

The Top 50 Corporations for Multicultural Business Opportunities



Forbes Presents a Special Advertising Section
Issue Date: December 13, 2004
Investment Guide II

DiversityBusiness.com Rewards Multicultural Businesses

DiversityBusiness.com (formerly Div2000.com) is the nation's leading multicultural B2B Internet portal linking large organizational buyers and multicultural business owners. Since 1999, DiversityBusiness.com has provided members with a database of diversity-owned businesses throughout the U.S. that provide products and services to corporations, government agencies, colleges and universities.

Each year, DiversityBusiness.com offers women and minority business suppliers the chance to vote for the companies they think provide the best support to the diversity business community. The winning companies make the Div50, a listing of the top 50 corporate and organizational buyers of diversity products and services.

The Opportunity

Forbes section producer and writer Jerry Bowles will work with Div50 listed companies and participating advertisers to create supplier diversity success stories that powerfully demonstrate how America's top companies and diversity-owned suppliers are working together to adapt to the new realities of institutional procurement. The section will educate 4.5 million Forbes readers — senior business decision makers and wealthy investors — about the importance of supporting diversity-owned companies.

*Source: MRI Fall 2003

Closing Date: September 27, 2004

Advertising in the section earns your company valuable access to the Forbes community of powerful executives and investors and high visibility as an influential and engaged supporter of diverse business. Don't miss out on this important opportunity.

Value-Added Benefits

- **Spotlight on Your Organization**
All full-page advertisers will be featured in the section text. (Smaller ad units receive proportionate coverage.) Through case studies and interviews, your organization will be highlighted as an important part of the diversity business community.
- **Web Exposure Via Forbes.com**
The section text will appear online on Forbes.com (www.forbes.com/specialsections) for six months featuring hotlinks to your own Web site.
- **Free Reader Service Listings**
Advertisers can be listed on the section's Web Address Directory, as well as on the issue's reader response page, to encourage readers to seek more information about your organization.
- **Reprints for Advertisers**
Advertisers will receive 50 free reprints of the section upon request. Additional quantities and custom reprints are available.

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CAPITALIST TOOL®

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About the Writer

Jerry Bowles has more than 31 years of experience as a writer, editor and corporate communications director specializing in procurement, supply chain, e-commerce and customer issues. He is coauthor of *Beyond Quality: New Standards of Total Performance That Can Change the Future of Corporate America* and the founder and editor of *The Quality Executive*.

Forbes Readers Are Influential Business Decision Makers

- 875,000 hold Top Management positions*
- 409,000 are chief officers
- 498,000 serve on a board of directors
- 355,000 manage or influence securities of their own or other firms

Forbes Readers Are Also Wealthy Individual and Institutional Investors

- 230,000 have household investments/securities worth \$1 million+
- They have an average household income of \$230,182
- The average value of their household assets excluding principal home is \$1,681,967
- The average value of their household securities is \$737,146

Sources: MRI Fall 2003. *Top Management = President, VP, Treasurer, Member of the Board, Chairman of the Board, Controller, General Manager, Owner-Partner; 2003 Mendelsohn Affluent Head of House Survey, HHI \$75K+

Forbes Readers Are Community Leaders and Active Volunteers

- 362,000 visited their elected official to express a point of view
- 396,000 engaged in 6+ public activities in the last 12 months
- 436,000 took an active role in a civic or social issue
- 474,000 addressed a public meeting
- 802,000 are members of a business/civic club, body of local government/school, college, church or hospital board

Source: MRI Fall 2003

Forbes Special Sections Score High on Reader Recall

According to Beta Research's Subscriber Advertising Measurement, which records how well advertising is read and remembered, special sections consistently score among the highest advertising categories, with a median recall score (**63%**) that's well above the median (58%) for total advertising. Clearly, sections provide a high-profile environment that can significantly increase visibility for your message.

Source: Subscriber Advertising Measurement (S.A.M.) Studies, Jan.-Dec. 2002

Send insertion orders and digital ad materials to:

Michelle Ciulla, Advertising Production Dept., Forbes Magazine
60 Fifth Ave. • New York, NY 10011 • 212-620-2218

For digital ad specifications, visit www.forbesmedia.com.
Forbes is not responsible for ads supplied incorrectly or without proper proofs.

For more information and advertising rates, please contact:

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