

福布斯
Forbes
Media Kit 2018



重点榜单展示 POWERHOUSE LISTS

中国最杰出商界女性排行榜 China Most Powerful Businesswomen List

期刊：2018年1、2月 | 上市：2018年2月28日

福布斯以量化的方式，强调企业家实际掌握的商业资源和影响力，为读者甄选出100位能够在所在行业乃至整个商业世界产生深刻影响的真正的女性企业家。

Forbes quantifies the business resources and clout that entrepreneurs actually have and selects the top 100 female entrepreneurs who can have a profound impact in their industry and in the business world as a whole.



中国潜力企业排行榜 China Up-and-Comers List

期刊：2018年3、4月 | 上市：2018年4月15日

自2005年首次推出，是关于中国成长型公司的最权威榜单。选择营收在1000万到10个亿之间的企业进行研究，寻找高成长中小企业，为机构投资人和个人投资者提供参考，并凸显福布斯关注创业、创新，发掘未来新星的价值观。

Inaugurated in 2005, it is the most authoritative list of growth companies in China. Choosing companies with revenue of between 10 million and 10 billion for research, looking for high-growth SMEs, providing references for institutional and individual investors and highlight Forbes' values in entrepreneurship, innovation and rising star discovery.



中国慈善榜 China Philanthropy List

期刊：2018年7、8月 | 上市：2018年8月15日

福布斯中国自2004年起推出“中国慈善报道”，通过对中国企业和企业家的深入调查，记录了中国慈善公益事业的发展历程，向读者展现中国本土企业和企业家从事慈善公益事业的理念和特色，并希望能够为中国民营企业提供参考和指南。

Forbes China launched “China Philanthropy Report” since 2004. Through in-depth investigation, it has recorded the course of China's charity public welfare undertakings development and shared with readers the concepts and characteristics of such activities, in hope to provide reference and guides for Chinese private enterprises.



30位30岁以下精英榜 30 Under 30 China List

期刊：2018年7、8月 | 上市：2018年8月15日

福布斯以前瞻性的眼光，寻找600余位30岁以下，已在行业崭露头角，有一定影响力，或表现出强大潜力的未来社会翘楚、企业家或创新者。

Forbes uses a forward-looking vision to find more than 600 future social leaders, entrepreneurs or innovators under the age of 30 who have emerged, have an impact, or have shown great potential in the industry.



中国名人榜 China Celebrity List

期刊：2018年9、10月 | 上市：2018年10月10日

榜单通过制定相关标准，通过以收入和曝光率为基础的个人影响力评选出100位中国名人。

The list selected 100 Chinese celebrities by formulating relevant standards and using personal influence based on income and exposure.



中国富豪榜 China Rich List

期刊：2018年财富指南特刊 | 上市：2018年12月1日

被称作中国经济的晴雨表和财富风向标，是福布斯制作的关于中国内地最顶尖的400位财富拥有者的榜单。

Named the barometer of the Chinese economy and the indicator of wealth, it is a Forbes-produced list of the top 400 fortunes in mainland China.

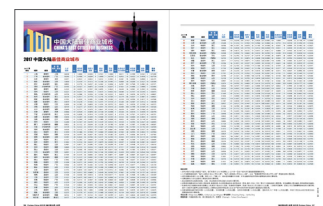


中国大陆最佳商业城市榜 China Best Cities for Business

期刊：2018年11、12月 | 上市：2018年12月19日

2004年福布斯中国首次推出此榜单，采用反映城市商业活动及决定未来发展所需要素的指标考察中国大陆城市的商业环境及发展潜力，评选出100个上榜城市。

In 2004, Forbes China first launched this list to examine the business environment and development potential of cities in mainland China based on indicators that reflect the business activities of cities and determine the factors needed for future development and selected 100 cities listed on the list.



