

福布斯
Forbes

Media Kit

福布斯是以创新为核心的 全球媒体品牌公司

Forbes Is A Global Media And Branding Company With Innovation At Its Core

作为享誉全球的标杆媒体品牌，福布斯百余年来始终是成功的象征。我们以富有洞见与激励性的新闻报道为核心，持续聚焦那些塑造行业格局、取得卓越成就并影响世界的实干家与创新实践。福布斯构建了极具影响力的菁英社群网络，汇聚亿万富豪、商界领导者、新锐创业者以及创意先锋。通过值得信赖的新闻内容、标志性的福布斯现场活动，以及覆盖 81 个国家 49 个国际版本，福布斯品牌每月触达全球超 1.5 亿受众。

Forbes is an iconic global media brand that has symbolized success for over a century. Fueled by journalism that informs and inspires, Forbes spotlights the doers and doings shaping industries, achieving success and making an impact on the world. Forbes connects and convenes the most influential communities ranging from billionaires, business leaders and rising entrepreneurs to creators and innovators. The Forbes brand reaches more than 150 million people monthly worldwide through its trusted journalism, signature ForbesLive events and 49 licensed local editions in 81 countries.

福布斯
Forbes

1917- 至今



Print
杂志

Digital
数字媒体

Mobile
移动

Video
视频

Events
活动

Content
Marketing
内容营销

Thought
Leadership
领先思想

百年福布斯

Why Forbes

福布斯是一家集媒体、品牌推广及技术咨询于一体的国际化企业，专注报道商业、企业、领导者、旅游及健康生活方式等领域的内容。自1917年创办以来，福布斯不改初心，聚焦自由市场下的全球顶级企业。

Forbes is a global media, branding and technology information company with a focus on news and information about business, enterprise, leadership, tourism and lifestyle. Since 1917, the Forbes mission has remained constant: Global Champions of Free Enterprise.



福布斯
Forbes

商业向善

Business as a Force for Good

- 福布斯拥有逾百年历史，其创立初衷超越财富积累，源于更崇高的使命。正如创始人 B.C. 福布斯所言：“商业的初心是创造幸福。”

With more than a century of history to its name, the genesis of Forbes is rooted in a cause bigger than just obtaining financial wealth. Simply said by B.C. Forbes, "Business was originated to produce happiness."

可触及的榜样力量

Access and Aspiration

- 福布斯以可实现的商业案例激励受众，让读者在了解他人成功路径的过程中，找到属于自己的认知信心和独特价值。

Forbes was aspirational but in an achievable way, allowing audiences to trust that they too could succeed, especially when they learned how others did it.

聚焦实干家和实干精神

Focus on Doers & Doings

- 福布斯始终关注“人与事”而非企业财报，为读者揭示商业成功者的路径，提供普适性启示。

The emphasis on "doers and doings" rather than a company's balance sheet gave readers an inside look at how those successful in business paved their way and the lessons it can provide for all of us.

全球化拓展与多样化转型

Expansion & Diversification

- 品牌持续进化，现已覆盖 69 个国家，推出 43 个国际版本，商业规模与品牌影响力同步增长。

As the brand evolves and grows, it has expanded. Forbes now has 43 licensed local editions in 69 countries. And the business has become as big as the brand itself.

福布斯美国及全球

Forbes U.S. And International Editions



数据概况 Forbes By The Numbers



*数据源自：西蒙斯调查
Data Sources : Simmons Research



主要产品及服务 Main Products And Services



内容模式 Content Modalities

2010 年，福布斯在业界率先推出原生广告宣传项目。通过 BrandVoice 这一内容营销方案，市场营销者可以在 Forbes.com 和福布斯杂志上直接发布品牌内容，从而实现与福布斯媒体受众的直接沟通。

Forbes was a pioneer when it launched its native advertising program in 2010. BrandVoice is a content marketing solution that lets marketers connect with the Forbes audience by publishing brand content directly to Forbes.com and in Forbes magazine.

全球版图 Global Scale

借助遍及全球 69 个国家的福布斯杂志，以及 Forbes.com 等 31 种语言的网站、电视、12 项全球性盛会、各式行业调研、社交和移动媒体平台，福布斯于 2021 年 12 月份已经触达全球超过 1.5 亿受众人群。

Forbes reaches more than 150 million people worldwide each month since Dec 2021, through Forbes magazine in 69 countries around the globe, Forbes.com and the other websites in 31 languages, Tv, 12 global events, research reports, social and mobile platforms.

