



Forbes INDIA
MEDIA KIT 2019



Catalysing the Growth of India's Entrepreneurial Ecosystem

Since its inception in 2009, Forbes India has been the country's most influential platform catering to a brand of elite consumers with the finer taste in life. Seamlessly merging the world of politics, entertainment, technology, culture and luxury with revolutionary entrepreneurs, Forbes India delivers sharp, in-depth and engaging stories by investing in the intellectual capital of business minds and viewing global issues through an Indian prism, thereby placing its readers ahead of the curve. Over the last few years, Forbes India has carved out an unparalleled niche as an influential medium, in a business community that continues to evolve and expand in India.

Cross-platform Influence

Forbes India is one of the highest circulated business magazines in India.



Print

75,000 copies are circulated every fortnight

30,000 copies are circulated through subscriptions



Digital Edition

Average monthly downloads - Magzter & Jio mags

5000



Website (Online & Mobile)

Avg. Monthly Page Views (Desktop & Mobile)

10,00,000 +

Avg. Monthly Unique Visitors (Desktop & Mobile)

8,00,000+



Social Media

Facebook

513,577+

Twitter

1,185,718+

Instagram

320,120+

LinkedIn

88,523+

*The Social media numbers are as of 31st March 2019| The digital numbers are an avg of the period April 2018 to March 2019.

The Dynamic Issues

India Richlist

The Forbes 100 Richest Indians special edition is the best barometer of wealth. Entrepreneurs who feature on these lists are among the biggest and most influential voices within the world of business. The list is compiled using shareholding and financial information obtained from families and individuals, stock exchanges, analysts and India's regulatory agencies.



Celeb100

The Forbes India Celebrity 100 List rankings are based on estimates of entertainment-related earnings of celebrities. From actors, musicians and sportspersons to filmmakers, comedians and authors, the list celebrates the stars at the forefront of Bollywood and media. Based on financial earnings and impact, the list recognizes the celebrity money makers driving the greatest impact in both, the entertainment and business spaces.



Billionaires

The Forbes listing of the world's Billionaires reveals the definitive ranking of the wealthiest people on the planet and tracks the various shifts and changes in global wealth. In India, the number of billionaires has shown significant growth, crossing the three-figure mark at 101, up from the previous year's 84, with a combined net worth of \$325.5 billion. The country is currently at number four in the list of nations spawning the highest number of super rich and makes for a fascinating read in the Forbes India Magazine.



The Dynamic Issues

Hidden Gems

Forbes India Hidden Gems is a special pick of entrepreneurs from industries across various sectors. Picked from a list of venture capital and private equity investments, these are ventures that have a phenomenal entrepreneurial track record and an ability to grow, even in adverse conditions.



30 Under 30

This edition salutes 30 spirited individuals and features what really matters in the journey, replete with trials and tribulations, creating a sea of experience for all to see. It is a product of research, interviews, arguments and debates on some of India's finest achievers under 30. The Forbes India 30 Under 30 Special commemorates super achievers who discovered creativity that is noticeable to the world at large.



Luxury Issue

The main theme for the 'Luxury Issue' Special is 'Home-grown luxury'. Forbes India will focus on brands, concepts and companies that are synonymous with luxury and are 'Made in India'. It includes hotels, cosmetics, auto, travel, clothing, jewellery and more. Apart from this, we also give readers a choice to select luxury goods that are currently trending in the world.



The Dynamic Issues

Investment Special

Forbes India believes in the long-term investment approach. We also believe that any long-term project – which is what wealth accumulation entails – must also have periodic assessment and adjustments to ensure that events don't derail the project. Forbes India stories dive deep into the prospects for each asset class – equity, fixed income, gold, commodities, art, currency, PE and real estate. Polling the best minds in the Indian markets, we tell you where the hidden opportunities lie and how to exploit them intelligently.



W-Power Trailblazers

In this issue, Forbes India presents a selection of women who have been disruptive, influential and successful in their respective fields. This process is guided by a panel of iconic women achievers, who help us make the selection.



Tycoons of Tomorrow

While legacy-led businesses built the basis for an industrious and economically independent India, the current generation of entrepreneurs is thinking much beyond, focusing on measurables beyond profits and popularity. The Forbes India Tycoons of Tomorrow list that features in our magazine, and its related event, looks at celebrating these 'Gen-Next Entrepreneurs'.



