

Digital Demographics

Forbes.com delivers unbeatable reach to a global community of entrepreneurs, business owners, managers and investors who share an unshakable belief in the spirit of free enterprise.

Audience Profile

Monthly Unique Visitors 46 million	Average Age 46.5	Average Income \$93,434	Male 58%	Female 42%
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Source: comScore US Multiplatform January 2016, US only

U.S. Online Monthly Reach to Target

SENIOR MANAGEMENT	
Forbes.com	2,481,000
WSJ.com	2,036,000
CNNMoney.com	1,633,000
Bloomberg.com	1,442,000
Wired.com	653,000
TheAtlantic.com	590,000
Fortune.com	462,000
Entrepreneur.com	415,000
INC.com	289,000
Economist.com	218,000
FastCompany.com	186,000

AFFLUENT (HHI \$100K+)	
Forbes.com	8,072,000
CNNMoney.com	6,241,000
WSJ.com	5,128,000
Bloomberg.com	4,713,000
TheAtlantic.com	2,383,000
Fortune.com	2,119,000
Wired.com	1,760,000
Entrepreneur.com	1,471,000
INC.com	1,206,000
Economist.com	808,000
FastCompany.com	685,000

BUSINESS OWNER	
Forbes.com	1,873,000
CNNMoney.com	1,221,000
WSJ.com	901,000
Bloomberg.com	798,000
Fortune.com	551,000
TheAtlantic.com	424,000
Entrepreneur.com	398,000
Wired.com	339,000
INC.com	257,000
Economist.com	99,000
FastCompany.com	95,000

SMALL COMPANIES (LESS THAN 100)	
Forbes.com	4,511,000
CNNMoney.com	3,653,000
Bloomberg.com	2,454,000
WSJ.com	2,408,000
TheAtlantic.com	1,278,000
Fortune.com	1,024,000
Entrepreneur.com	950,000
Wired.com	938,000
INC.com	697,000
Economist.com	493,000
FastCompany.com	379,000

Source: comScore Plan Metrix Jan 2016, US Only

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