值得信赖的卓越 商业媒体品牌 Preeminent Trusted Business Media Brand

跨行业、多平台的全方位联动 Across All Platforms And Industries

覆盖产业 Industries

商业 | 财务与投资 | 技术 | 能源 | 健康 | 社会企业
Business | Finance and Investing | Technology |
Energy | Health | Social Enterprise

标志性榜单 Iconic Lists

富豪榜：全球亿万富豪榜、美国 400 富豪榜、中国富豪榜 | 企业榜：全球最具创新力企业榜、最具价值品牌榜 | 人物榜：30 Under 30 榜单（美国、中国、欧洲、亚洲）、全球最具权势人物、100 位名人榜 | 地方榜：最佳商业国家榜 | 体育榜：全球最高收入运动员榜 | 教育榜：美国最佳大学榜

Rich Lists: World's Billionaires, 400 Richest Americans, China Rich List

Companies: World's Most Innovative Companies, Most Valuable Brands | People: 30 Under 30 (U.S., China, Europe, Asia), World's Most Powerful People, Celebrity 100 | Places: Best Countries for Business

Sports: World's Highest Paid Athletes | Education: America's Top Colleges

全球现场活动 Live Global Events

全球 CEO 峰会 | Under 30 峰会 | 慈善峰会 | 健康医疗峰会 | 女性峰会 | 首席信息官峰会 | 首席营销官峰会

Global Ceo Conference | Under 30 Summit | Philanthropy Summit | Healthcare Summit | Women's Summit | Cio Summit | Cmo Summit

福布斯中国

Forbes China



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。福布斯中国擅长于用数据说话，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，每年编制有关人物、公司和生活时尚的排行榜。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。

福布斯中国以社交性（Sociality）、启发性（Inspiration）、互动性（Networking）、客观性（Objectivity）为价值属性，其英文缩写为 SINO，也代表着中国。SINO 印证了福布斯中国成长并发展壮大于中国的血脉属性与荣耀积淀，同时，诠释了国际视角下的中国基因。

2010 年 10 月，福布斯中文网（www.forbeschina.com）正式于中国香港上线，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。随着福布斯中文版 APP、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。

In 2003, Forbes made its first inroad into the Chinese market, staying true to its motto of Entrepreneurial Spirit, Wealth Creation Tool providing to more than hundred thousand Chinese readers with exclusive, in-depth analysis and reporting on the world of finance, including topics like wealth management, wealth creation, wealth ethics and wealthy lifestyle etc. Forbes China has always placed great emphasis on accurate data representation, including the use of charts and rankings. Building on the foundation on these long-term statistical research conducted, examining sectors such as billionaires, promising start-ups, commercial cities and risk investment, in the process generating large volumes of in-depth analytical content that has had a profound impact on the business community in China. In addition, Forbes China publishes comprehensive annual rankings of the most influential companies, public figures and fashion lifestyles that have become an industry standard, attracting enormous public interest and media attention in the relevant industry sectors. Today, Forbes China's

Rich List has become one of the most important indicators of the success of Chinese entrepreneurs.

Sociality, Inspiration, Networking, Objectivity are the four main core value attributes of Forbes China and its abbreviation S.I.N.O. which also means China, is ingrained in Forbes China's Dna that expands with international perspectives.

The official launch of Forbes China's digital website（www.forbeschina.com）in Hong Kong in October 2010 aims to cultivate a new financial standard among Chinese readers and to provide a brand new perspective on creating wealth and promote luxurious lifestyle concepts. With the rolling out of different platforms such as the mobile edition of Forbes China Website and its mobile edition, Weibo and Wechat official accounts, Forbes China establishes a forward thinking community where high-end users can exchange, collaborate and share ideas, creating an information highway that drives the visions of entrepreneurship, innovation and wealth.



