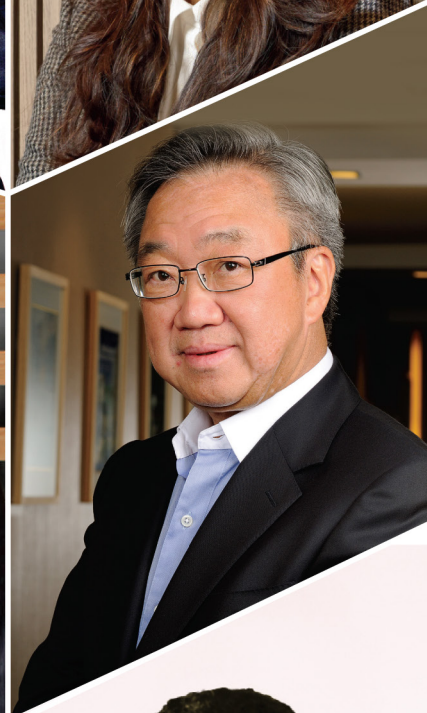
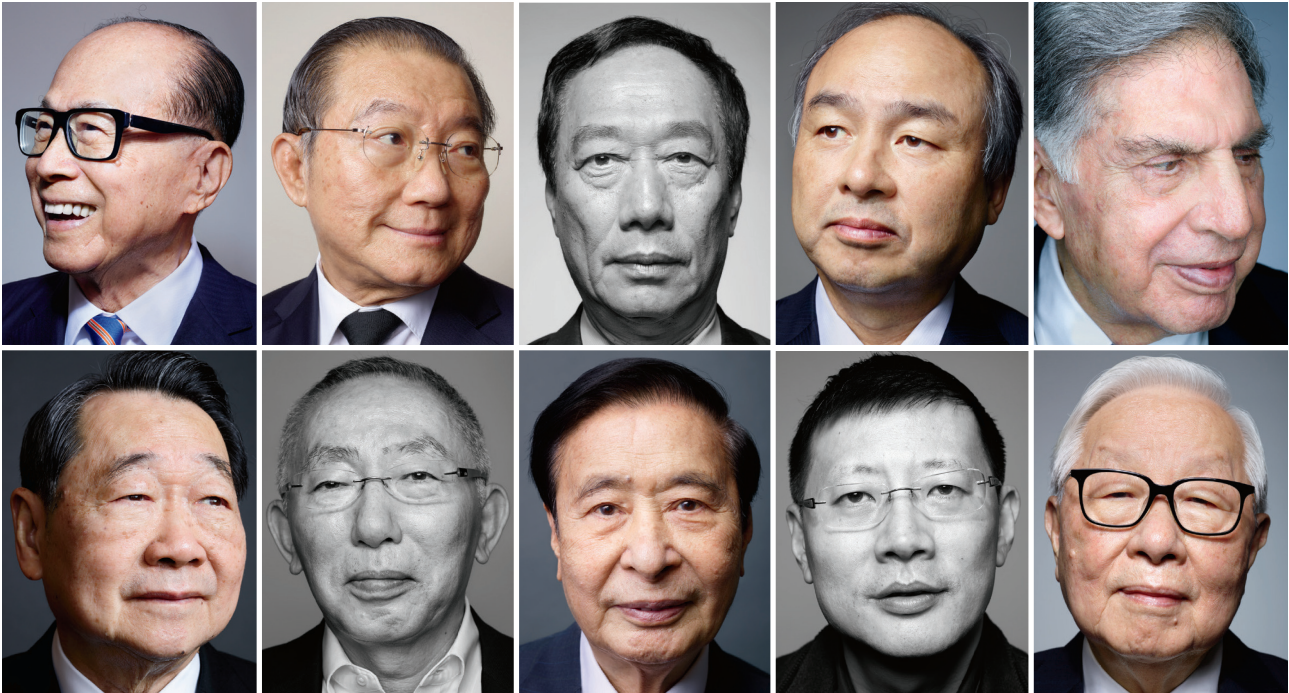


Forbes Asia

Media Kit 2018





Championing Entrepreneurial Capitalism In Asia

Launched in September 2005, Forbes Asia serves as Asia-Pacific's definitive voice celebrating entrepreneurial capitalism and business. Written and edited specifically for Asia-based top management, entrepreneurs and those aspiring to positions of corporate leadership, Forbes Asia chronicles wealth creation, entrepreneurial success and economic growth throughout Asia.

Each issue identifies and profiles Asia's noteworthy individuals—from the richest people to the most remarkable philanthropists, as well as the leaders of the region's best performing publicly listed companies, big and small. Forbes Asia presents relevant local features and authoritative reporting, with every issue giving equal weight to original Asia-specific articles and the best of Forbes from the rest of the world.

In addition to Forbes Asia, Forbes' presence in the region also includes eight local editions: Forbes China, Forbes India, Forbes Indonesia, Forbes Japan, Forbes Korea, Forbes Mongolia, Forbes Thailand and Forbes Vietnam, offering marketers unparalleled access to senior business leaders in this prospering region.

