

ForbesVIP

Exclusive Insider Benefits for Forbes Subscribers

Heighten Brand Exposure with Direct Access to the Forbes Community

Enhance your brand image and create impact with Forbes VIP—a new program designed to bring our marketing partners direct access to Forbes Magazine’s affluent community of subscribers. Forbes VIP offers subscribers the opportunity to exclusively engage with your brand via unique product and service offerings.

Program Components

Features on ForbesMagazine.com:

Extend your brand presence with product and service offerings on Forbes magazine’s subscriber website, a central point for all Forbes subscribers.

E-Newsletters:

Showcase an exclusive offer in a custom e-newsletter sent to Forbes’ opt-in subscriber list of over 250,000 contacts.

Subscriber Acknowledgements:

Extend your message through targeted subscriber mailings promoting your offer in print while driving traffic to the Forbes VIP channel on ForbesMagazine.com.

Advertiser Offerings

Can include, but not limited to: Discounts, Trial offers, Complimentary products and services, Incentive deals, Customer Memberships

Forbes VIP Program Benefits

- Opportunity to extend your print message across multiple mediums
- Direct, unparalleled access to an affluent and influential consumer base
- Heightened brand exposure via targeted marketing efforts

Commitment

Participation in Forbes exclusive VIP program is based on a minimum one-page advertising commitment in Forbes, ForbesLife or ForbesWoman.



For more information about additional custom opportunities, please contact your Forbes sales representative or:

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