

The
capital
of
trust

Where You Reach &
Influence Your Most
Important Customers



Who do you
trust

trust

trust

“Assured reliance on the character, ability, strength, or truth of someone or something.”

— Merriam-Webster Dictionary

trust

fuels the economy

drives business

determines brand loyalty

Tangibles of Trust

Through personal action, trust has tangible benefits
Personal actions taken with trusted and distrusted companies



 Not Trusted

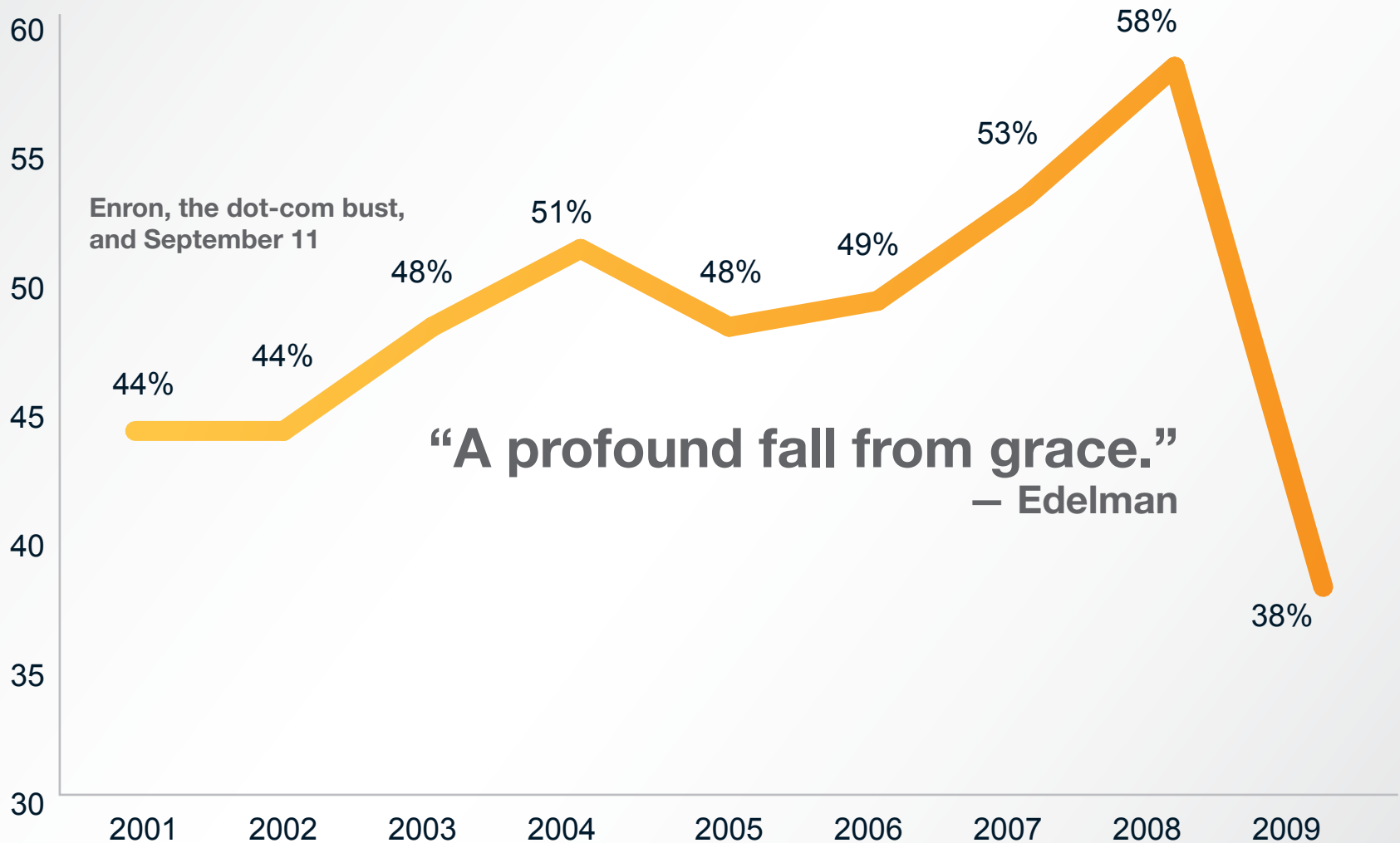
 Trusted



Do people
trust
business

Trust in business declines

In U.S. trust in business at lowest level, including post-Enron
How much do you trust business to do what is right?