2018 编辑计划

EDITORIAL CALENDAR

期刊 Issues	主题 / 封面故事 Feature / Cover Story	广告截稿日期 Ad Close	上市日期 Delivery Date
1月 / 2月 January / February	中国最杰出商界女性榜 China Most Successful Women in Business 中国 50 位商界潜力女性 China 50 Female Rising Stars in Business 中国最佳私募股票基金经理人 / 中国最佳股票分析师 China Best Mutual Fund Managers / Best Stock Analysts	1/22	2/28
3月 / 4月 March / April	全球财富指南: 全球亿万富豪榜 Global Wealth Guide: Billionaires List 中国潜力企业榜 China Up-and-Comers List 全球时尚影响力中国人物榜 Influential Chinese in Global Fashion 全球财富指南 Global Wealth Guide	3/13	4/15
5月 / 6月 May / June	中国顶尖创新人物 China Top Innovators 中国最佳天使投资人 / 中国最佳加速器 China Best Angel Investors / China Best Accelerators 最佳 CEO Best CEOs	5/14	6/14
7月 / 8月 July / August	中国 30 位 30 岁以下精英榜 China 30 Under 30 List 中国慈善榜 China Philanthropy List 最国际化的中国公司 Most International China Companies	7/11	8/15
教育特刊 Education Special Issue	最适合中国学生的美国大学 Best U.S. Colleges for Chinese Students 中国海归名流 100 人 100 Top Returnees 国际教育影响力中国人物榜 Influential Chinese In Global Education	7/27	8/24
9月 / 10月 September / October	中国名人榜 China Celebrities List 中国家族企业榜 / 中国二代企业家 100 China Best Family Businesses / China 100 Second-Generation Leaders	9/10	10/10
财富指南特刊 Wealth Guide Special	财富指南: 中国富豪榜 China Wealth Guide: China Rich List 中国奢侈品报告 China Luxury Spending Report	11/1	12/1
11月 / 12月 November / December	中国年度商业人物 China Businessmen of the Year 中国最佳创投人 / 创投机构 / PE 机构 China Top Venture Capitalists / Venture Capital Firms / Private Equity Firms 中国大陆最佳商业城市 China Best Cities for Business	11/19	12/19

* 以上内容均有可能变动 The above are subject to change

发行和读者群 DISTRIBUTION & CIRCULATION

读者人群

Reader Profile

高端精英读者 - 董事长、CEO、总裁、创业新秀、金融家、企业家及意见领袖等人士，包括来自：

High-end elite readers - Chairman, CEO, President, Up-and-Comers, financier, entrepreneur and key opinion leaders (KOLs) including:

- 富豪及其家族成员
Tycoons & family members
- 知名跨国企业高管
Senior executives from MNCs
- 福布斯中国富豪榜 / 福布斯中国上市公司最佳 CEO 榜 / 福布斯中国最杰出商界女性排行榜
Members of Forbes China Rich List, Forbes Asia Rich List, Forbes China Best CEO List, Forbes China Most Powerful Businesswomen List