Audience



Majority of the Forbes India readers are male, married and hold senior management positions. With an average of 15 years of work experience, most belong to the IT sector, finance & banking industry or are involved in manufacturing & engineering. Majority of the Forbes India readers are also financial investors and enjoy a luxurious lifestyle.

97%


of Forbes
India readers
belong to
SEC A1 &
A2

90%


of Forbes
India readers
are between
25 and 45
years of age

83%


of Forbes
India readers
live in
premium
localities

43%


of Forbes
India readers
belong to
top
management

20%


of Forbes
India readers
are owners &
entrepreneurs
of enterprises
with a net
worth of 10+
crores

Source: IPSOS Research Private Limited Forbes India Profile Study

Audience



90%



of readers
own a
4-wheeler

81%



of readers
remember
seeing
advertisements
in Forbes India

77%



of them
invest in
financial
products

63%



of readers
own a
premium
brand of
wristwatch

54%



readers take
a vacation
abroad; 2
vacations a
year on an
average

Source: IPSOS Research Private Limited Forbes India Profile Study

The Big League Conferences & Events

Forbes India conferences and events bring the pages of Forbes India magazine and the conversation of Forbesindia.com to life. They provide an experience of total immersion into our content, entrepreneurial spirit, prestigious community, and philosophy of business success through lifelong relationships. From panels led by our editors to one-on-one interviews with business and political visionaries, to unique networking opportunities, attendees are enveloped in the world of Forbes India from the moment they register culminating in intellectual discourse of the highest calibre. This dialogue, taking place in elegant and interesting environments, is the essence of Forbes India conferences and events.

Forbes India Leadership Awards

Since its inception, Forbes India has been a champion of entrepreneurial capitalism, in line with the Forbes DNA, and the magazine seeks to play a catalytic role in spotting and recognizing outstanding entrepreneurs. Instituting the Forbes India Leadership Awards (FILA), which commenced in 2011, is one big step in that direction. FILA is our annual event aimed at recognizing outstanding leaders who have achieved success through their vision, foresight, and business ethics.

Forbes India CEO Dialogues

In light of the many challenges faced by industries and the quintessential changes that can help them navigate India's road to economic prosperity, Forbes India initiated a new series of events in 2014, the Forbes India CEO Dialogues: The Leadership Agenda presented by Standard Chartered. Conceptualized as closed-door roundtable discussions with the who's who of India Inc – the event engaged the country's top business leaders to unravel the path that the Narendra Modi-led BJP government must take and provide an experience to the magazine's reader base of the total Forbes India content, based on the country's rapidly expanding entrepreneurial spirit and its most successful business leaders and thinkers.



The Big League Conferences & Events

Forbes India Entrepreneurship Summit

The summit envisions and explores trends and shifts in areas of the entrepreneurial ecosystem. The Entrepreneurship Summit exposes those attending to remarkable individuals and their path-breaking experiences in their respective domains, disruptive business models, thus translating thoughts into action, and celebrating success and failure at each step of entrepreneurship. This summit takes one through all phases/life cycles of entrepreneurship – an idea, dealing with failure, initial success, wooing investors, growth, IPO – all through the horses' mouth.

W-Power Trailblazers

Forbes India W-Power Trailblazers celebrates India's brightest women entrepreneurs, innovators and game-changers. The event recognizes and promotes significant achievements made by powerful women across varied sectors as they continue to lead and inspire in their respective fields. As an extension of our stellar jury-backed Forbes India W-Power Trailblazers List, the event features the innovations, successes and challenges encountered by these pioneering women on their journey towards success.

Forbes India 30 under 30

Forbes India 30 under 30 is our attempt to felicitate the creativity, power and influence of the leaders and entrepreneurs who, at such young age, have already created new benchmarks in their respective fields. Taking our commitment of engaging with the young influencers who are set to design the destiny of this nation, the evening not only felicitates these young achievers but also holds conversations on what makes them tick, giving them an opportunity to share their own success stories on this common platform.



The Big League Conferences & Events

Tycoons of Tomorrow

Tycoons of Tomorrow seeks to play a catalytic role in identifying and recognizing outstanding young innovators and entrepreneurs in India. The Forbes India Tycoons of Tomorrow list that is featured in our magazine, and its related event, looks at celebrating these 'Gen-Next Entrepreneurs'. These listees are then felicitated at a sit-down dinner event attended by some of the finest names of Indian Inc. which also features insightful talks, panel discussions, and informal conversations covering important contemporary themes.

