

2020

FORBES NEWSLETTERS

DAILY DOZEN

The inside scoop on the world's most important entrepreneurs and superstars, expert career advice, investing information and success secrets.

Cadence: Weekdays
Database: 430,000
Open Rate: 22.00%
CTOR: 13.00%
Time/Session: 4.39

Weekly Deployments: 5
Impressions Per Send U.S.: 50,000
Impressions Per Send Global: 100,000
Sample: [PDF](#)

CAREERS

Climb the ladder with Forbes' expert career advice.

Cadence: Tuesdays
Database: 130,000
Open Rate: 20.20%
CTOR: 18.00%
Time/Session: 5.36

Weekly Deployments: 1
Impressions Per Send U.S.: 25,000
Impressions Per Send Global: 35,000
Sample: [PDF](#)

U30

From finance to food, fashion to philanthropy, get the latest news on young risk-takers innovating businesses.

Cadence: Thursdays
Database: 95,000
Open Rate: 21.60%
CTOR: 12.75%
Time/Session: 3.09

Weekly Deployments: 1
Impressions Per Send U.S.: 15,000
Impressions Per Send Global: 20,000
Sample: PDF

CRYPTO

Your guide to the most important news on cryptocurrency & blockchain.

Cadence: Saturdays
Database: 52,000
Open Rate: 23.13%
CTOR: 3.69%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 14,000
Impressions Per Send Global: 18,000

FORBESWOMEN

News and analysis about female entrepreneurs, leaders and investors.

Cadence: Thursdays
Database: 52,000
Open Rate: 26.88%
CTOR: 15.63%
Time/Session: 4.97

Weekly Deployments: 1
Impressions Per Send U.S.: 13,000
Impressions Per Send Global: 24,000
Sample: PDF

SHOPPING

Daily top deals and insider sales on tech, home and fashion.

Cadence: Tuesday & Saturdays
Database: 30,000
Open Rate: 15.80%
CTOR: 6.51%
Time/Session: 4.37

Weekly Deployments: 2
Impressions Per Send U.S.: 4,000
Impressions Per Send Global: 8,000
Sample: PDF

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THE PURSUIT

The essential weekly briefing for those building and running their own business.

Cadence: Wednesdays
Database: 44,000
Open Rate: 14.09%
CTOR: 9.20%
Time/Session: 5.04

Weekly Deployments: Every other week
Impressions Per Send U.S.: 7,000
Impressions Per Send Global: 11,000
Sample: PDF

PASSPORT

A first-class guide to luxury travel.

Cadence: Fridays
Database: 18,000
Open Rate: 26.67%
CTOR: 14.88%
Time/Session: 5.06

Weekly Deployments: 1
Impressions Per Send U.S.: 3,500
Impressions Per Send Global: 8,000
Sample: PDF

CXO

C-suite news, analysis, and advice for top decisionmakers.

Cadence: Mondays
Database: 23,000
Open Rate: 26.73%
CTOR: 13.99%
Time/Session: 5.26

Weekly Deployments: 1
Impressions Per Send U.S.: 5,000
Impressions Per Send Global: 7,000
Sample: [PDF](#)

INNOVATIONRX

Innovation Rx is your source for where healthcare is headed next. Get the newsletter delivered to your inbox.

Cadence: Wednesdays
Database: 24,000
Open Rate: 26.95%
CTOR: 8.22%
Time/Session: 4.37

Weekly Deployments: 1
Impressions Per Send U.S.: 4,000
Impressions Per Send Global: 6,000
Sample: [PDF](#)

SPORTSMONEY

It's a game of inches—and dollars. Get the latest sports news and analysis of valuations, signings, gambling and billionaire owners.

Cadence: Thursdays
Database: 14,000
Open Rate: 23.90%
CTOR: 15.86%
Time/Session: 8.27

Weekly Deployments: 1
Impressions Per Send U.S.: 2,000
Impressions Per Send Global: 5,000
Sample: PDF

CMO

Expert CMO guests with the latest news about marketing leadership and brand strategy.

Cadence: Thursdays
Database: 23,000
Open Rate: 18.50%
CTOR: 9.20%
Time/Session: 7.16

Weekly Deployments: 1
Impressions Per Send U.S.: 5,000
Impressions Per Send Global: 7,000

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MEMO

Your world is changing fast. Find out how in just 3 minutes.

Cadence: Saturdays
Database: 31,000
Open Rate: 27.00%
CTOR: 17.00%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 2,000
Impressions Per Send Global: 10,000

CIO

The essential weekly briefing for technology leaders shaping the future of business.

Cadence: Thursdays
Database: 6,500
Open Rate: 23.00%
CTOR: 41.00%
Time/Session: N/A

Weekly Deployments: Every other week
Impressions Per Send U.S.: 2,000
Impressions Per Send Global: 2,500
Sample: PDF

TOPLINE

Be the first to get expert analysis as breaking news happens.

Cadence: Sent as needed
Database: 14,000
Open Rate: 28.00%
CTOR: 32.00%
Time/Session: N/A

Weekly Deployments: 5
Impressions Per Send U.S.: 4,000
Impressions Per Send Global: 6,500

(DI)CUSS

Bold ideas that boost representation and belonging in business.

Cadence: Thursdays
Database: 7,500
Open Rate: 32.00%
CTOR: 48.00%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 2,000
Impressions Per Send Global: 3,800
Sample: [PDF](#)

THE UPTURN

The bright side of news from Sofia Lotto Persio.

Cadence: Saturdays
Database: 7,000
Open Rate: 27.00%
CTOR: 59.00%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 2,000
Impressions Per Send Global: 3,000
Sample: PDF

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SOUND MONEY

Get advice and information to help you manage your financial well-being.

Cadence: Thursdays
Database: 25,000
Open Rate: 18.65%
CTOR: 11.13%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 6,000
Impressions Per Send Global: 9,000

INVESTING DIGEST

Know what's moving the financial markets and what smart money is buying.

Cadence: Tuesdays
Database: 27,000
Open Rate: 19.48%
CTOR: 14.39%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 7,000
Impressions Per Send Global: 9,000
Sample: PDF

TRANSFORMATIONAL TECH

Learn how to profit from AI, robotics, gene editing and other breakthrough tech reshaping our lives.

Cadence: Wednesdays
Database: 20,000
Open Rate: 27.59%
CTOR: 3.30%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 8,500
Impressions Per Send Global: 10,500
Sample: PDF

MONEY & POLITICS

Covering the politics that impacts markets worldwide including energy, cybersecurity and defense.

Cadence: Thursdays
Database: 18,000
Open Rate: 23.00%
CTOR: 28.00%
Time/Session: N/A

Weekly Deployments: 1
Impressions Per Send U.S.: 6,000
Impressions Per Send Global: 8,000
Sample: PDF

BALANCE SHEET

The evolving role of finance chiefs in and outside the workplace.

Cadence: Tuesdays
Database: 13,000
Open Rate: 15.00%
CTOR: 22.00%
Time/Session: N/A

Weekly Deployments: Every other week
Impressions Per Send U.S.: 2,500
Impressions Per Send Global: 3,500
Sample: [PDF](#)