

FORBES MEDIA LAUNCHES FMX:
A “BRAND SIDE PLATFORM” REACHING
THE AFFLUENT BUSINESS DECISION-MAKER AUDIENCE

FOR IMMEDIATE RELEASE:

New York, New York (February 22, 2011) – Forbes Media announces the launch of Forbes Media Extension (FMX), a “Brand Side Platform” that provides marketers a premium digital environment across the Web for reaching affluent consumers and business decision-makers at scale.

Through highly defined Forbes Audience Segmentation Targets (FAST) and a Forbes Media Network (FMN) of editorially vetted publishers and channels, the platform expands the opportunity for advertisers to engage with the highly sought after Forbes reader.

“There is currently a strong demand for advertising targeted at high end consumers and influencers in a transparent environment,” said Kevin Gentzel, Chief Revenue Officer of Forbes Media. “FMX provides this trusted media environment, utilizing the strength and integrity of the Forbes brand to maximize the potential of reaching these users across Forbes.com and a premium network of sites.”

Terrence Kawaja, CEO and President of Luma Partners, added: “FMX is a prime example of the trend for premium publishers to leverage their brand equity (art) and audience data (science) to effectively target media at scale.”

The **Forbes Media Extension** is comprised of the following components:

- **Forbes Media Network**, or **FMN** is a premium network of trusted media properties and extended Forbes channels reaching an affluent audience of engaged consumers and business decision-makers. All the FMN sites and channels must meet stringent audience and content standards, and are vetted by Forbes Editorial staff as well as third party measurement tools.
- **Forbes Audience Segmentation Targeting**, or **FAST** is a technology that combines Forbes proprietary data with third party information to create defined audience segmentations for retargeting across Forbes.com and the Forbes Media Network. Forbes will introduce six FAST categories at launch: Business and Finance, Small Business, Technology Professionals, In-Market Users, Wealth & Personal Finance, and Wealth & Lifestyle. The FAST categories have been developed to target individual users in multiple environments.
- **Forbes Media Voice Creative Units**, or **FMV** is a creative unit that combines an advertiser’s message with related Forbes content and branding that is targeted to a specific user’s preferences. Forbes Media Voice units will not appear on Forbes.com, but instead across the Forbes Media Network, giving advertisers the opportunity to leverage the Forbes audience beyond the Company’s branded media properties.

###

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* magazine, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; RealClearWorld.com and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 25 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D'Vorkin is Chief Product Officer.

Contact: Melanie Scharler
 mscharler@forbes.com
 212-366-8966