

## FORBES GOES INSIDE THE CASH MACHINE: GLENN BECK, INC.



**New York, NY (April 7, 2010)** – *Forbes'* latest cover story provides an exclusive look at the business of Glenn Beck, whose media empire earned him \$32 million during the past year (**Crying All the Way to the Bank, p. 57**). Over several days in mid-March, Beck allowed a *Forbes* reporter to follow him through several of his multimedia incarnations, providing a rare glimpse into the business of the Glenn Beck brand, which includes publishing (\$13 million), radio (\$10 million), digital (\$4 million), events (\$3 million), and television (\$2 million). Mercury Radio Arts, formed in 2002, holds all the pieces of Beck's media domination and Beck, who admits "I'm riddled with ADD – a blessing and a curse," oversees it all very closely, managing the enterprise as an entertainment company. Learn how Beck has managed to monetize virtually everything that comes out of his mouth, including the controversy – which is its own coinage.

### ALSO IN THIS ISSUE:

**How to Duck ObamaTax (p. 38)** – The age of the Obama tax hikes has officially begun. Buy munis, book losses, avoid marriage, consider a Roth conversion now and get your Lasik eye surgery next year.

**Downshift (p. 63)** – Whether you are sick of the rat race, or get laid off from your job, have you ever wondered what would happen if you traded in your high-income lifestyle for something different? *Forbes* profiles several "downshifters" to see what life brought them after a big change.

**2010 Major League Baseball Team Valuations (p. 72)** – *Forbes* announces its annual professional baseball valuations. This year, average MLB team values increased 2% to \$491 million, and the New York Yankees are ranked the most valuable team in the League for the thirteenth straight year. Plus, in **No One-Trick Ponies (p. 70)**, what's the secret to the durability of the Philadelphia Phillies? Expanded tables and stories available after 6 p.m. ET at [www.forbes.com/mlb](http://www.forbes.com/mlb).

**Careful What You Wish For (p. 26)** – Expect a furious new round of maneuvering – along with higher costs and less credit – if Congress enacts a sweeping financial reform law that would create the proposed Bureau of Consumer Financial Protection, with a czar to pass judgment on financial products nationwide.

**Energy and Genius: Roofs for Rich Green People (p. 46)** – Dow Chemical's solar champion Bill Banholzer thinks he can sell billions a year in solar panels that will replace roofing shingles.

**Best Schools for Your Home Value (p. 30)** – In partnership with GreatSchools, a nonprofit organization that rates public schools, *Forbes* ranks the best K-12 public schools analyzing enrollment, test score data, along with 2009 median home prices and population data. More data available after 6 p.m. ET at [www.forbes.com/greatschools](http://www.forbes.com/greatschools).

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