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Forbes

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Classified Rates:

\$32.95 per word / 14 word minimum

ABOUT THE READERS

Male: 68.4%

Female: 31.6%

Graduated College: 79.7%

Median Age: 43.2

Married: 61.9%

Employed: 75.1%

HHI: \$217,067

Forbes

Being in the business of reporting on and about business for nearly a century has made Forbes Magazine one of the most popular and respected business magazines worldwide. Famous for its' list of the worlds wealthiest individuals and interest pieces on the most noteworthy. Forbes magazine features meticulous looks at the world of business today. Regularly featuring articles discussing economic trends and information to help you better navigate the market, Forbes has been dubbed "The Capitalist Tool" with good reason. Get the most comprehensive look at the economy of today and a glimpse at the steer of the economy tomorrow.

The editorial focus of this magazine is on top management and those aspiring to positions of corporate leadership in business. Its articles feature information on progressive and successful companies and individuals, industries, marketing, law, taxes, technology, computers, communications, investments, management performance and global business trends.

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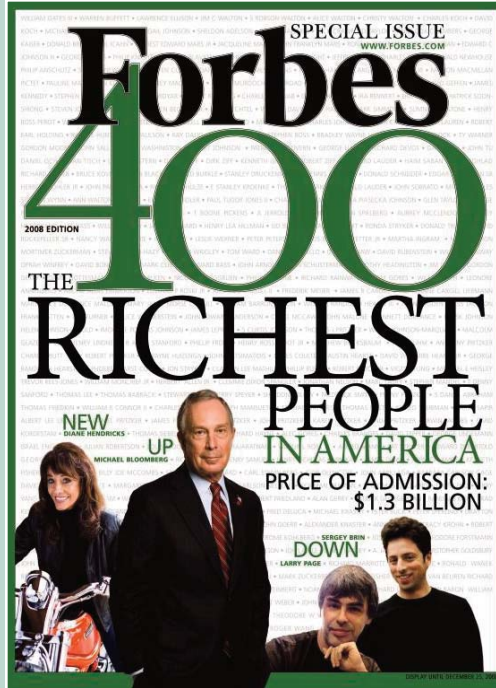
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Forbes

2009

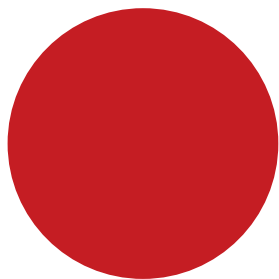
MARKETPLACE

®
Forbes



MEDIA KIT

ISSUE DATES	EDITORIAL HIGHLIGHTS	CLOSING DATE	ON-SALE DATE
January 12	Company of the Year	December 8	December 29
February 2	Mutual Funds	December 29	January 19
February 16	Tech Special/ Midas List	January 19	February 2
March 2	Eco-Mania	January 26	February 16
March 16	Healthcare	February 9	March 2
March 30	The Worlds Billionaires	February 23	March 16
April 13	Best Places for Business	March 9	March 30
April 27	The Forbes Global 2000	April 23	April 13
May 11	Best Bosses	April 6	April 27
May 18	Second Life	April 13	May 4
May 25	The Investment Guide	April 20	May 11
June 8	Tech Special Issue: The Medical-Tech Revolution	May 4	May 25
June 22	Celebrity 100	May 18	June 8
July 13	Business Women	June 8	June 29
August 3	International Investing	June 29	July 20
August 24	Tech Special Issue: The E-Gang	July 20	August 10
September 7	Mutual Funds Survey	August 3	August 24
September 21	Sports Team Valuations	August 17	September 7
October 5	Entrepreneurs of the Year	August 31	September 21
October 12	The Forbes 400: The Richest People in America	September 7	September 28
October 19	200 Up and Comers	September 14	October 5
November 2	Best Small Companies	September 28	October 19
November 16	Largest Private Companies	October 12	November 2
November 30	Gadgets	October 26	November 16
December 14	The 2010 Investment Guide	November 9	November 30
December 28	Forbes Collectors' Guide	November 23	December 14



DEMOGRAPHICS

Demographics

RATE BASE: 900,000

GENDER

Male68.4%
Female 31.6%

AGE

Median Age43.2

EDUCATION

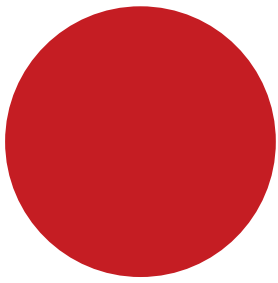
Graduated from College79.7%
Postgraduate Education51.6%