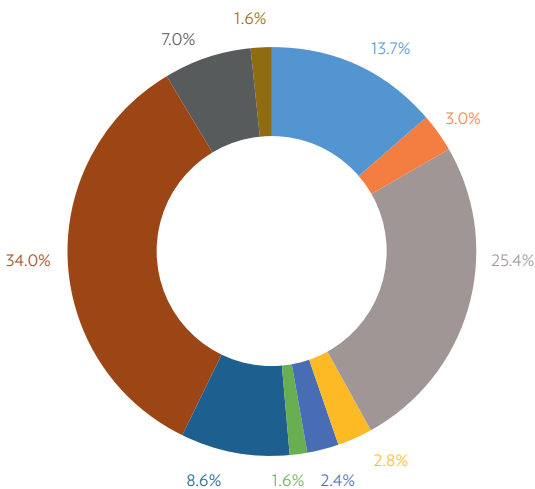
发行渠道

Exposure

- 机场贵宾厅展示
Airport VIP lounges
- 五星级酒店及银行贵宾室
5-Star Hotels & Banks VIP Lounges
- EMBA 学校、高尔夫球俱乐部、马会、商务飞机、游艇俱乐部等高端场所
Prestigious venues such as EMBA Schools, Golf Clubs, Jockey Clubs, Business Aircraft and Yacht Clubs.
- 各类高端论坛和展会 如浙商大会、互联网大会、上海 / 北京车展、创业类大会、奢侈品展、商务机展、游艇展等
Various high-end forums & exhibitions such as ZheShang Conference, Internet Conference, Shanghai / Beijing Auto Show, Entrepreneurship Conference, Luxury Show, Air Show, Boat Show etc.

职称

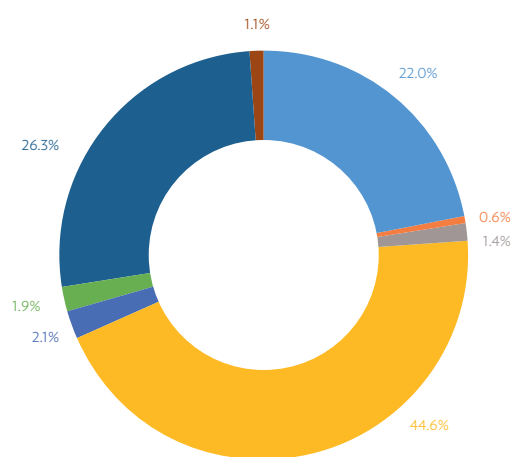
Job Title



- Chairman / President / CEO
董事长 / 总裁 / 首席执行官 13.7%
- Vice President / Executive Director
副总裁 / 执行董事 3.0%
- General Manager / Deputy General Manager
总经理 / 副总经理 25.4%
- Owner / Partner
业主 / 合伙人 2.8%
- CFO / Chief Accountant
首席财务官 / 总会计师 2.4%
- CIO / Information Systems Director
首席信息官 / 信息系统总监 1.6%
- Marketing / Sales / Director of Operations
营销 / 销售 / 运营总监 8.6%
- Department Head
部门总管 34.0%
- Professionals (Accountants / Lawyer / Economist / Chief Engineer etc)
专业人员 (会计师 / 律师 / 经济学家 / 总工程师等) 7.0%
- Government Officials
政府官员 1.6%

发行区域

Circulation Coverage



- North
北部 (北京、天津、河北等) 22.0%
- NorthWest
西北部 (陕西、新疆等) 0.6%
- NorthEast
东北部 (辽宁、吉林等) 1.4%
- East
东部 (上海、江苏、浙江等) 44.6%
- SouthWest
西南部 (四川、云南等) 2.1%
- Central South
中南部 (湖北、湖南等) 1.9%
- South
华南部 (广东、广西、海南等) 26.3%
- Others
其他 1.1%

2018 广告刊例价

PRINT ADVERTISING RATES

(RMB)

四色 Four Color	OPEN	4X	8X
封面拉页 Front Cover Gatefold			702,400
第一跨 1st DPS	715,000	691,000	644,000
第二跨 2nd DPS	644,000	621,000	579,000
第三跨 3rd DPS	625,000	604,000	563,000
前三个面对目录页 First Three Facing TOC	320,000	308,000	287,000
封三 C3 Inside Back Cover	273,000	265,000	247,000
封底 C4 Outside Back Cover	518,000	502,000	467,000
跨页 DPS	466,000	450,000	420,000
全页 Full Page	232,000	223,000	208,000
1/2 页 1/2 Page	139,000	134,000	125,000
1/3 页 1/3 Page	92,000	89,000	84,000

(US\$)