“If you lose trust, consumers will
move away...but if a brand can

solidify trust

during these tough times, it will
win long-term loyalty.”

— Mintel Research

Who do you **trust**
with your media

investment



Trust in
media
has

declined

61% of senior business
executives surveyed

Source: Forbes-ExecuNet Trust in Media Survey, March 2009

Q1: Over the past six months, how would you say that your overall trust in media in general has changed?

Forbes' mission is to be the

most trustworthy
business media brand

Forbes ranked #1 in “trustworthiness”

Trustworthiness for financial and business news and information on a scale of 1 to 5

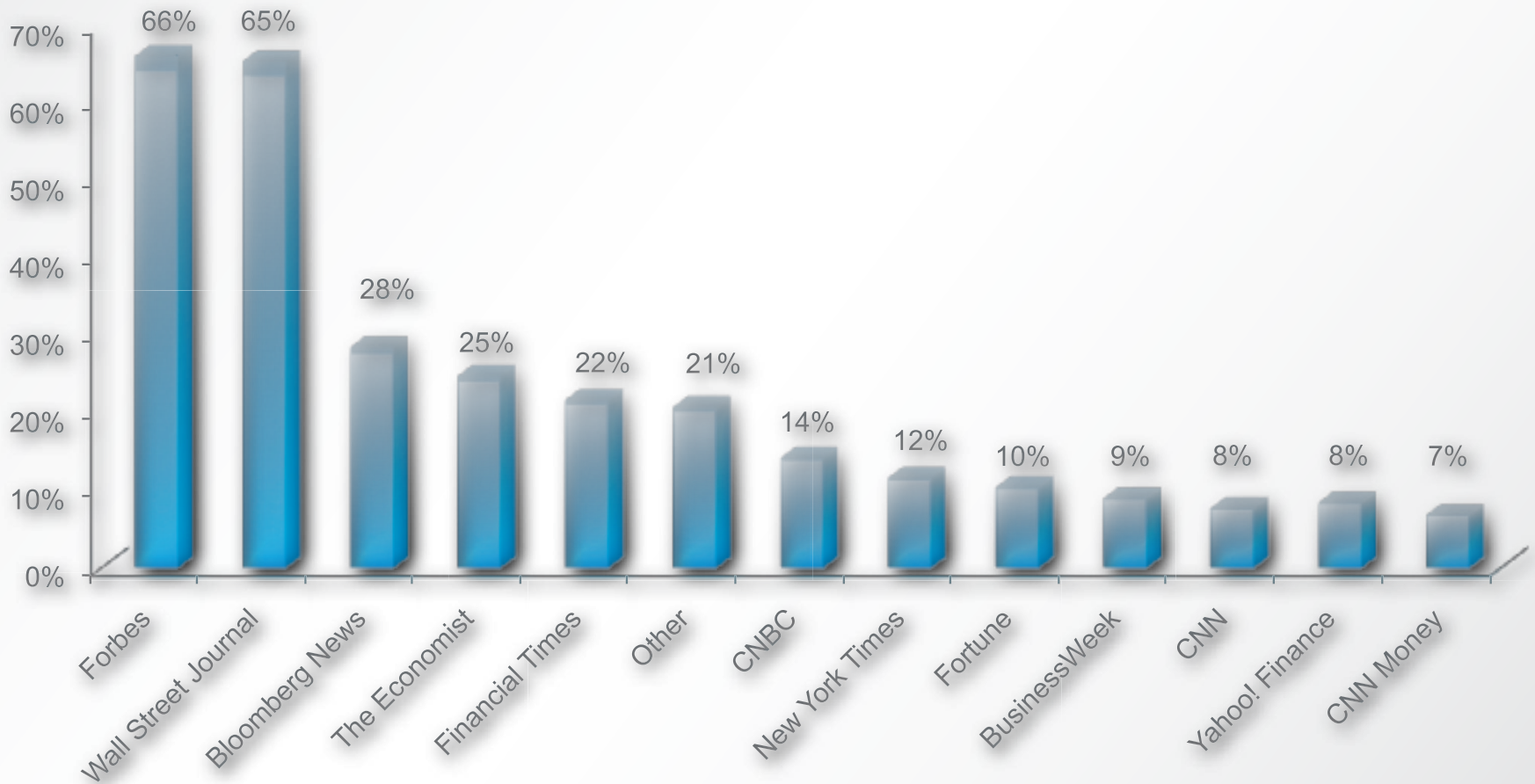
	Total	Forbes Panel	Non-Subscribers
FORBES	4.28	4.32	4.25
Wall Street Journal	4.17	4.26	4.12
The Economist	3.73	3.78	3.70
Bloomberg News	3.76	3.81	3.74
Fortune	3.51	3.45	3.54
BusinessWeek	3.35	3.40	3.31
Yahoo! Finance	3.18	3.12	3.21
CNN Money	2.91	2.91	2.91
CNBC	2.89	2.99	2.83
New York Times	2.77	2.83	2.75
CNN	2.72	2.73	2.71