数据概况

Forbes By The Numbers

- 杂志及数字广告
Print and Digital Advertising
- 品牌之声
BrandVoice
- 洞察
Insights
- 会议及活动赞助
Conference and Events Sponsorship
- 定制会议及营销活动
Customized Conference and Marketing Campaign
- 直播
Live Streaming
- 电子邮件营销
eDM
- 电子快讯
eNewsletter



主要产品及服务

Main Products And Services

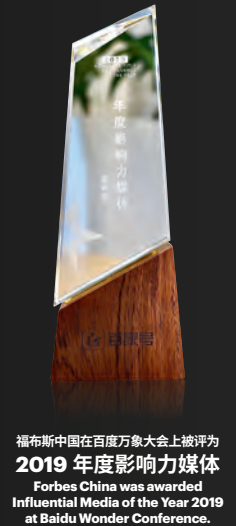


福布斯中国属性和价值

Forbes China Attributes And Values

福布斯中国作为以创新为核心的商业媒体品牌，凭借长期对于高净值人群、企业家、科技、投资、健康、生活方式等领域的数据调查和研究，生产了大量对社会产生巨大影响的榜单和内容。福布斯中国榜单的公正性与公平性使其成为各领域的标杆，而极具洞察的内容亦为广大读者提供多维度信息参考。福布斯中国也将以此激励创业者与商业菁英创造更多财富与商业价值。

As a prominent media group with innovation as its core, Forbes China has produced a large number of lists and contents that have huge impact on society by virtue of long-term data surveys and researches on high net worth individuals, entrepreneurs, technology, investment, health, lifestyle and many more. The objectivity and fairness of the Forbes China list make it a benchmark in various fields, and the highly insightful content also provides readers with multi-dimensional information reference. Forbes China will also inspire entrepreneurs and business elites to create more wealth and enhanced business values.



社交性 Sociality

目前，福布斯中国数字媒体粉丝总数超过 510 万，月平均总阅读量超过 4.6 亿次。立足核心资源优势，福布斯中国以高质量内容扎根流量时代，具备广泛而深远的社会影响力。

Forbes China Digital Media has more than 5.1 million followers up to date. Our content is viewed over 460 million times monthly on average. With outstanding core resources, Forbes China boasts excellent content that drives our competitiveness in this traffic-centered era with broad and profound social influence.

启发性 Inspiration

福布斯中国通过创新和创业的视角探索历史上的关键时刻，激励世界各地的实干家发挥最大潜力，同时，鼓励和引导菁英们不断探索、追求创新，为行业进步和社会发展带来全新的理念和突破性变革。

Forbes China champions innovation and entrepreneurship. We inspire doers around the world to maximize their potentials. We encourage and guide leaders as they explore, bringing about new ideas and breakthroughs in industrial progress and social development.

SINO

互动性 Networking

凭借福布斯中国各类强有力的线上线下平台，助力客户打通行业壁垒，完善企业上下游资源整合，引导企业家融入头部圈层，享受对应的人脉资源和行业前沿信息。

Forbes China's various powerful platforms predominantly support customers to better breakthrough industry barriers and integrate with much-needed resources of upstream and downstream enterprises, leading entrepreneurs to assimilate with the head circle to enjoy homologous network resources and industry frontier exchanges.

客观性 Objectivity

福布斯中国秉承客观性和公正性原则，为企业产品与服务提供专业咨询，帮助企业提升品牌价值，树立行业权威。

Based on noteworthy principles of objectivity and fairness, Forbes China providing professional consulting services that boost the brand value of products and services of the enterprise, steering its way to establish as an industry leader.

沟通世界的桥梁
Bridging China and the world

提升品牌形象
Elevation of brand image

引导奠定行业意见领导者的位置
Guidance towards positioning of industry opinion leaders

提升公信力
Elevation of credibility

跨界合作 创新发展
Cross-border collaboration and innovation development

融入企业家及菁英圈层 创造交流行业前沿信息的契机
Create opportunities to exchange industry information with entrepreneur elites

福布斯中国 市场定位 Forbes China Market Positioning

重点榜单展示

Powerhouse Lists

Forbes Billionaires List

全球富豪榜
Forbes Billionaires List
期刊：2026 年 4、5 月

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全球最顶尖的财富拥有者榜单。

Named the barometer of the Chinese economy and the indicator of wealth, it is a Forbes-produced list of the top billionaires in the world.

