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Forbes.com Traffic Surges in December

Leading Financial Web Site Attracts 20 Million Unique Monthly Visitors in December 2008, a 46% increase over December 2007

Forbes Digital Audience Reaches 42 Million Unique Monthly Visitors

NEW YORK, NY (January 22, 2009) - Forbes.com (www.forbes.com), home page for the world's business leaders and the leading business news Web site, announced today that worldwide traffic to the site reached 20 million (19,944,014) unique visitors in December 2008, according to research firm Omniture Worldwide.

This marks a dramatic increase in traffic to Forbes.com from December 2007 to December 2008 at 46%, as well as a 22% increase from 4th quarter 2007 to 4th quarter 2008, and a 3% increase from 3rd quarter to 4th quarter 2008.

"This continual increase in traffic reflects the continued trust business decision makers place in Forbes.com to provide the most relevant, up-to-the-minute financial and business news, especially during turbulent economic times," said Jim Spanfeller, CEO and President of Forbes.com.

Forbes Digital, which includes Forbes.com, ForbesTraveler.com, Investopedia.com, RealClearPolitics.com, RealClearMarkets.com, RealClearSports.com and the Forbes.com Business and Finance Blog Network, reached nearly 42 million unique monthly visitors in December (source: Omniture Worldwide and Adify, December 2008). When combined with the magazine's total readership of 5.4 million as measured by MRI, Forbes Media reaches nearly 50 million business decision makers worldwide on a monthly basis.

About Forbes.com

Forbes.com (www.forbes.com), home page for the world's business leaders and the No. 1 business news source in the world, is among the most trusted resources for senior business executives, providing them the real-time reporting, uncompromising commentary, concise analysis, relevant tools and community they need to succeed at work, profit from investing and have fun with the rewards of winning. Throughout the business day Forbes.com publishes more than 4,000 articles, delivering the best of Forbes journalism and that of its selected partners with all the immediacy, depth and interactivity that the Web allows. Forbes.com is part of Forbes Digital, a division of Forbes Media LLC. Forbes.com and affiliated properties – ForbesTraveler.com, Investopedia.com, RealClearPolitics.com, RealClearMarkets.com, RealClearSports.com, and the Forbes.com Business and Finance Blog Network – together reach 42 million business decision makers each month.