MARITAL STATUS

Married61.9%
Have children.....38.8%

OTHER

Employed.....75.1%
Retired.....14.1%
MillionAire Housholds.....71%



**Forbes is the world's leading business media brand, reaching more than 4.3 million influential readers via publications in ten languages in more than 100 countries.
Forbes readers are...**

DEMOGRAPHICS

INFLUENTIAL BUSINESS, TECHNOLOGY & FINANCIAL DECISION MAKERS

430,000 C-Level Executives (North America)
13,847 C-Level Executives (Asia)
684,000 Top Management (North America)
19,460 Top Management (Asia)
1,424,000 Business Purchase Decision Makers (North America)
\$221,681 average total expenditures planned (North America)
966,000 IT Purchase Decision Makers (North America)
18,439 IT Purchase Decision Makers (Asia)
428,000 Financial Purchase Decision Makers (North America)
8,567 Financial Purchase Decision Makers (Asia)

AFFLUENT INVESTORS

511,000 HHI \$200,000+ (North America)
6,490 personal income \$150,000+ (Asia)
23,962 Individual Investors (Asia)

FREQUENT TRAVELERS

737,000 traveled for business (domestic past year/foreign past 3 years) (North America)
249,000 flew first or business class during foreign trip (North America)
396,000 spent \$3,000 or more on domestic vacation in last year
476,000 spent \$3,000 or more on foreign vacation in last year

AFFLUENT ADULTS (North America)

164,000 spent \$5,000+ on watches and jewelry in the past year
92,000 spent \$5,000+ on men's apparel in the past year
220,000 own a power boat or sail boat
315,000 have a wine cellar/refrigerator in home
155,000 spent \$5,000+ on entertainment appliances in the past year
596,000 purchased any artwork and collectables in the past year
935,000 are members in a private country club or other golf, pool, tennis or racquet club
76,000 own weekend/vacation home

GENERAL DEMOGRAPHICS (North America)

4,288,000 total adults
68% men
32% women
4.6 Readers Per Copy
\$217,067 Average HHI
\$1,852,545 Average HH Assets (excluding principal home)
Source: MRI Spring 2007; Mendelsohn 2007 Affluent Survey.; ABRS 2006 - Asia.

Forbes Reaches More C-Level Executives than Fortune, Business Week, or The Economist

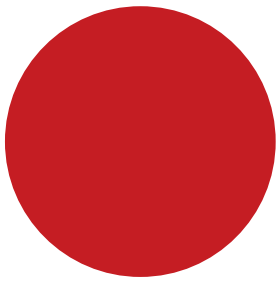
Forbes delivers more affluent, C-Level Executive readers that entertain, participate in sports/leisure/cultural activities, are members of private clubs, involved in various public activities, and have purchased or plan to purchase big-ticket items than the affluent, C-Level Executive readers of Fortune, Business Week, or The Economist.