四色 Four Color	OPEN	4X	8X
封面拉页 Front Cover Gatefold			116,000
第一跨 1st DPS	117,000	113,000	106,000
第二跨 2nd DPS	106,000	102,000	95,000
第三跨 3rd DPS	102,000	99,000	92,000
前三个面对目录页 First Three Facing TOC	52,000	51,000	47,000
封三 C3 Inside Back Cover	45,000	43,000	40,000
封底 C4 Outside Back Cover	85,000	82,000	77,000
跨页 DPS	76,000	74,000	69,000
全页 Full Page	38,000	37,000	34,000
1/2 页 1/2 Page	23,000	22,000	20,000
1/3 页 1/3 Page	16,000	15,000	14,000

备注:

- 指定版位、特殊版位: 加收 15%
Required Position, Special Position: add 15% to the unit rate
- 连续页: 加收 10%
Consecutive Pages: add 10% to the unit rate
- 加厚 128g 铜版纸: 加收 10%;
加厚 157g 铜版纸: 加收 15%
Thicker Paper 128g: add 10% to the unit rate;
Thicker Paper 157g: add 15% to the unit rate

★ 特殊制作根据具体形式查询 For special production, please inquire about the rate according to format

2018 活动计划 EVENTS CALENDAR

日期 Date	活动内容 Event
1月 Jan	2018 福布斯中国新兴中产阶级财富白皮书发布会 2018 Forbes China Emerging Middle Class Wealth Report Press Conference
4月 April	2018 福布斯中国财富管理论坛 2018 Forbes China Wealth Management Forum
5月 May	2018 福布斯中国商界女性峰会暨中国最杰出商界女性颁奖典礼 2018 Forbes China Most Powerful Businesswomen Summit and Award Ceremony
6月 June	2018 福布斯中国潜力企业投资与发展论坛暨颁奖典礼 2018 Forbes China Up-and-Comers Investment and Development Forum & Award Ceremony
7月 July	2018 福布斯中国创新峰会 2018 Forbes China Innovation Summit
9月 Sept	2018 福布斯中国 30 岁以下精英峰会 2018 Forbes Under 30 Summit China
10 -12 月 Oct - Dec	2018 福布斯中国优选理财师评选 - 分赛场 / 总决赛暨颁奖典礼 2018 Forbes China Financial Planner Competitions & Award Ceremony
11月 Nov	2018 福布斯中国富豪榜新闻发布会 2018 Forbes China Rich List Press Conference
11月 Nov	2018 福布斯中国下一个大亨高峰论坛 2018 Forbes China Next Tycoon Summit
11月 Nov	2018 福布斯中国静安南京路论坛 2018 Forbes China Jing'an Nanjing Road Forum
12月 Dec	2018 福布斯中国年度领导力峰会暨风尚晚宴 2018 Forbes China Leadership Summit and InStyle Dinner
12月 Dec	2018 福布斯中国保险精英评选暨高峰论坛 2018 Forbes China Insurance Elites Selection & Insurance Summit

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定制活动计划 CUSTOMIZED EVENTS

日期 Date	定制活动内容 Customized Event
全年活动	福布斯中国 30 岁以下精英沙龙系列 / 走进校园系列 Salon-Forbes Under 30 Summit China
全年活动	福布斯中国城市投资与发展论坛 (系列) Forbes China Best City for Investment & Development Forum (Series)
全年活动	福布斯智享汇 Forbes Mind Share Club
全年活动	福布斯生活家晚宴 Forbes LIFE Instyle Dinner
全年活动	剧院式演讲 Forbes Talks
全年活动	福布斯中国游学 / 主题游 Forbes China Study Tour / Theme Trip
全年活动	其他客户定制活动 Other Customized Events

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重点活动展示 POWERHOUSE EVENTS

福布斯中国潜力企业投资与发展论坛暨颁奖典礼

Forbes China Up-and-Comers Investment and Development Forum & Award Ceremony

时间：6月

福布斯发布中国潜力企业榜，选出220个中国最具发展潜力和投资价值的上榜企业。福布斯中国潜力企业创新峰会旨在表扬和鼓励在上一年度为中国中小企业的发展做出突出业绩的企业家，并提供一个商讨当前经济形势下中小企业创新与发展之道的平台。

Forbes China Up-and-Comers List is formulated by selecting 220 company from a list with most potential for development and investment value. Forbes China Up-and-Comers Innovation Summit aims to recognize and encourage entrepreneurs who have made outstanding achievements in the development of SMEs in the previous year and provide a platform for discussion on innovation and progress of SMEs in the current economic situation.