Source: Forbes-ExecuNet Trust in Media Survey, March 2009

Q5: Please rate how trustworthy you believe the following sources to be when it comes to business and financial information.

Executives trust Forbes to be accurate

Top sources for most accurate business and financial information, total respondents



Source: Forbes-ExecuNet Trust in Media Survey, March 2009

Q6: Please rate what you believe to be the top three sources for the most accurate business and financial information.

Respondents describe Forbes as...

“Trustworthy” 63%

“Accurate” 62%

“Authoritative” 43%

Source: Forbes-ExecuNet Trust in Media Survey, March 2009

Q7: When you think of Forbes, which of the following words or phrases do you believe best describes Forbes as a source of business and financial information?

This trust has made Forbes the

LARGEST

business media brand

and the number one source of
business information on the planet



50 million
business leaders
around the globe
trust Forbes

to tell the truth and be their
filter for credible information.

More...

C-Levels

Top Management

Entrepreneurs

Affluents

Mass targetability
high **targeted** reach

**Top
Managers**

Entrepreneurs

Affluents





Why
Forbes



trust

because

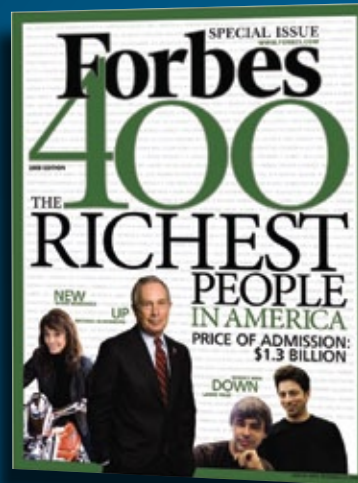
trust

t

comes to
those who
keep their
promises

Forbes has been keeping
one promise for

92 years



to deliver journalism
that makes people

richer & smarter

People trust Forbes to be

bold

contrarian

a **confident voice** in
good times and bad...

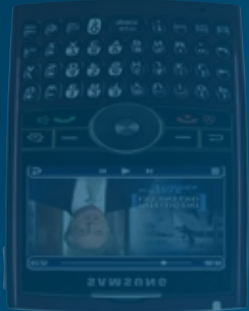


During the week following the biggest financial crisis of our time...

Forbes had nearly **quadruple** the broadcast appearances of other business media and more than The Wall Street Journal.