RESEARCH

	Forbes C-Level Audience	Fortune C-Level Audience	Forbes Reach Advantage	BW C-Level Audience	Forbes Reach Advantage	Economist C-Level Audience	Forbes Reach Advantage
Total C-Level Executives	430,000	376,000	14%	349,000	23%	261,000	65%
Entertaining							
Entertain 3+ Times at Home in an Average Month	90,000	67,000	34%	59,000	53%	80,000	13%
Bought Liquor or Wine by the Case in the Past 12 Months	167,000	142,000	18%	147,000	14%	107,000	56%
Consumed or Served Distilled Spirits in the Past Week	151,000	144,000	5%	131,000	15%	136,000	11%
Consumed or Served Imported Table Wines in the Past Week	146,000	128,000	14%	124,000	18%	142,000	3%
Sports/Leisure/Cultural Activities							
Participated in a Fitness Workout in the Past Year	298,000	270,000	10%	243,000	23%	177,000	68%
Played Golf 24+ Days in the Past Year	98,000	85,000	15%	87,000	13%	52,000	88%
Participated in Snow Skiing (Downhill) in the Past Year	100,000	83,000	20%	49,000	104%	61,000	64%
Played Tennis in the Past Year	116,000	92,000	26%	59,000	97%	59,000	97%
Visited Art Auctions/Gallery Exhibits in the Past Year	235,000	210,000	12%	170,000	38%	166,000	42%
Visited Museums in the Past Year	295,000	266,000	11%	220,000	34%	190,000	55%
Visited Antiques Shows in the Past Year	127,000	104,000	22%	82,000	55%	55,000	131%
Attended Auto Shows in the Past Year	157,000	118,000	33%	116,000	35%	61,000	157%
Visit Spas	97,000	74,000	31%	70,000	39%	64,000	52%
Private Club Membership							
Member of Any Private Club	275,000	231,000	19%	207,000	33%	147,000	87%
Member of Country Club or Golf Club	114,000	78,000	46%	72,000	58%	55,000	107%
Public Activities							
3+ Public Activities in the Past Year	169,000	149,000	13%	141,000	20%	116,000	46%
Wrote or Emailed a Public Official	152,000	137,000	11%	116,000	31%	100,000	52%
Gave a Speech or Addressed a Public Meeting	145,000	134,000	8%	117,000	24%	101,000	44%
Took an Active Role in a Civic or Social Issue	135,000	109,000	24%	96,000	41%	94,000	44%
Served on Own or Another Company's Board of Directors	173,000	158,000	9%	138,000	25%	120,000	44%
Served on a Charitable or Other Board of Directors	104,000	93,000	12%	92,000	13%	83,000	25%
Future Purchasing Plans							
I plan to Invest in Stocks/Mutual Funds, etc. in the Next Year	209,000	177,000	18%	168,000	24%	161,000	30%
I Plan to Buy or Lease a New Car, SUV, or Truck in the Next Year	147,000	111,000	32%	122,000	20%	79,000	86%
I Plan to Take a Trip/Vacation Outside the U.S. in the Next Year	241,000	195,000	24%	194,000	24%	155,000	55%
I Plan to Redecorate the Home in the Next Year	102,000	74,000	38%	82,000	24%	48,000	113%
I Plan to Remodel or Renovate Bathroom in the Next Year	97,000	79,000	23%	75,000	29%	45,000	116%
I Plan to Remodel or Renovate Other Room(s) in the Next Year	114,000	90,000	27%	83,000	37%	56,000	104%
Luxury Spending							
HHI \$1,000,000+	35,000	23,000	52%	20,000	75%	13,000	169%
Total Asset Value of Household (excl. principal residence = \$1mil+)	283,000	239,000	18%	223,000	27%	168,000	68%
Own 2+ Residences	201,000	172,000	17%	142,000	42%	121,000	66%
Own Power Boat	78,000	69,000	13%	48,000	63%	18,000	333%
Spent \$1,000+ on Entertainment Appliances in the Past Year	202,000	168,000	20%	170,000	19%	113,000	79%
Spent \$1,000+ on Artwork and Collectibles in the Past Year	93,000	74,000	26%	59,000	58%	60,000	55%
Spent \$3,000+ on Watches and Jewelry in the Past Year	109,000	88,000	24%	73,000	49%	46,000	137%
Have Been a Passenger on Private Aircraft	74,000	58,000	28%	52,000	42%	37,000	100%
Visited Any Hawaii, Los Angeles, Aspen, Vail, Miami/Miami Beach, NYC, The Hamptons, Martha's Vineyard, Nantucket in the Past Year	251,000	214,000	17%	188,000	34%	158,000	59%
Own Any Premium Vehicle	213,000	184,000	16%	182,000	17%	123,000	73%
Own Any Premium CUV/Utility/Pickup Vehicle	82,000	78,000	5%	74,000	11%	48,000	71%

Source: Mendelsohn 2007 Affluent Survey

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FORBES 10-YEAR CIRCULATION GROWTH AMONG THE LEADING BUSINESS MAGAZINES

Forbes has the most loyal subscribers in the business category. Over the past ten years, Forbes had the greatest...

- Total paid circulation

	June 1996	June 2006	% Increase
Forbes	783,456	925,800	18.2%
<i>Fortune</i>	804,754	852,818	6.0%
<i>Business Week</i>	893,945	930,722	4.1%

- Total subscriptions

	June 1996	June 2006	% Increase
Forbes	737,422	890,726	20.8%
<i>Fortune</i>	760,233	811,295	6.7%
<i>Business Week</i>	855,632	905,730	5.9%

- Long-term subscriptions (12 mos. +)

	June 1996	June 2006	% Increase
Forbes	205,886	341,207	65.7%
<i>Fortune</i>	326,484	407,330	24.8%
<i>Business Week</i>	343,179	355,018	3.4%

- Subscriptions sold in period

	June 1996	June 2006	% Increase
Forbes	389,938	492,757	26.4%
<i>Fortune</i>	535,539	444,096	-17.1%
<i>Business Week</i>	574,816	400,745	-30.3%

- Rate base growth

	June 1996	June 2006	% Increase
Forbes	765,000	900,000	17.6%
<i>Fortune</i>	740,000	830,000	12.2%
<i>Business Week</i>	870,000	900,000	3.4%