

**FORBES REMAINS BUSINESS LEADER WITH 11.6% AUDIENCE INCREASE;
REPORTS 20% GAIN IN WOMEN READERS**

(New York, NY) November 19, 2009 – According to data released as part of the MRI Fall 2009 study, Forbes' audience is now larger than at any time in the company's 92-year history, representing the largest audience reach for any business title in the last 15 years. Leading the business category, Forbes' total audience has increased 11.6% during the past year, and now delivers more than 6 million readers, outpacing its next closest competitor by more than 32%. Forbes also reported that its audience of women grew 20% over the past year, and now includes nearly two million female readers.

In commenting on the new MRI results, Timothy Forbes, President and Chief Operating Officer of Forbes said, "As this new data indicates, never before have people been more hungry for business insight and information. As the most trusted source, Forbes is gaining readers, and advertisers who choose to pull back right now are missing a true opportunity to reach not only the largest audience for business coverage, but also the greatest number of senior business decision makers, including two million women."

Forbes continues to build its audience of business leaders of the future, having grown its 18-24-year-old readership over the past year by 26% to nearly three quarters of a million readers, while remaining the leading reach vehicle for top business managers of any business publication. Among affluent readers, Forbes retains its position as the category leader among readers with household income of \$150,000 and higher.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches 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* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Israel, Korea, Poland, Romania, Russia and Turkey. Other Forbes Media Web sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

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