Forbes can be trusted



...to **innovate**
with changing needs

Trust in any language



Forbes can be **trusted**

“Marketers are saying that brand marketing is broken. They want a new method of branding that is more *accountable*, more *flexible* and more *integrated*.” — CMO Priorities/Jupiter Research

...to **respond**
to shifting priorities

The **#1 Priority** for CMOs in 2009 is...

“Achieving
**measurable
results**
on my marketing efforts.”

— CMO Priorities/Jupiter Research

Advertising Accountability



If there is no significant increase in at least one of the key metrics— **brand awareness, brand favorability, message association, purchase intent,** *Forbes will return advertising spend.*



An enhancement to the above Brand Increase Guarantee – **with added benefit of guaranteed reach and frequency.** If Forbes.com does not deliver on reach and frequency of target, *Forbes will return advertising spend.*

Forbes. The only brand that guarantees your success.

The **#2 Priority** for CMOs in 2009 is...

“Developing
marketing programs that

integrate

online and traditional media.”

— CMO Priorities/Jupiter Research

Forbes' Market-Driven Strategy

Structure as Flexible as Market Needs

Insights
Service
Ideas

Brand
Intelligence
Group

Integrated
Solutions
Group

Sales and
Marketing
Research
Team



Brand
Intelligence
Group

BIG is solely focused on bringing CEOs, CMOs and Senior Agency Executives marketing insights, proprietary research, access to our influential community and innovative accountability tools.

BIG: Marketing Insights & Advertising Accountability



Integrated
Solutions
Group

ISG collaborates with Forbes editorial to bring our audiences groundbreaking content while delivering unparalleled editorial integration and advertising impact to advertisers.

ISG: Ideas that Accelerate Advertisers' Success



Sales and
Marketing
Research
Team

SMRT is our geographically dispersed sales and marketing forces with combined digital and print expertise. This team positions Forbes as a true multi-media partner.

SMRT: Exceptional Service & Multi-Media Solutions

Organizational Innovation leads to...

Advertising Innovations

Forbes [INTELLIGENT INVESTING WITH STEVE FORBES]

The business acumen of Steve Forbes. The expertise of world leaders. The trusted insight only Forbes can deliver.



Forbes.com presents Intelligent Investing with Steve Forbes... conversations with the business and investment... respected luminaries, from investment philosophies to... the global economy, intelligent investing is your... best insight.

Zurich is proud to sponsor this groundbreaking... Intelligent Investing gives you the insights... challenges of fast-changing markets. Zurich helps... real help in an uncertain world, from insurance... local companies to risk management... large.

To gain a competitive edge and join the... www.Forbes.com/textit

Zurich H... Here to

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Featured: **Leo M. Tilman**
Author, Financial Characteristics, Create Value or Just Destroy in a World of Risk

Forbes [Intelligent Investing]

EUROPE ASIA HOME PAGE FOR THE WORLD'S BUSINESS LEADERS

VIDEO INTERVIEWS WITH TODAY'S AUTHORS AND THOUGHT LEADERS

Ben Heineman
Senior Counsel to Mitt Romney and author of High Performance with Integrity

- Fusing Performance with Integrity
- Rethinking Corporate Governance

Who's best for business?

FDI

Milton Friedman

Paul Krugman

View Rank

Recently Featured Visionaries

- Leo M. Tilman**
Financial strategist and author of Financial Characteristics: Create Value or a World of Risk
- Evaluation: Pressures**
- Dealing with Ourselves**
- Berilyn Carline Nelson**
Chairman and CEO of Carlson Companies, Inc. and author of How the Lead Matters: Reflections on a Life of Leadership
- Life Lessons in Leadership**
- Reflections of a CEO**

Forbes [INTELLIGENT INVESTING]

BOOST YOUR BUSINESS CONTEST

FINAL ROUND: **11/29 - 11/30**

2.224 TRILLION DOLLARS

LOOKING FORBES OF THE BUSINESS BURNED IN THE SUBURGAL CITY?



