

## **FORBES LAUNCHES DYNAMIC PLACES PROFILE PAGES**

**New York, New York (July 1, 2011)** – Forbes announces the launch of the final phase of profile pages, offering consumers access to comprehensive information about the cities, people and companies Forbes covers, as well as colleges and sports teams.

“In print, these profiles are all linear features, one per issue,” said Lewis D’Vorkin, Forbes’ Chief Product Officer. “On the Web, they are now interconnected experiences that create a content continuum. The information about a wealthy person, the city they live in and the company they work for is commingled on one page that links to other related people, places and companies.”

**For more information on “Places” profile pages from Lewis D’Vorkin, please visit:**

<http://blogs.forbes.com/lewisdvorkin/2011/06/29/forbes-update-best-places-is-a-milestone-in-our-digital-evolution/>

Each “Places” profile page plots important people, places, companies, sports teams and colleges on an interactive map, available for more than 380 metropolitan regions in the United States. Users can hover over each data point and then click through to any other list, person, place or company.

“Places” pages also feature a live-stream of news from both local media and Forbes.com; city-related data including population, media household incomes, unemployment, job growth, college attainment and major industries; a “Find The Right City” quiz; and Forbes.com conversations.

Forbes continues its partnership with Social Amp, allowing consumers to comment and debate rankings on Forbes.com using their Facebook, Twitter and LinkedIn identities.

The profile pages are a part of the Forbes.com redesign and re-architecture, which started with a new digital platform for editors, staff reporters and contributors in August 2010.

**To see the new Places profile pages, visit:**

<http://www.forbes.com/places/ny/new-york/>

### **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 Africa, China, Croatia, Bulgaria, 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 and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 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. Kevin Gentzel is Chief Revenue Officer.

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