Design Awards

The Forbes India Design Awards celebrate the best talent in the Indian design industry. Drawn from the worlds of architecture and interiors, they recognise a spectrum of architectural and interior practices in India that have evolved to match the best in the world. Covering a range of categories, the awards offer architects and designers a prestigious platform to communicate a shared vision for the future, from culturally integrated city skylines to sustainable urban communities. Forbes India has put together a judging panel comprising of the most extraordinary individuals that have shaped Indian architecture and design milieu.





Forbes India Marquee Special: For the Connoisseurs of Fine Living

Since its inception, Forbes India has had exceptional access to India's most influential people – game changers and disrupters advancing industries globally. To enhance the value we bring to them, we also publish the **Forbes India Marquee Editions** - a series of supplements with curated content on diverse sectors like Real Estate, Education, Aviation, Healthcare, Travel & Tourism, Energy, Finance, CSR, Luxury and Lifestyle, IT and many more. The Marquee Editions, which accompany the main issue, deep drill into each sector to inform and educate on the issues, achievements and trends that affect it, creating awareness and opinion among India's most influential.

Editorial Calendar

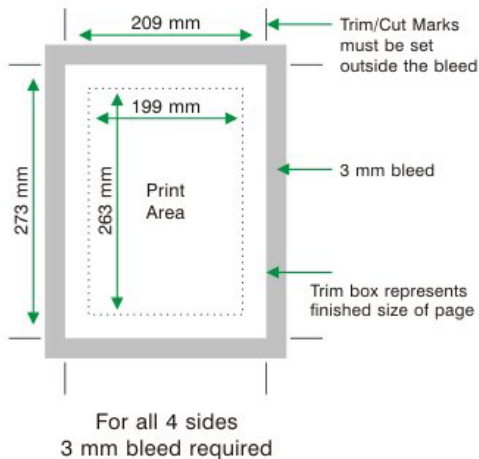
Edit Closing	On stands Date	Issue Date	Forbes India Special Report
21-Mar-19	29-Mar-19	12-Apr-19	Billionaires (Asia)
4-Apr-19	12-Apr-19	26-Apr-19	Innovation Factories (US)
18-Apr-19	26-Apr-19	10-May-19	Great People Manager
2-May-19	10-May-19	24-May-19	10th Anniversary Special
16-May-19	24-May-19	7-Jun-19	Business of Sports
30-May-19	7-Jun-19	21-Jun-19	Sustainability
13-Jun-19	21-Jun-19	5-Jul-19	Real Estate
27-Jun-19	5-Jul-19	19-Jul-19	Emerging Startup Hubs
11-Jul-19	19-Jul-19	2-Aug-19	Best VC/PE Dealmakers
25-Jul-19	2-Aug-19	16-Aug-19	Best Employers + Independence
8-Aug-19	16-Aug-19	30-Aug-19	Hidden Gems + Best Under Billion (Asia)
22-Aug-19	30-Aug-19	13-Sep-19	F&B Special
5-Sep-19	13-Sep-19	27-Sep-19	Rural India
19-Sep-19	27-Sep-19	11-Oct-19	Xiaomi's Smart Steps
3-Oct-19	11-Oct-19	25-Oct-19	Luxury Issue
17-Oct-19	25-Oct-19	8-Nov-19	FORBES 400 + Asia's Power Businesswomen (Asia)
25-Oct-19	1-Nov-19	25-Dec-19	Rich List
31-Oct-19	8-Nov-19	22-Nov-19	Blank Issue
14-Nov-19	22-Nov-19	6-Dec-19	FILA
28-Nov-19	6-Dec-19	20-Dec-19	Best Consumer-tech Brands OR Tycoons of Tomorrow
12-Dec-19	20-Dec-19	3-Jan-20	Celebrity 100
26-Dec-19	3-Jan-20	17-Jan-20	W Power (Self-made Women)
9-Jan-20	17-Jan-20	31-Jan-20	Economy Report Card
23-Jan-20	31-Jan-20	14-Feb-20	30 under 30 Issue
6-Feb-20	14-Feb-20	28-Feb-20	Education/Edutech
20-Feb-20	28-Feb-20	13-Mar-20	Southern Celebs
5-Mar-20	13-Mar-20	27-Mar-20	Investment Special
12-Mar-20	20-Mar-20	3-Apr-20	Start up Special (Tentative)