福布斯中国30岁以下精英峰会

Forbes Under 30 Summit China

时间：9月

福布斯从中国各个行业和领域评选出300余位30岁以下的行业精英，他们迅速成长为企业领袖，是新世纪游戏规则变革者。中国福布斯30岁以下精英峰会将把这些千禧一代变革者和各行业的领军人物汇集一堂，互相学习、启发、协作。

Forbes selected 300 or so industry elites under the age of 30 from all industries and fields in China who quickly became business leaders and innovators of the rules of the game in the new century. Forbes Under 30 Summit China brings together these millennial innovators and leaders of various industries to learn, inspire and collaborate with each other.

福布斯中国城市投资与发展论坛

Forbes China City Investment & Development Forum

福布斯发布中国大陆最佳商业城市100榜单，并举办城市投资与发展论坛，汇聚中外智者名家，对中国的城市发展提供多维度的理念和实践探讨，着眼当下时局，畅想未来宏图。

Forbes released the list of 100 best commercial cities in mainland China and held a forum on urban investment and development to bring together famous Chinese and foreign experts to provide multidimensional ideas and practices on urban development in China and look forward to the current situation and envision the future.



福布斯洞察 FORBES INSIGHT

福布斯长期追踪高端人群数据库，结合丰富专业的调研经验，发布行业相关白皮书。

With perpetual database tracking of HNWI in China and doubled up with extensive professional research experience, Forbes China is proficient in industry-related white papers.



极富视觉冲击力和文字美感的品牌别册，是由福布斯中国团队结合品牌的理念与需求，量身定制的生活方式和行业消费方式指南。

品牌别册拥有广泛读者群和多维度发行渠道，面向高端群体传达高阶消费讯息，并前瞻高端消费品行业趋向，树立业界风标，是融创意设计、行销推广、编读互动为一体的最佳品牌载体。

Forbes China will tailor a guidebook on lifestyle and sectoral consumption by combining brand philosophy with visual impact and aesthetic captions.

The guidebook has a broad readership and multi-dimensional distribution channels. It conveys the right message to the right target audience and bring forwards to readers the trend of high-end consumer goods industry. It also establishes industry standard, integrates creative design, marketing, compilation and editing to be one of the Best Branding vehicle.



数字媒体 DIGITAL



用户构成 Users Profile

福布斯数字媒体用户主要由上榜富豪、企业高管及中小企业主构成，与同类财经媒体差异明显。

凭借福布斯数字媒体的独创性专题，如榜单频道、企业家和富豪专访，以及备受追捧的企业管理类分析文章等各项独特优势，福布斯数字媒体的用户忠诚度高，且用户黏性较大。

Forbes digital media users are mainly from the list Rich List, corporate executives and owners of SMEs, with significant differences with the similar financial media. Forbes digital media garnes high user loyalty with our unique features that include, List Channel, interviews with entrepreneurs and the Rich & Famous, and the highly sought after business management analysis articles etc.

福布斯中文网 ForbesChina.com

福布斯中文网 (www.Forbeschina.com) 是福布斯中文版的唯一官方网站。秉承“创业精神、创富工具”的编辑理念，致力于打造“中国创富首页”。
ForbesChina.com is our official Chinese website with editorial philosophy adhering to the “Entrepreneurial Spirit, Wealth Creating Tools” and committed to establish as the #1 “Wealth Creation Page” in China.