Forbes China Best CEO

福布斯中国最佳 CEO 50
Forbes China Best CEO
期刊：2026 年 6、7 月

距离 2005 年第一份福布斯中国最佳 CEO 榜单发布至今已经过去 20 年。尽管每一年的上榜者、重点内容都大不相同，但不变的是，无论处于怎样的环境，通过这份榜单，我们总能挖掘到带领企业实现远超市场均值回报的杰出企业家。榜单通过考察上市公司（含 A 股、中资港股及境外上市中国概念股）公开业绩与资本市场表现，完成对中国数千位 CEO 的经营成果评估。同时，上榜 CEO 需在最近两个财务年度连任，或在两个财务年度中实际行使 CEO 权力。因此，福布斯中国最佳 CEO 榜单也是中国历年最杰出经营者的一副群像。

It has been 20 years since the first Forbes China Best CEO list was published in 2005. Although the list of honorees and key content differ greatly each year, what remains unchanged is that, regardless of the environment, this list always allows us to discover outstanding entrepreneurs who lead their companies to achieve returns far above the market average. The list evaluates the performance of thousands of CEOs in China by examining the public performance and capital market representation of listed companies (including A-shares, Chinese-funded Hong Kong stocks, and overseas-listed Chinese concept stocks). Additionally, to be listed, CEOs must have been re-elected in the last two financial years or have actually exercised CEO powers within those two financial years. As such, the Forbes China Best CEO list is also a portrait of the most outstanding business operators in China over the years.

Forbes China Innovative Companies

福布斯中国创新力企业 50
Forbes China Innovative Companies
期刊：2026 年 10、11 月

2026 福布斯中国创新力企业将由 50 家公司组成。我们将从商业模式、研发投入、自主知识产权、科技成果转化及自身成长性等维度出发，针对不同领域的发展现状、竞争情况以及发展趋势进行分析，量身定制特有的评判体系及标准，以评估企业的创新力，最终发现每个领域中最富有创新力并持续成长的企业。

The 2026 Forbes China Innovative Companies List comprises 50 companies. We analyze the development status, competitiveness and development trends in different fields from the perspectives of business model, R&D investment, independent intellectual property rights, transformation of scientific and technological achievements, and self-growth, with customized evaluation systems and standards to assess the innovation of enterprises, to determine the most innovative and growing enterprises in each field.

评选合作

Selection Collaboration

为践行福布斯中国的品牌使命，鼓励并帮助企业进行品牌联合运作，以品牌效应叠加的形式加大曝光度和影响力，福布斯中国推出特别呈献的评选深度合作形式。

作为福布斯中国全新开发的战略层次品牌合作模式，有利于合作伙伴借助福布斯中国的平台塑造积极正向的品牌形象，享受全媒体矩阵带来的高曝光度及同步流量，找到与福布斯中国高净值客群合作的新契机。

Forbes China Selections have always upheld a high standard of impartiality and fairness, eventually becoming the definitive standard-bearer across multiple industries. These selections have multidimensional references to broaden readers' horizons, spurring entrepreneurs and business elite to further create wealth and business value.

In order to fulfill the brand mission of Forbes China, we are hereby introducing featured presenting as a new, extensive collaboration. This is in keeping with our aim to encourage and help companies establishes brand collaborations, using their respective brands as a force multiplier to increase social visibility and influence. Featured presenting is a new strategic format for brand cooperation developed by Forbes China; partners can utilize Forbes China's platform to build a positive brand image, enjoy extensive media coverage and traffic, and discover new opportunities to work with the client base of Forbes China's high net-worth individuals.

福布斯中国评选的公正性与公平性使其成为各领域的标杆，并为广大读者提供了多维度信息参考，以此激励创业者与商业菁英创造更多财富与商业价值。

The objectivity and fairness of the Forbes China selection make it a benchmark in various fields, and the highly insightful content also provides readers with multi-dimensional information reference. Forbes China will also inspire entrepreneurs and business elites to create more wealth and enhanced business values.



