

FORBES ANNOUNCES 'THE FORBES REPUTATION TRACKER'

Unique Offering Helps Advertisers Elevate Reputation and Increase Marketing ROI

New York, NY (Monday, March 29, 2010) – Forbes today announced a new offering for advertisers called “The Forbes Reputation Tracker,” developed with the world’s leading reputation management consulting firm, Reputation Institute (RI). This unique program includes custom research and insights to elevate reputation and increase marketing return on investment (ROI).

The Reputation Tracker is a cross-media opportunity that measures a company’s reputation overall, as well as a campaign’s effectiveness in terms of impact on reputation among the Forbes' thought and opinion leading community, and offers advertisers the opportunity to measure their campaigns across different media (i.e. print and online).

“Forbes prides itself on bringing maximum value to its readers and advertisers, and to innovate with programs that benefit our marketing partners,” said Kevin Gentzel, Chief Revenue Officer, Forbes Media. “Partnering with Reputation Institute, we are excited to deliver unparalleled expertise to leverage reputation as an economic driver.”

The tracker measures:

- A company’s reputation with the general public – based on RI’s Global Pulse benchmarks
- A company’s reputation with Forbes readers – based on Reputation Tracker results, pre-campaign
- Advertising campaign effectiveness with Forbes readers, based on Reputation Tracker results, pre- and post-campaign

Reputation is measured based on RI’s RepTrak pulse model, including perceptions of seven key elements: innovation, leadership, citizenship, governance, products/services, performance and workplace. The tracker will also map the connection between these elements and behavior, such as recommending one’s company to others, saying something positive about one’s company, and/or buying the products and services of one’s company.

Two things have dominated our conversation with leading marketers over the past year – Reputation and ROI. With the Forbes Reputation Tracker, we link the two: actionable insight for improving reputation and empirical proof of campaign impact,” said Anthony Johndrow, Partner & Managing Director, Reputation Institute.

Deliverables for both online and print include robust analytics measuring a campaign’s effectiveness in terms of impact on corporate reputation as well as custom strategies to elevate reputation and increase marketing ROI. For more information about this program as well as comprehensive offerings for the media planning, buying and marketing communities, please visit www.forbesmedia.com.

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