



Forbes INDIA

MEDIA KIT 2023



Since its inception in 2009, Forbes India has been the country's most influential platform catering to a brand of elite consumers with the finer taste in life. Seamlessly merging the world of politics, entertainment, technology, culture and luxury with revolutionary entrepreneurs, Forbes India delivers sharp, in-depth and engaging stories by investing in the intellectual capital of business minds and viewing global issues through an Indian prism, thereby placing its readers ahead of the curve. Over the last few years, Forbes India has carved out an unparalleled niche as an influential medium, in a business community that continues to evolve and expand in India.



Cross-platform Influence

Country's most influential platform delivering sharp, in-depth and engaging stories by investing in the intellectual capital of business minds



Print

40,000 copies are circulated every fortnight



Digital Edition

Average monthly downloads - JioNews **50,000 + #**



Website (Online & Mobile)

Average Monthly Page Views (Desktop & Mobile)
28,50,000+ #

Average Monthly Users (Desktop & Mobile)
16,50,000+ #

Forbes India website traffic has been **73%** higher than
Fortune India in FY 2022 - 23 #

Social Media



Facebook
548K followers



Twitter
1.3M followers



LinkedIn
340K followers



Instagram
1.92M followers



YouTube
24.6K subscribers

*The Social media numbers are as of Sept 2023 | The digital numbers are an average of the period September 2022 to September 2023 (Google Analytics) #Source: ComScore



The Dynamic Issues



India Richlist

The Forbes 100 Richest Indians special edition is the best barometer of wealth. Entrepreneurs who feature on these lists are among the biggest and most influential voices within the world of business. The list is compiled using shareholding and financial information obtained from families and individuals, stock exchanges, analysts and India's regulatory agencies.



Celeb 100

The Forbes India Celebrity 100 List rankings are based on estimates of entertainment-related earnings of celebrities. From actors, musicians and sportspersons to filmmakers, comedians and authors, the list celebrates the stars at the forefront of Bollywood and media. Based on financial earnings and impact, the list recognizes the celebrity money makers driving the greatest impact in both, the entertainment and business spaces.



Forbes India Leadership Awards

The Forbes India Leadership Awards was introduced as an important step towards recognizing transformational leadership across the entrepreneurial space, covering organizations of all levels: startups, mid-sized firms and global enterprises. Forbes India annually recognizes and awards successful individuals and organizations borne out of strong vision, foresight and ethics.



W-Power Trailblazers

In this issue, Forbes India presents a selection of women who have been disruptive, influential and successful in their respective fields. This process is guided by a panel of iconic women achievers, who help us make the selection.



30 Under 30

This edition salutes 30 spirited individuals and features what really matters in the journey, replete with trials and tribulations, creating a sea of experience for all to see. It is a product of research, interviews, arguments and debates on some of India's finest achievers under 30. The Forbes India 30 Under 30 Special commemorates super achievers who discovered creativity that is noticeable to the world at large.

The Big League Conferences & Events

Forbes India conferences and events bring the pages of Forbes India magazine and the conversation of Forbesindia.com to life. They provide an experience of total immersion into our content, entrepreneurial spirit, prestigious community, and philosophy of business success through lifelong relationships. From panels led by our editors to one-on-one interviews with business and political visionaries, to unique networking opportunities, attendees are enveloped in the world of Forbes India from the moment they register culminating in intellectual discourse of the highest calibre. This dialogue, taking place in elegant and interesting environments, is the essence of Forbes India conferences and events.

Forbes^{INDIA} Leadership Awards

Forbes India Leadership Awards

Since its inception, Forbes India has been a champion of entrepreneurial capitalism, in line with the Forbes DNA, and the magazine seeks to play a catalytic role in spotting and recognizing outstanding entrepreneurs. Instituting the Forbes India Leadership Awards (FILA), which commenced in 2011, is one big step in that direction. FILA is our annual event aimed at recognizing outstanding leaders who have achieved success through their vision, foresight, and business ethics.



The Big League Conferences & Events



Forbes India 30 Under 30

Forbes India 30 Under 30 acknowledges and honors young achievers from across industries, including finance, sports, entertainment, social impact and more; with invigorating panel discussion and conversations on a wide range of subjects on a virtual event.



Forbes India Tycoons of Tomorrow

Forbes India Tycoons of Tomorrow' are not just about net worth and self-worth. They are those who are still on a journey—one of imagination, creativity, and implementation. Milestones for them are a blur in the rear-view mirror as they step on the gas to navigate unmapped territory.





