

PRINT RESULTS GUARANTEED.

ONLY FORBES BRINGS MARKETING PARTNERS ACCOUNTABILITY TOOLS THAT GUARANTEE RETURN ON ADVERTISING INVESTMENT.

Forbes measures *and guarantees* results of your advertising campaign in Forbes Magazine through Forbes' **Brand Increase Guarantee**.

PROGRAM DETAILS

- Advertiser must spend \$300,000 over a 6 month period
- Forbes uses a third party firm to measure the campaign
- Advertiser will see a 'statistically significant' lift in one of four key brand metrics—**brand awareness, brand favorability, message association and purchase intent**
- If there is no brand lift, Forbes will refund advertising spend

METHODOLOGY

- Forbes uses a pre/post methodology
- A survey invitation is sent to subscribers via e-mail 2-3 weeks prior to the campaign (pre)
- The survey is comprised of 15-20 questions pertaining to the advertiser's brand, category, competitive set, messaging, and demographics
- Another survey invitation, with a link to the same survey, is sent out to a different group of subscribers 4 days after the magazine is mailed (post)
- A series of questions are asked to ascertain if respondents have been exposed to the campaign
- Forbes will interview 250-300 respondents who have not been exposed to the campaign, and 250-300 respondents who have been exposed to the campaign



FINAL DELIVERABLE

The deliverable will be a report comparing key metrics, attributes, and demographics of those who have not been exposed to the campaign (pre) vs. those who have been (post). Any lifts from the pre vs. post studies is due to being exposed to the campaign.

*Forbes also offers a digital *Brand Increase Guarantee*. For more information, please contact your Forbes sales representative or Forbes' Chief Brand Officer, Bruce Rogers at brogers@forbes.com.

YOUR ADVERTISING WORKS HARDER IN AN ENVIRONMENT THAT ENHANCES YOUR BRAND METRICS. **WE GUARANTEE IT.**

FOR MORE INFORMATION, VISIT WWW.FORBESMEDIA.COM