



FORBESLIFE

20th

ANNIVERSARY ISSUE



ForbesLife Issue Date: September 27, 2010
Ad Close: August 9, 2010

ForbesLife

FORBESLIFE 20th ANNIVERSARY

For 20 years, ForbesLife has inspired readers to enjoy the rewards of their success. Join us as we raise a glass to the most intriguing and life-enriching personalities, trends, products and experiences from the past two decades, while celebrating the fun and festive fall season ahead.

What does 20 years of ForbesLife include?

Richard Nixon on wine; **Christopher Buckley** on selling Lenin's tomb; **John Updike** on the American libido; **Joseph Alsop** on WASPS; **George Bush** on sky diving; **G. Gordon Liddy** secures your home; **Martha Stewart** tames Mt. Kilimanjaro; **Parnelli Jones** drives the Bankers' Hot Rod; **P.J. O'Rourke** turns country squire

Spying for the CIA in Paris; Is the "Gentleman" dead; Scary sharks; Dream yachts; Father and son rafting; Hungarian boar hunting

Plus:

"20 Years That Changed Time:" Great innovations in watch-making

Men's Fall Fashion: The season's best; dress-down chic

The Last Word: Founding Editor, Christopher Buckley, reflects on ForbesLife's first 20 years

Extend advertising impact with the following ForbesLife 20th anniversary issue promotions:

Event: Bring to life your brand at this NYC 20th anniversary blowout, featuring creative integration, logo on invitation, gift in gift bag, and prize drawing giveaway

Online: Forbes.com one-day weekend welcome ad delivering 150,000 guaranteed impressions

Online: Forbes.com webcast of our NYC event, featuring sponsor logos and click-thrus

Retail Promotion: ForbesLife 20th anniversary promotional 1/4 page, featuring an exclusive retail offer for ForbesLife readers

Email Sponsorship: ForbesLife 20th anniversary email blast sent to 100,000 VIP readers, featuring your exclusive retail offer with click-thrus

Extensive Press Effort

Enhance your brand message by advertising in this keepsake issue:

Align your brand with an **unparalleled editorial environment** celebrating the rewards of success

Access **5.9 million people*** with a passion for a life well-lived

Create impact and heighten exposure with **special print, online and event opportunities**

Source: MRI Spring 2010

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