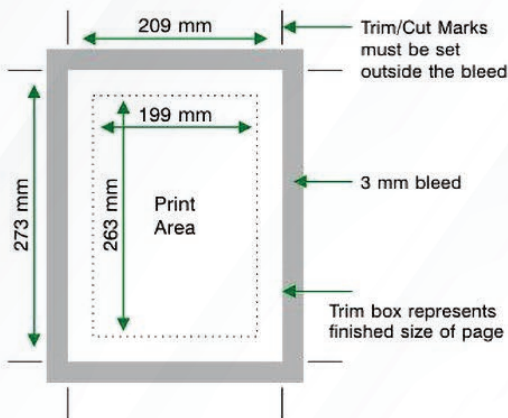
FY 2023-24 EDIT CALENDAR					
Sr. No.	Edit Closing	Sales/Material Closing date	On stands date	Issue date Issue	Issue Theme
1	30-Mar-23	31-Mar-23	7-Apr-23	21-Apr-23	IT services special
2	13-Apr-23	14-Apr-23	21-Apr-23	5-May-23	Billionaires
3	27-Apr-23	28-Apr-23	5-May-23	19-May-23	Manufacturing
4	11-May-23	12-May-23	19-May-23	2-Jun-23	Semiconduct (Anil Aggarwal)
5	25-May-23	26-May-23	2-Jun-23	16-Jun-23	Anniversary
6	8-Jun-23	9-Jun-23	16-Jun-23	30-Jun-23	Defense/Aerospace
7	22-Jun-23	23-Jun-23	30-Jun-23	14-Jul-23	Artificial intelligence
8	6-Jul-23	7-Jul-23	14-Jul-23	28-Jul-23	SAAS Special
9	20-Jul-23	21-Jul-23	28-Jul-23	11-Aug-23	EdTech
10	3-Aug-23	4-Aug-23	11-Aug-23	25-Aug-23	Independence Day
11	17-Aug-23	18-Aug-23	25-Aug-23	8-Sep-23	Climate tech
12	31-Aug-23	1-Sep-23	8-Sep-23	22-Sep-23	Family businesses
13	14-Sep-23	15-Sep-23	22-Sep-23	6-Oct-23	EV Special
14	28-Sep-23	29-Sep-23	6-Oct-23	20-Oct-23	Deeptech Special
15	12-Oct-23	13-Oct-23	20-Oct-23	3-Nov-23	Digital stars
16	26-Oct-23	27-Oct-23	3-Nov-23	17-Nov-23	Luxury
17	6-Nov-23	6-Nov-23	13-Nov-23		Rich list
18	9-Nov-23	10-Nov-23	17-Nov-23	1-Dec-23	Forbes Asia/US Package
19	23-Nov-23	24-Nov-23	1-Dec-23	15-Dec-23	Small town founders
20	7-Dec-23	11-Dec-23	15-Dec-23	29-Dec-23	Celebrity 100

*Nine Month Edit Calendar

Product Specifications

Full page - Bleed

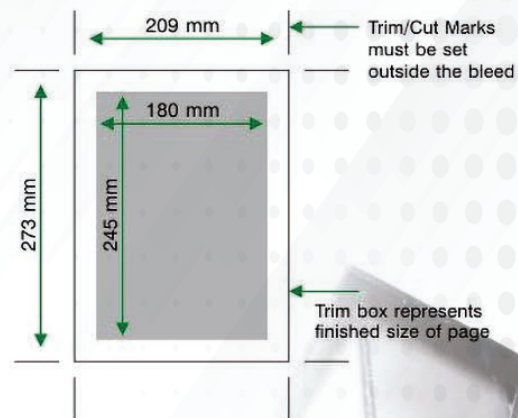
209 mm(W) x 273 mm(H)



For all 4 sides
3 mm bleed required

Full page - Non bleed

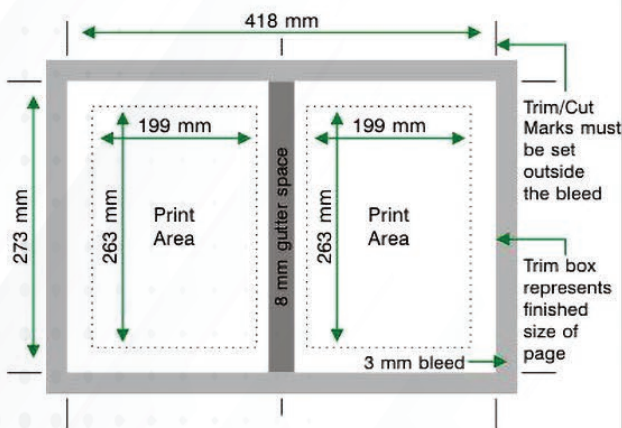
180 mm(W) x 245 mm(H)



No Bleed
required

Double spread - Bleed

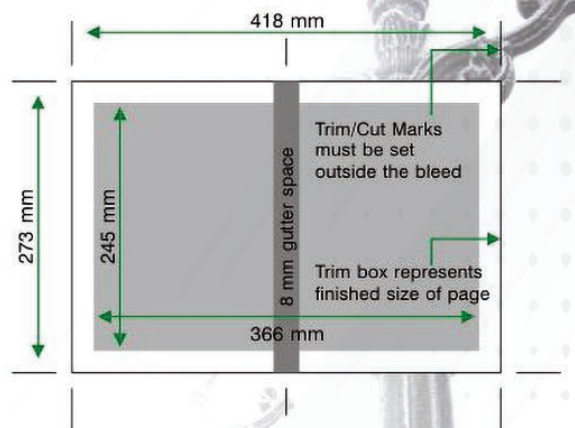
418 mm(W) x 273 mm(H)



For all 4 sides 3 mm Bleed and overlapping image for 8 mm Gutter Space required (4 mm each side)

Double spread - Non bleed

360 mm(W) x 245 mm(H) - Print area



Only 8 mm Gutter Space
with overlapping image required (4 mm each side)

Material Format

Materials should be submitted in CMYK or Greyscale PDF format. Images should be of high resolution at 300 dpi. Files should be right reading, portrait made, 100% size with no rotations and include standard trim, bleed and center marks outside of live area (illustrated as above). Adobe Illustrator, Corel Draw, Pagemaker, Quark Express files and any open files will not be accepted. Also, JPEG/RGB images will not be accepted.



Print Advertising Rates

Sizes	Price (₹)
Full Page	880000
Double spread	1710000
Outside back cover	1700000
Inside back cover	1100000
Inside front cover	1210000

Rates for premium position

First 15 pages	
Full page	1045000
Double spread	1925000

Page facing Editor's note 1100000

Cover Story	
Full page	935000
Double spread	1716000





Sizes

Price (\$)

Full Page	15000
Double spread	28500
Outside back cover	28500
Inside back cover	18500
Inside front cover	20200

Rates for premium position

First 15 pages	
Full page	18000
Double spread	32100

Page facing Editor's note 18400

Cover Story	
Full page	15600
Double spread	28600



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