目标和愿景 Mission & Vision

- 中国高净值人士创富平台
A wealth creation platform for high net worth individuals
- 构建创业、创新、创富生态链
An ecological chain for business startup, innovation and wealth creation
- 打造前瞻、共享、互动社区
A prospective, sharing and interactive community

福布斯中国微博 Forbes China Weibo



福布斯微信公众号 Forbes Wechat



数字媒体广告刊例价

DIGITAL MEDIA ADVERTISING RATES

位置编号 Position Code	频道 Channel	广告位置 Ad Position	尺寸 Size	千次展现成本 (人民币) CPM Rate Card (RMB)
E-1	欢迎页 Welcome page	欢迎广告 Welcome Ad	640*480	¥ 500
F-1	首页 Home page	顶部横幅 Leaderboard	728*90/1000*90	¥ 400
F-2		右侧方屏广告一 1st MPU	300*250	¥ 400
F-3		右侧矩屏广告二 2nd MPU	300*250/300*600(336*850)	¥ 380
F-4		右侧矩屏广告三 Skyscraper	300*600/336*850	¥ 340
F-5		底部横幅 Bottom Banner	728*90/1000*90	¥ 280
C-1	频道首页 Channel home page	顶部横幅 Leaderboard	728*90/1000*90	¥ 380
C-2		右侧矩屏广告一 Rectangle1/Skyscraper1	300*250/300*600(336*850)	¥ 360/ ¥ 400
C-3		右侧矩屏广告二 Rectangle2/Skyscraper2	300*250/300*600(336*850)	¥ 320/ ¥ 340
C-4		右侧矩屏广告三 Rectangle3/Skyscraper3	300*250/300*600(336*850)	¥ 280/ ¥ 320
C-5		底部横幅 Bottom Banner	728*90/1000*90	¥ 260
A-1	文章 Article	顶部横幅 Leaderboard	728*90/1000*90	¥ 380
A-2		右侧矩屏广告一 Rectangle1/Skyscraper1	300*250/300*600(336*850)	¥ 360/ ¥ 400
A-3		右侧矩屏广告二 Rectangle2/Skyscraper2	300*250/300*600(336*850)	¥ 320/ ¥ 340
A-4		右侧矩屏广告三 Rectangle2/Skyscraper2	300*250/300*600(336*850)	¥ 280/ ¥ 320
A-5		底部横幅 Article Bottom Banner	645*180	¥ 200
A-6		底部通栏 Bottom Banner	728*90/1000*90	¥ 260
B-1	3G 首页 3G Home page	顶部横幅 3G Top Banner	645*90	¥ 400
B-2		底部横幅 3G Bottom Banner	645*90	¥ 280
D-1	3G 文章页 3G Article	顶部横幅 3G Top Banner	645*90	¥ 380
D-2		底部横幅 3G Bottom Banner	645*90	¥ 200

* 横幅尺寸大小建议 20k 至 30k 之间; flash 初始最大尺寸不超过 100k; 广告物料需在投放前 4 个工作日提供;

* Ad Specs: gif/jpg/png format, Banner file size between 20K to 30K; FLASH max initial load file size is 100K. Ad material deadline 4 working days before released.

富媒体: 单价增加 50%

订制需求: 单价增加 35%

Rich Media: Add 50% to the unit rate.

100% SOV Requirement: Add 35% to the unit rate.