2018 Editorial Calendar

Issue	Editorial Themes	Ad Close	On Sale
January / February	Hong Kong Rich List	12/18	1/19
March	Billionaires Malaysia Rich List	2/12	3/9
April	30 Under 30 Asia Japan Rich List	3/12	4/6
May	Thailand Rich List Emergent Women Stars	4/9	5/4
June	Global 2000 Korea Rich List	5/14	6/8
July / August	Best Under A Billion Singapore Rich List	7/2	7/27
September	Fabulous 50 Companies Philippines Rich List	8/13	9/7
October	India Rich List	9/10	10/5
Special Issue [^]	China Rich List Forbes 400	10/1	10/26
November	Heroes of Philanthropy Taiwan Rich List	10/22	11/14
December	Indonesia Rich List Australia Rich List [*]	11/19	12/12

Powerhouse Issues

Forbes Asia Rich Lists

Forbes identifies Asia's wealthiest people throughout the year, spotlighting the richest people in 12 different markets. Forbes Asia Rich List issues are closely read by tycoons, business leaders and the media.

Issues:

JANUARY / FEBRUARY: Hong Kong Rich List

MARCH: Malaysia Rich List

APRIL: Japan Rich List

MAY: Thailand Rich List

JUNE: Korea Rich List

JULY / AUGUST: Singapore Rich List

SEPTEMBER: Philippines Rich List

OCTOBER: India Rich List

SPECIAL ISSUE: China Rich List

NOVEMBER: Taiwan Rich List

DECEMBER: Indonesia Rich List

Australia Rich List (online only)



Powerhouse Issues

March 2018 Billionaires

Ad Close: Feb 12, 2018 | On Sale: Mar 9, 2018

Broken down country by country, billionaire by billionaire, Forbes' annual Billionaires list is the definitive ranking of the wealthiest people across the globe. Going behind-the-scenes, we'll expose the places, names, ages and industries taking the world by storm—showcasing the driving forces behind new wealth and job creation, while exposing new and innovative inventions.



April 2018 30 Under 30 Asia

Ad Close: Mar 12, 2018 | On Sale: Apr 6, 2018

Features the up-and-coming stars from various industries and society from across Asia. The list will spotlight the achievements of game-changing entrepreneurs, innovators and talented disruptors under the age of 30.



May 2018 Emergent Women Stars

Ad Close: Apr 9, 2018 | On Sale: May 4, 2018

Across Asia, women are rising to senior posts at significant companies—or building their own firms to significant size—in record numbers. Forbes Asia spotlights 25 women who've stepped prominently onto the 2018 stage.



June 2018 Global 2000

Ad Close: May 14, 2018 | On Sale: Jun 8, 2018

Features the 2,000 largest, most influential public companies driving and defining the global economy. Forbes ranks the 2,000 companies based on sales, profits, assets and market value.



Powerhouse Issues

July / August 2018 Best Under A Billion

Ad Close: Jul 2, 2018 | On Sale: Jul 27, 2018

Forbes Asia's "Best Under A Billion" list highlights 200 of the best small and mid-sized listed companies in Asia Pacific with annual revenue under \$1 billion, have positive net income and publicly traded for at least a year. Companies are also screened on sales growth, earnings growth and return on equity.



September 2018 Fabulous 50 Companies

Ad Close: Aug 13, 2018 | On Sale: Sep 7, 2018

Forbes Asia's "Fabulous 50" companies are the best of Asia Pacific's biggest publicly traded companies, with at least US\$1.8 billion in annual revenue. Fab 50 companies are analyzed for their performance in several areas, including revenue, profits, return on capital and share-price movements.



October Special Issue Forbes 400

Ad Close: Oct 1, 2018 | On Sale: Oct 26, 2018

The Forbes 400 ranks and profiles the country's richest billionaires. Delving into how these elites have achieved their wealth, Forbes conducts a full investigation of their rise to the top and unleashes the exclusive business insights they have to offer.



November 2018 Heroes of Philanthropy

Ad Close: Oct 22, 2018 | On Sale: Nov 14, 2018

Forbes Asia's list of Heroes of Philanthropy spotlights 40 of the most notable philanthropists in Asia Pacific, from 14 countries across the region. This annual roster highlights some of the most innovative and generous donors who are making a difference to those in need and encouraging others to give.



2018 Print Advertising Rates

Circulation: 60,000

	OPEN	4 INSERTIONS	8 INSERTIONS	12 INSERTIONS
1 Page	\$23,000	\$20,240	\$19,550	\$18,860
2/3 Page	\$17,250	\$15,180	\$14,660	\$14,150
1/2 Page	\$13,800	\$12,140	\$11,730	\$11,320
1/3 Page	\$8,970	\$7,890	\$7,630	\$7,360
2nd Cover Spread	\$64,400	\$56,670	\$54,740	\$52,810
2nd Double Page Spread	\$59,800	\$52,620	\$50,830	\$49,040
3rd Double Page Spread	\$57,500	\$50,600	\$48,880	\$47,150
4th Double Page Spread	\$55,200	\$48,580	\$46,920	\$45,260
1st 6 Full Page	\$27,600	\$24,290	\$23,460	\$22,630
3rd Cover	\$29,900	\$26,310	\$25,420	\$24,520
4th Cover	\$34,500	\$30,360	\$29,330	\$28,290

Bleed: Add 15% to the unit rate. All rates in U.S. Dollars.
 To advertise in Forbes Asia, please contact: Aarin Chan at achan@forbesasia.com.sg

Conferences & Events

Forbes Asia brings together the world's top leaders, policy makers, innovators, experts, and change makers to explore the landscape of today's ever-evolving world.