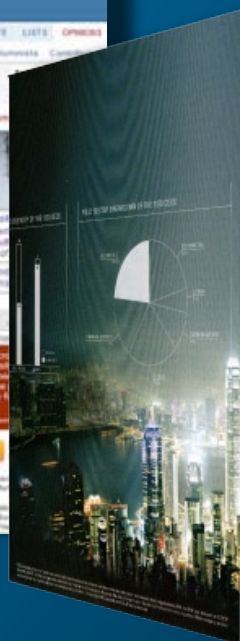
ing 62% of electric power, even a slight... improvement in boiler efficiency would... appear that much for another 10 billion... Wang's boiler burns his company's own... specially blended lignite from a man... ing power plant, like a steamship's own... ions, so they burn more evenly and... safely at lower temperatures. The cost... building in helping to \$100 a ton, which... the company claims to 20% less than a... cheap thing has his eye on the electric... matter, it should be noted that fuel... ally market has switching from coal and... and the approach of what... cost.

In the industrial west, whether the new boiler... in the question, compared with what... with what Carman's... a 100 million... 400 million... different way to... complete... 200...

They don't like to be there that you just believe...
Ginseng has been an "opportunity business" for... 10-15...

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Advertising Innovations

Proven

Success Stories

Potential

New Editorial Inspiration



Situation: Zurich sought to position its brand as a credible source for financial and investment insights.

Forbes Solution: Intelligent Investing

A brand-new editorial platform headlined by Steve Forbes that leverages Forbes' unparalleled credibility in delivering financial and investment insights.

[INTELLIGENT INVESTING WITH STEVE FORBES]

- Dedicated section on Forbes.com
- Weekly video series on Forbes.com
- Fact & Comment in Forbes magazine
- Other Comments in Forbes magazine



30% of traffic to Zurich was from Forbes.com



Situation: IBM sought to establish its position as a leading innovator in the world of business and technology.

Forbes Solution: Creative Disruption

A breakthrough program providing the Forbes community with lessons and applications inspired by Harvard Professor Clayton Christensen's theories of disruptive innovation.



**CREATIVE
DISRUPTION**
With Clayton M. Christensen

- Dedicated section on Forbes.com
- Video series on Forbes.com
- Strategy clipmarks on Forbes.com
- New edit series in Forbes magazine



**30% lift
in action taken**

Advertising Innovations | Proven

Microsoft®

Situation: Microsoft aimed to foster insightful dialogue among top global business leaders.

Forbes Solution: Business Visionaries

A powerful editorial platform anchored by a video interview series featuring today's visionary authors and thought leaders.



BUSINESS VISIONARIES

- Dedicated section on Forbes.com
- Video series on Forbes.com
- Resource center on Forbes.com
- Promotional ads in Forbes magazine



20,000+ registered leads

Advertising Innovations | Proven



Situation: HP aimed to position its brand as a provider of resources and support for growing small businesses.

Forbes Solution: Boost Your Business

An innovative platform anchored by an online contest for entrepreneurs to submit their business plans for a chance to win business capital.



- Dedicated section on Forbes.com
- Video series on Forbes.com
- Blog on Forbes.com
- Promotional ads in Forbes magazine



160,000+ participated

growthlessons



INTELLIGENT
TECHNOLOGY



The World's
Most
Powerful
People



Forbes is trusted

By audiences for...

Journalism that makes them **richer** and **smarter**

Bold, opinionated **leadership** in good times and bad

“**Trustworthy,**” “**accurate**” and “**authoritative**” editorial

By advertisers for...

Access to the **largest**, most **influential** business community

Measurable Results and true **media integration**

Innovative **ideas** that elevate brands & drive sales

The
capital
of
trust

Trust
Reach
Results

Forbes®

Forbes
DIGITAL

ForbesLife

Forbes®
Asia

Forbes® Media

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INTERNATIONAL EDITIONS

ForbesWoman

Forbes
on
FOX

Forbes
EVENTS

ForbesMedia