



**Forbes**  
Asia

Media Kit 2019



# 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, and from the leaders of the region's best performing publicly listed companies, big and small, to the brightest young gamechangers. 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.

# 2019 Editorial Calendar

Issue	Editorial Themes	Ad Close	On Sale	Online Launch
-	Australia Rich List (on Forbes.com only)	-	-	1/17
February	Hong Kong Rich List	1/21	2/15	2/14
March	Billionaires Malaysia Rich List	2/18	3/15	3/5 3/14
April	30 Under 30 Asia Japan Rich List	3/18	4/12	4/2 4/11
May / June	Thailand Rich List Global 2000	4/22	5/17	5/9 5/16
July / August	Korea Rich List Best Under A Billion	6/17	7/12	7/10 7/11
September	Best Over A Billion Singapore Rich List	8/5	8/30	8/27 8/29
October	Asia's Power Businesswomen Philippines Rich List	9/2	9/27	9/24 9/26
Special Issue^	Forbes 400 India Rich List	9/16	10/15	10/2 10/11
November	China Rich List	10/14	11/8	11/7
December	Taiwan Rich List Heroes of Philanthropy Indonesia Rich List	11/11	12/6	12/3 12/4 12/5

# 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 Lists are closely read by tycoons, business leaders and the media.

**JANUARY:** Australia Rich List (on Forbes.com only)

**FEBRUARY:** Hong Kong Rich List

**MARCH:** Malaysia Rich List

**APRIL:** Japan Rich List

**MAY / JUNE:** Thailand Rich List

**JULY / AUGUST:** Korea Rich List

**SEPTEMBER:** Singapore Rich List

**OCTOBER:** Philippines Rich List

**SPECIAL ISSUE:** India Rich List

**NOVEMBER:** China Rich List

**DECEMBER:** Taiwan Rich List

Indonesia Rich List



# Powerhouse Issues



March 2019  
**Billionaires**

Ad Close: Feb 18, 2019 | On Sale: Mar 15, 2019

The definitive ranking of the wealthiest people across the globe. With this iconic franchise, Forbes showcases the driving forces behind new wealth and job creation while unveiling the impact of the world's wealthiest people.

April 2019  
**30 Under 30 Asia**

Ad Close: Mar 18, 2019 | On Sale: Apr 12, 2019

Features 300 young innovators and disruptors across 10 categories who are reinventing their industries and driving change across Asia. The list will spotlight the achievements of game-changing entrepreneurs, innovators and talented disruptors under the age of 30.



May / June 2019  
**Global 2000**

Ad Close: Apr 22, 2019 | On Sale: May 17, 2019

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.

July / August 2019  
**Best Under A Billion**

Ad Close: Jun 17, 2019 | On Sale: Jul 12, 2019

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 between \$5 million and \$1 billion, have positive net income and publicly traded for at least a year. Companies are also screened on sales and earnings growth for both the most recent fiscal one- and three-year periods, and for the strongest one- and five-year average return on equity.



# Powerhouse Issues



## September 2019 Best Over A Billion

Ad Close: Aug 5, 2019 | On Sale: Aug 30, 2019

Forbes Asia's *Best Over A Billion* spotlights 200 of the best performing big listed companies in Asia-Pacific with annual revenue of over \$1 billion. Companies are evaluated based on their average 5-year sales and operating income growth, return on capital, and forward-looking analyst earnings estimates.

## October 2019 Asia's Power Businesswomen

Ad Close: Sep 2, 2019 | On Sale: Sep 27, 2019

Forbes Asia's *Power Businesswomen* list features 25 women leaders across 4 categories (Business, Finance, Technology and Social Enterprise) who are making their mark in the Asia-Pacific region. From taking over and transforming family businesses to starting new innovative ones—these women are at the center of advancing their ventures and contributing to the region's growing economy.



## October Special Issue Forbes 400

Ad Close: Sep 16, 2019 | On Sale: Oct 15, 2019

The Forbes 400 ranks and profiles America's richest billionaires. This franchise captures more than just wealth—it paints an inspiring portrait of the country's ever-changing entrepreneurial identity.

## December 2019 Heroes of Philanthropy

Ad Close: Nov 11, 2019 | On Sale: Dec 6, 2019

Forbes Asia's list of Heroes of Philanthropy spotlights 40 of the most notable philanthropists in Asia-Pacific. 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.



# 2019 Print Advertising Rates

Circulation: 60,000

## FULL PAGE

Open	\$23,000
4 Insertions	\$20,240
8 Insertions	\$19,550

## INSIDE FRONT COVER SPREAD

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## 1ST 6 FULL PAGE

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8 Insertions	\$23,460

## 3RD COVER

Open	\$29,900
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8 Insertions	\$25,420

## 4TH COVER

Open	\$34,500
4 Insertions	\$30,360
8 Insertions	\$29,330



All rates in U.S. Dollars.

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# 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** *under 30 summit* ASIA

### **Forbes Under 30 Summit Asia**

July 11-13, 2019 | 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 motivating panels, tech demos, networking, as well as a food and music festival.

## **Forbes Asia** **NEXTTYCOONS**

### **Forbes Asia Next Tycoons Forum**

September 20, 2019 | Singapore

The *Forbes Asia Next Tycoons Forum* 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** **CEO**

### **Forbes Global CEO Conference**

October 15-16, 2019 | Singapore

Founded in 2001, the Forbes Global CEO Conference serves as an annual platform for some 400 global CEOs, tycoons, entrepreneurs and thought leaders to discuss and debate issues of global concern and to build new partnerships.

## **Forbes Asia** **BEST** UNDER A **BILLION**

### **Forbes Asia Best Under A Billion Forum and Awards Dinner**

Q4 2019

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 an award.

## **Forbes Asia** **BEST OVER** A BILLION

### **Forbes Asia Best Over A Billion Forum and Awards Dinner**

Q4 2019

Forbes Asia's inaugural *Best Over A Billion* list spotlights 200 of the best performing big listed companies in Asia-Pacific with annual revenue of over \$1 billion. The winners are honored at a forum and awards dinner, where they will be presented with an award.



# Production Specifications

Forbes prints 100% computer to plate.

Hard copy proofs are not required.

**Image Resolution:** 200–300 dpi. RGB and LAB colors are unacceptable.

**Color:** 4/C Process. Black text has to be single color –K.

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.

**Ink Density:**  $\leq 300\%$

**Printing Method:** Web offset, SWOP2006\_Coated3

**File Preparation:** Build documents in portrait mode without scaling or rotation. Include all standard trim, bleed and center marks outside the live image area.

**Marks and Bleeds:** When bleed is required, provide 3 mm beyond the trim area, and set the trim mark's offset to 5 mm.

**Preferred Digital File Format:** PDF/X-1a:2001, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress, Photoshop, JPEG and Pagemaker are not acceptable.

**Transparency:** When using transparency effects, “flatten” before printing or creating PDFs.

## Ad Sizes

### FULL PAGE

Trim Size	203 mm (W) x 267 mm (H)
Bleed Size	209 mm (W) x 273 mm (H)
Bleed Live Area (all text and logos have to fall within this area)	191 mm (W) x 254 mm (H)

### DOUBLE PAGE SPREAD

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Bleed Size	413 mm (W) x 273 mm (H)
Bleed Live Area (all text and logos have to fall within this area)	394 mm (W) x 254 mm (H)

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