Content Marketing with Forbes

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3200 BC
Learning Curve

1732  Poor Richard’s Almanac provided weather, poems, calendar, aphorisms & proverbs
1882  The Edison Lighting Company Bulletin writes about the benefits of electric lighting,
1895  John Deere launches “The Furrow” to HELP farmers become better and more profitable
1900  The Michelin Guide launches ways to maintain your car and find lodging while traveling
1930s  P&G produces radio content and the “Soap Opera” is born
2004  Sherwin Williams launches “STIR” Magazine
2006  First “Unboxing” video showing the Nokia E61 cellphone
2007  American Express launches “OPEN Forum”
2014  The Lego Movie premiers
Forbes convenes and curates the most-influential leaders and executives who are driving innovation, transforming business, reimagining capitalism and making a significant impact on the world - ultimately advancing the way people live and work.

Forbes: A 102 Year Old Global Media Leader Championing Success By Celebrating Those Who Have Made It, And Those Who Aspire To Make It

Forbes convenes and curates the most-influential leaders and executives who are driving innovation, transforming business, reimagining capitalism and making a significant impact on the world - ultimately advancing the way people live and work.

Forbes Ranks #1 Most Trusted Magazine Brand in America

Divergent 3D CEO Kevin Czinger. Their system enables volume manufacturing of advanced, lightweight structures without expensive tooling investment.
Forbes BrandVoice

BrandVoice is the premier, always-on brand content publishing platform. Through multi-platform integrations, high levels of discoverability, targeting, transparency and expert consultancy at every stage, we ensure your stories, insights and points of view consistently reach and resonate with the right audience. Forbes’ publishing expertise and tools will make you a better content marketer.
Professional Publishing to a Desired Audience

Utilizing the same format as staff journalists
BrandVoice launches with SAPVoice, our first and longest-running partner.

Cadillac publishes first-ever BrandVoice print column in Forbes magazine.

BrandVoice partners receive a real-time stats dashboard on Forbes.com.

Forbes.com mobile site goes live in HTML5, optimizing BrandVoice for all screens.

New Forbes.com homepage design launches with prominent BrandVoice headline stack.

BrandVoice content creation services debut.

BrandVoice hits 10 MILLION all-time page views.

New Forbes.com article page launches with intelligent scrolling stream.


Staying Ahead Of The Curve
Staying Ahead Of The Curve
C-suite Content Consumption

“Forbes is highly influential in shaping my views on leadership and management”

75%

“Forbes is highly influential in shaping my views on talent and workforce strategies”

70%

* In April 2019, Forbes surveyed 500 executives from a wide range of industries to assess how they consider and consume thought leadership content. Sixty percent of the responses were from C-suite executives and 80% of responses were from companies with more than 1,000 employees.
Who should write, and what should they publish?

“TELL THE STORY YOU WANT TO TELL, NOT THE STORY YOU THINK YOU SHOULD TELL.”

Tim Clark
VP, HEAD OF NATIVE ADVERTISING, SAP
Halloween Horror Movies: 5 Creepy Flicks You Haven’t Seen

If you’re brave enough to peek out from underneath the comfort of horror movie classics and give the following underrated flicks a try, you might be in for a creepy treat this Halloween.

Memphis Grills Heats Up Outdoor Cooking Experience With Release Of Beale Street

Innovative manufacturers like Memphis Grills, whose latest release, the Beale Street grill, makes the home smoking and grilling experience even better.

This Underground Whiskey Company Is Disrupting The Status Quo

Cleveland Underground Whiskey has not only found a way to speed the whiskey fermenting process, they’ve also entered a new market by re-purposing spent barrels into a new product category.
Reporting & Analytics

Analytics are key to program success and value measurement, and they underpin strategic insights and learnings. No matter the program, the Forbes Content Partnership team focuses on our partners unique KPIs and ensures the data is telling the right story for the brand.

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<thead>
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<th>Report Type</th>
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Audience - Interests

Visitors to this content were X times more likely than the average Forbes.com reader to be interested in topics such as:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interest Factor</th>
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<td>Microgrids</td>
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<tr>
<td>Power Supply</td>
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Visitors to this content were X times more likely than the average Internet user to visit Web sites in the following categories:

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<th>Category</th>
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<td>Energy</td>
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<td>Green Tech</td>
<td>6.4x</td>
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<tr>
<td>Business</td>
<td>3.7x</td>
</tr>
<tr>
<td>Vehicles/Hybrid</td>
<td>1.9x</td>
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</tbody>
</table>
Topics of Interest

More likely to read about

Retirement Planning 17x
Tax Planning 7x
Insurance 5x
ETFs 8x

<table>
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<tr>
<th>Topic</th>
<th>Impact Partners BrandVoice Affinity Against Forbes.com</th>
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</thead>
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<tr>
<td>Insurance Benefits</td>
<td>4.4x</td>
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<tr>
<td>Roth IRA</td>
<td>2.4x</td>
</tr>
<tr>
<td>Charitable Giving</td>
<td>2x</td>
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<tr>
<td>Traditional IRA</td>
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<tr>
<td>Accounting</td>
<td>1.2x</td>
</tr>
<tr>
<td>Benefits</td>
<td>1.2x</td>
</tr>
<tr>
<td>Legal &amp; Regulatory</td>
<td>1.1x</td>
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Occupations

1.7x

More likely to work in the functional area of Consulting versus the average Forbes reader

1.8x

More likely to work in the Legal function versus the average Forbes reader

Medicine
1.6x more likely to work in the functional area of Medical/Health versus the average Forbes reader

Accounting
2x more likely to work in the functional area of Accounting versus the average Forbes reader

Banking
1.4x more likely to work in the functional area of Banking than the average Forbes reader
How Can We Help?
THANK YOU!

Adam Wallitt, VP Sales: Content Partnerships
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