Product Specifications

Production specifications

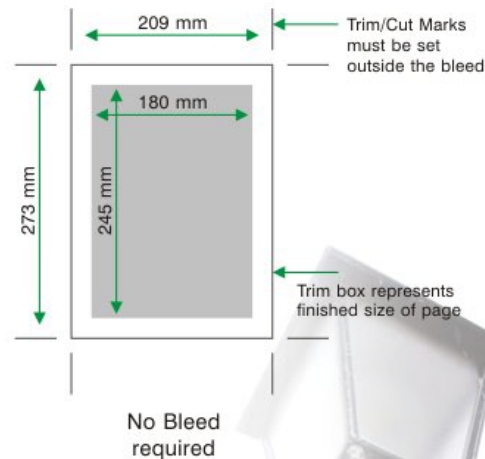
Full page - Bleed

209 mm(W) x 273 mm(H)



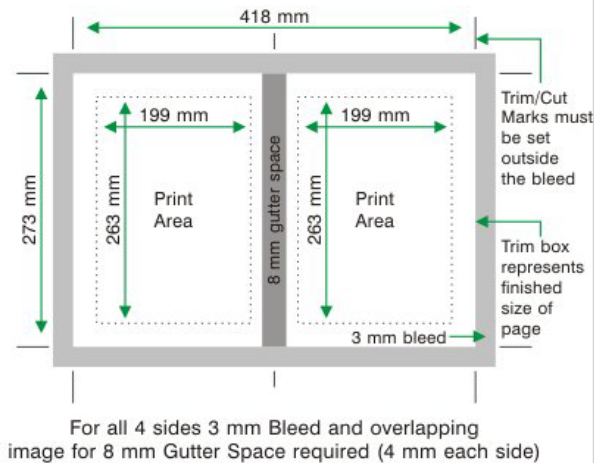
Full page - Non bleed

180 mm(W) x 245 mm(H)



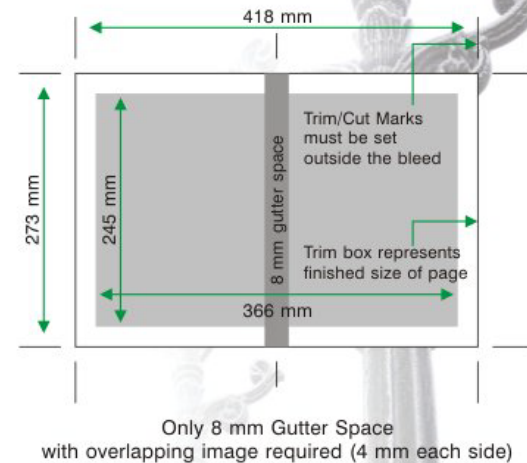
Double spread - Bleed

418 mm(W) x 273 mm(H)



Double spread - Non bleed

360 mm(W) x 245 mm(H) - Print area



Material Format

Materials should be submitted in CMYK or Greyscale PDF format. Images should be of high resolution at 300 dpi. Files should be right reading, portrait made, 100% size with no rotations and include standard trim, bleed and center marks outside of live area (illustrated as above). Adobe Illustrator, Corel Draw, Pagemaker, Quark Express files and any open files will not be accepted. Also, JPEG/RGB images will not be accepted.

To advertise on Forbes India

**National Sales Head /
Vice President
(Sales/Digital)**

Preeti Sahni:
+91 96505 01115

Mumbai

Mona Parate (Sales):
+91 98679 81651

Delhi

Girish Sharma (Sales):
+91 99100 68903

Bangalore/ Chennai

Brijesh Singh (Sales):
+91 98454 15137

Print Advertising Rates

Sizes	Price (Rs)
Full Page	880000
Double spread	1710000
Outside back cover	1700000
Inside back cover	1100000
Inside front cover	1210000
Rates for premium position	
First 15 pages	
Full page	1045000
Double spread	1925000
Page facing Editor's note	1100000
Cover Story	
Full page	935000
Double spread	1716000

Print Advertising Rates

Sizes	Price (\$)
Full Page	15000
Double spread	28500
Outside back cover	28500
Inside back cover	18500
Inside front cover	20200
Rates for premium position	
First 15 pages	
Full page	18000
Double spread	32100
Page facing Editor's note	18400
Cover Story	
Full page	15600
Double spread	28600