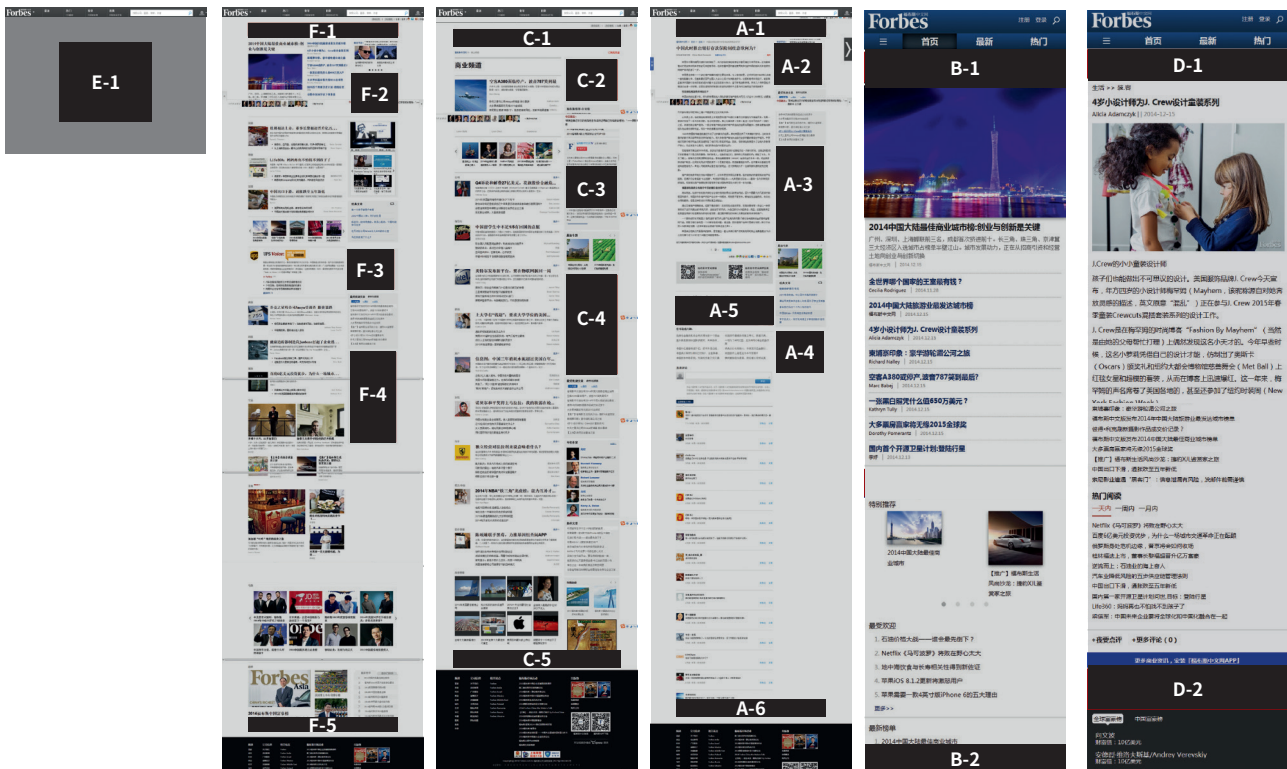
* 广告形式的实现视开发进程而定

* Realization of advertising forms depends on development progress

数字媒体广告刊例价

DIGITAL MEDIA ADVERTISING RATES

特殊位置 / 需求定价 Remarks for special position/requests:				
特殊指定位置 或投放时间段	Special position or customized position, and/or special time period (e.g. Forbes List announcement date)	单价增加 20%	Add 20% to the unit rate	
额外广告位置	Additional region targeting	单价增加 10%	Add 10% to the unit rate	
额外频道位置	Additional channel targeting	单价增加 10%	Add 10% to the unit rate	
ForbesChina.com 邮件 (邮件插入方框广告)	ForbesChina.com E-newsletter (E-newsletter rectangle ad)	右侧第一方屏 E-1 (300×250)	Right-hand First Medium Rectangle E-1 (300×250)	¥ 25,000/ 次 insertion
		右侧第一方屏 E-2 (300×250)	Right-hand Second Medium Rectangle E-2 (300×250)	¥ 22,000/ 次 insertion
		底部横幅 E-3 (645×90)	Bottom Banner E-3 (645×90)	¥ 20,000/ 次 insertion
邮件库租用	EDM Rental	数据租用 (直邮)	Database Rental	¥ 4/ 个 name; 最少 30000 个起租 minimum by 30,000 names
微博	Weibo	¥ 15,000/ 条 article		¥ 40000/ 打包折扣价 Package discount price
微信	Wechat	¥ 30,000/ 篇 article		
专题	Mini Site	¥ 400,000/ 月 / 个 month for each		
频道赞助	Section Sponsorship	¥ 380,000/ 月 month		
软文	Advertorial	¥ 30,000/ 篇 article		广告主提供 (800 字以内) Provided by advertiser(context within 800 words)
论坛	Interactive Meeting	¥ 300,000/ 场 event		取决于会议规模 Subject to meeting scale
其他线上活动	Other Online Events	面议 Case by case		