FORBES ASIA FORUM: THE NEXT TYCOONS

July 3, 2018 | Singapore

The *Forbes Asia Forum: The Next Tycoons* convenes some of Asia's outstanding business leaders of the next generation. The forum will spotlight how Asian companies and family dynasties are nurturing the next wave of entrepreneurial talent and sowing the seeds of prosperity for the years to come.

FORBES UNDER 30 SUMMIT ASIA

July 16-18, 2018 | Hong Kong

Forbes Under 30 Summit Asia will bring together some 300 young leaders, entrepreneurs and gamechangers from Forbes' "30 Under 30 Asia" lists, as well as CEOs, mentors, industry leaders, investors and disruptors. The summit will feature three days of motivating panels, tech demos, networking, as well as a food and music festival.

FORBES GLOBAL CEO CONFERENCE

October 30-31, 2018 | Bangkok, Thailand

Now in its 18th year, the Forbes Global CEO Conference serves as an annual platform for some 400 global CEOs, tycoons, entrepreneurs, up-and-comers, capitalists, and thought leaders to discuss and debate key issues of global concern and to build new partnerships.

BEST UNDER A BILLION FORUM AND AWARDS DINNER

November 19, 2018 | Tokyo, Japan

Forbes Asia identifies 200 of the best small and mid-sized listed companies in the Asia Pacific region with annual revenue under \$1 billion. The winners are recognized at a forum and awards dinner, during which they will be presented with the current year's awards.



Production Specifications

Forbes prints 100% computer to plate

Image Resolution: 266–300 dpi. RGB and LAB colors are unacceptable.

Color: 4/C Process. Convert spot colors to process. Publisher will match any second color at two-color rate, except metallic-base sheen inks and special inks (e.g., day-glo colors). Prices on request.

Printing Method: Web offset, SWOP standards

File Preparation: Build documents in portrait mode without scaling or rotation. When bleed is required, provide 1/8th inch beyond the trim area. Include all standard trim, bleed and center marks outside the live image area.

Preferred Digital File Format: PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress and Pagemaker are not acceptable.

Upload Instructions:

Please upload single-page files only to the Forbes Ad Portal at <http://www.adshuttle.com/forbes>

Hard copy proofs are not required.

AD SIZE	TRIM (WIDTH X DEPTH)	NON-BLEED	BLEED	BLEED LIVE AREA
Single Page	8" x 10-1/2" 203 mm x 267 mm	7-1/2" x 10" 191 mm x 254 mm	8-1/4" x 10-3/4" 209 mm x 273 mm	7-1/2" x 10" 191 mm x 254 mm
Spread	16" x 10-1/2" 406 mm x 267 mm	15-1/2" x 10" 394 mm x 254 mm	16-1/4" x 10-3/4" 413 mm x 273 mm	15-1/2" x 10" 394 mm x 254 mm
2/3 Page (on two columns)	5" x 10-1/2" 127 mm x 267 mm	4-5/8" x 10" 117 mm x 254 mm	5-1/4" x 10-3/4" 133 mm x 273 mm	4-5/8" x 10" 117 mm x 254 mm
1/2 Page Spread (horizontal)	16" x 5-1/4" 406 mm x 133 mm	15-1/2" x 4-7/8" 394 mm x 124 mm	16-1/4" x 5-1/2" 413 mm x 140 mm	15-1/2" x 4-7/8" 394 mm x 124 mm
1/2 Page (on two columns)	5" x 7-7/8" 127 mm x 200 mm	4-5/8" x 7-1/2" 117 mm x 191 mm	N/A	N/A
1/2 Page (on three columns)	8" x 5-1/4" 203 mm x 133 mm	7-1/2" x 4-7/8" 191 mm x 124 mm	8-1/4" x 5-1/2" 209 mm x 140 mm	7-1/2" x 4-7/8" 191 mm x 124 mm
1/3 Page (on one column)	2-5/8" x 10-1/2" 67 mm x 267 mm	2-1/4" x 10" 57 mm x 254 mm	2-7/8" x 10-3/4" 73 mm x 273 mm	2-1/8" x 10" 54 mm x 254 mm
1/3 Page (on two columns)	5" x 5-1/4" 127 mm x 133 mm	4-5/8" x 4-7/8" 117 mm x 124 mm	N/A	N/A
1/6 Page (horizontal)	8" x 1-7/8" 203 mm x 48 mm	7-1/2" x 1-5/8" 191 mm x 41 mm	8-1/4" x 2" 209 mm x 51 mm	7-1/2" x 1-5/8" 191 mm x 41 mm

Note: Forbes Asia recommended gutter safety is 1/8" (1/16" or 1.5 mm on each side).

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