

Print Demographics

Forbes magazine is the premier environment for readers and marketers, reaching an affluent community of executives, business decision makers and entrepreneurs.

Total Audience

MRI FALL 2015*	FORBES	FORTUNE	THE ECONOMIST	BLOOMBERG BUSINESSWEEK
Total Audience	6,307,000	3,199,000	2,100,000	1,629,000
Men	65.6%	62.4%	64.6%	61.0%
Women	34.4%	37.6%	35.4%	39.0%
Median Age (years)	42.2	48.7	47.9	46.6
Top Management	449,000	158,000	392,000	352,000
Business Purchase Decision Makers	1,619,000	598,000	990,000	614,000
C-Level	120,000	87,000	64,000	18,000
HHI \$100K+	2,491,000	1,567,000	1,074,000	787,000

Total Affluent Audience

MENDELSON AFFLUENT SURVEY 2015**	FORBES	FORTUNE	WIRED
Total Affluent Audience	3,314,000	2,239,000	2,073,000
Business Decision Makers (BDM)	1,897,000	1,275,000	1,105,000
C-Level	364,000	261,000	186,000
Millionaire Households	1,598,000	1,177,000	868,000
HHI \$200K+	973,000	778,000	486,000
HHI \$250K+	644,000	508,000	296,000

*Source: MRI Spring 2015—Numbers are based on the total U.S. population

**Mendelsohn Affluent Survey 2014, Adults, HHI \$100,000 or more