关于福布斯中国 ABOUT FORBES CHINA



福布斯集团成立于1917年，是全球著名的媒体及科技集团，也是最成功的家族企业之一。其旗舰出版物《福布斯》杂志是美国历史最悠久的商业杂志之一，发行量高达120万份，在全球拥有近620万高层次的商界读者。它倡导的创业与创富精神吸引着全球各地的企业家、投资家、创业家和商业领袖。此外，福布斯集团还在1996年推出了自己的网络版Forbes.com，现拥有每月超过5900万的独立用户。《福布斯》目前在全球拥有38个区域性版本。

福布斯于2003年进入中国，秉承“创业精神、创富工具”的理念，为中国几十万顶尖读者提供关于财富创造、财富管理、财富伦理、财富生活等更深入、更独到的分析与报道。

福布斯中国长于用数据说话，比如图表和榜单。凭借长期对于富豪、潜力企业、商业城市、风险投资等领域的数据调查和研究，福布斯中国生产了大量对商业社会产生巨大影响的深度解析内容，每年编制一百多个有关人物、公司和时尚生活的排行榜。福布斯中国的权威榜单在中国财经媒体中独树一帜，在其所涉及的领域中都成为引起广泛关注和媒体争相报道的标杆。时至今日，福布斯中国富豪榜，已成为中国企业家所取得成功的最重要指标之一。

2010年10月，福布斯中文网正式于香港上线，网站致力于为中国读者树立新的财富坐标，提供新的创富视野，倡导新的智富生活理念。随着福布斯中国手机版福布斯中文网、微博微信平台等陆续推出，福布斯中国正努力为其高端用户打造前瞻、共享、互动的创富社区，构建创业、创新、创富信息生态链。

Founded in 1917, Forbes Group is a world-renowned media and technology group and one of the most successful family-owned companies. Its flagship publication "Forbes Magazine" is one of the oldest business magazines in the United States with a current circulation of 1.2 million copies and nearly 6.2 million high-profile business readers worldwide. The Entrepreneurial Spirit and Wealth Creation it advocates attracts entrepreneurs, investors, business leaders from all over the world. In addition, Forbes launched its website "Forbes.com" in 1996, now owning more than 59 million unique visitors monthly. Forbes currently has 38 regional versions worldwide.

Forbes entered China in 2003 and adhering to the concept of "Entrepreneurial Spirit, Wealth Creation Tool", provided more in-depth and original analysis and reports on wealth creation, management, ethics and lifestyle for hundreds of thousands of top Chinese readers.

Forbes China speaks with data, such as charts and lists. With long-term data surveys and studies on the rich, potential enterprises, commercial cities, risk investments and so on, Forbes China produced a large number of comprehensive analytical content that has a tremendous impact on the business community. Each year, Forbes China compiles over 100 relevant people, companies and lifestyle, its authoritative list is unique in China's financial media and has become the benchmark for media coverage in all its fields. Today, Forbes China Rich List has become one of the most important indicators of the success of Chinese entrepreneur.

In October 2010 in Hong Kong, Forbes China officially launched its Chinese website that is dedicated to Chinese readers to establish a new wealth benchmark, provide a new vision of wealth creation, advocate new ideas for life. With Forbes China iPad E-magazine, mobile phone version, Weibo and Wechat platforms launched one after another, Forbes China is striving for its high-end users to create forward-looking, sharing and interaction to create wealth community, building entrepreneurial, innovation and wealth information ecological chain.