, Corporate Reputation Tracker, Brand Increase Guarantee

