Diversity by Design
POWERED BY HISPANIC INCLUSION

A Special Advertising Section

Forbes 400 Issue
October 19, 2015
Closing Date: August 10
Ad Materials Due: August 31

Talk directly to 6.7 MILLION Forbes readers
For the eighth year, Forbes and the Hispanic Association on Corporate Responsibility (HACR) will produce a special advertising section that explores how the commitment to Hispanic inclusion yields greater innovation—and bottom-line results—and promises competitive advantages on an increasingly global business stage.

As HACR prepares to celebrate its 30th anniversary and the U.S. population shifts are making diversity and inclusion management critical to business success, Diversity by Design: Powered by Hispanic Inclusion offers corporations a prime opportunity to highlight their Hispanic inclusion strategies and achievements at home and globally.

Won’t you join us? Tell 6.7 million Forbes readers—influential senior executives and investors—why companies that understand and value Hispanic inclusion are best positioned for long-term success globally.

Section topics may include:

- The steeply rising power of Hispanic consumers
- Highlights from the 2015 Annual HACR Symposium, HACR Corporate Directors Summit™, and HACR Corporate Executives Forum™
- HACR’s 30th anniversary in 2016: A look back on the organization’s illustrious history, and its plans for the future
- Preparing Hispanic executives for corporate board service and fueling the executive pipeline with programs like HACR Young Hispanic Corporate Achievers™ and the Corporate Achievers Summit™
- Exploring best practices with HACR’s Procurement Report and STEM Diversification Initiative
- Key findings from HACR’s 2014 Corporate Inclusion Index (CII)

Forbes

Reaches the Largest, Most Powerful and Diverse Audience of Executives and Influencers

<table>
<thead>
<tr>
<th></th>
<th>Forbes</th>
<th>Fortune</th>
<th>The Economist</th>
<th>The Wall Street Journal</th>
<th>Bloomberg Businessweek</th>
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<tbody>
<tr>
<td>Total Audience</td>
<td>6,706,000</td>
<td>3,442,000</td>
<td>2,356,000</td>
<td>2,524,000</td>
<td>1,680,000</td>
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<tr>
<td>C-level Executives</td>
<td>728,000</td>
<td>408,000</td>
<td>220,000</td>
<td>234,000</td>
<td>135,000</td>
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<tr>
<td>Top Management</td>
<td>927,000</td>
<td>591,000</td>
<td>360,000</td>
<td>479,000</td>
<td>236,000</td>
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<tr>
<td>Spanish/Hispanic Origin</td>
<td>860,000</td>
<td>392,000</td>
<td>229,000</td>
<td>215,000</td>
<td>171,000</td>
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<tr>
<td>Women</td>
<td>2,353,000</td>
<td>1,157,000</td>
<td>802,000</td>
<td>877,000</td>
<td>662,000</td>
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<td>Influentials: 3+ Public Activities (excl. voting)</td>
<td>1,104,000</td>
<td>649,000</td>
<td>447,000</td>
<td>657,000</td>
<td>341,000</td>
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<td>Make $1 Million+ in Business Purchases</td>
<td>109,000</td>
<td>83,000</td>
<td>73,000</td>
<td>58,000</td>
<td>30,000</td>
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Source: MRI Fall 2014
Program Benefits

Prime Media Platform
Tell Forbes readers about your company’s diversity programs and initiatives and how these make your organization an attractive investment and competitive business partner.

Dedicated Text Sidebar
Full-page advertisers will receive a text sidebar to showcase a chief executive or chief diversity officer and successful diversity and inclusion programs.

Tablet/Mobile
- Mobile exposure for the section via Forbes’ iPad app, which includes all section content and ad creative with live links so readers can access web sites without leaving the app
- Unique clipping tool enables easy sharing of content across social networks
- Delivered via iTunes Newsstand App

Custom PDF Viewer
At a nominal incremental cost, sponsors will receive exposure via a custom digital ad that features advertisers’ logos and the section cover. The unit will open to a digital magazine viewing experience of the section text and sponsors’ ads that users can flip through and view in full-screen mode. The unit will rotate within the Leadership channel on Forbes.com and receive 500,000 impressions over a three-month period.
About the Author

Judith L. Turnock is a New York City-based diversity expert and executive coach. She coauthored *Cracking the Corporate Code: The Revealing Success Stories of 32 African-American Executives* (AMACOM, 2003) and *The Power of Inclusion: Unlock the Potential and Productivity of Your Workforce* (John Wiley & Sons, 2006). Turnock also works as a consultant to The ELC.