1

形象优塑造

Enhance Corporate Image

2

品牌高曝光

Extensive Exposure

3

合作新展望

Entice Potential Cooperation

4

流量同步享

Massive Traffic

2026 编辑计划

Editorial Calendar

福布斯
Forbes

02-03

Feb-Mar

广告截稿 Ad Deadline: 2/6
上市 Delivery Date: 3/19

福布斯中国商界女性 100
Forbes China Power Businesswomen

福布斯中国潜力女性 30
Forbes China 30 Rising Female Stars
In Business

08-09

Aug-Sep

广告截稿 Ad Deadline: 8/6
上市 Delivery Date: 9/8

福布斯中国跨国经营 50
Forbes China Mne 50

福布斯中国 ESG 50
Forbes China Esg 50

04-05

Apr-May

广告截稿 Ad Deadline: 4/7
上市 Delivery Date: 5/9

全球富豪榜
Forbes Billionaires List

福布斯中国白手起家女性
Forbes China Self-Made Women

10-11

Oct-Nov

广告截稿 Ad Deadline: 10/8
上市 Delivery Date: 11/8

福布斯中国创新力企业 50
Forbes China Innovative Companies List

06-07

Jun-Jul

广告截稿 Ad Deadline: 6/6
上市 Delivery Date: 7/9

福布斯中国最佳 CEO 50
Forbes China Best Ceo

12-01

Dec-Jan

广告截稿 Ad Deadline: 12/6
上市 Delivery Date: 1/9

福布斯中国创投人 100
Forbes China Midas List 100

福布斯中国 30 Under 30
Forbes China 30 Under 30

2025 福布斯中国特刊
Forbes China Special Issue

数字媒体 Digital Media

福布斯中国数字媒体矩阵 Forbes China Digital Media Matrix

福布斯中国拥有面向高净值人群的全方位互动平台，擅长运用独特多元的方式，精准直达品牌目标消费群；更快、更新的大数据呈现，让品牌广告营销更精准、更直接。

截止到目前，福布斯中国数字媒体粉丝总数超过 550 万，总阅读量超过 4.6 亿次。

With a comprehensive interactive platform geared towards high-net-worth individuals, Forbes China's digital media matrix is excellent at employing unique and diverse methods to accurately target the desired consumer groups of the brand. Brand marketing campaigns will be more precise and explicit with timely updating of big data.

As of now, Forbes China has more than 5. million digital media followers, and more than 460 million page views.

福布斯中文网
Official Website
网站月度浏览次数：
> 100 万次
Monthly Website Views：
> 1,000,000



福布斯微信公众号
Official WeChat
粉丝数：> 90 万
月阅读量：> 300 万次
Number of followers：
> 900,000
Monthly readership：
> 3,000,000



福布斯官方小红书
Official Red
(xiaohongshu)
粉丝数：> 9.6 万
获赞与收藏量：> 49.8 万
Number of followers：
> 96,000
Number of like & collect：
> 498,000



福布斯官方微博
Official Weibo
粉丝数：> 255 万
月阅读量：> 2.8 亿次
Number of followers：
> 2,550,000
Monthly readership：
> 280 million



福布斯官方抖音
Official Douyin
粉丝数：> 123.6 万
月阅读量：> 1.8 亿
Number of followers：
> 1,236,000
Monthly readership：
> 180 million



* 所有数据为 2025 年 12 月 1 日至 12 月 31 日 (数据将定期更新) All data are from Dec 1 to Dec 31, 2025 (data will be updated regularly)

福布斯中国媒体合作伙伴 Forbes China's Media Partners



福布斯中文网



福布斯微信公众号



福布斯官方微博



福布斯官方抖音



福布斯官方小红书

数字媒体 Digital Media

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 lists' honorees, executives from senior management and Sme owners – a significant different from other business media channels.

Forbes digital media garners high user loyalty with our unique features such as List publications, interviews with entrepreneurs and the affluent, our highly sought-after articles that analyze business management and so on.

目标和愿景 Mission and 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 forward-looking,
sharing and interactive
community

福布斯中国 400 富豪榜 Forbes China Rich List

微博最高热搜第 1 名
#1 'Hot Topic' on Weibo

全网相关话题阅读量突破 5 亿
Over 500 million views from searching trends
超 100 家媒体转发
Shared on over 100 media outlets
全网转发媒体阅读量超过 5.1 亿
Over 510 million views on Forbes China's
website and third-party websites



福布斯中国 30 Under 30 榜单 Forbes China 30 Under 30 List

微博最高热搜第 7 名
#7 'Hot Topic' on Weibo

全网相关话题阅读量突破 5 亿
Over 500 million views from topics related to
the List
福布斯中国发布总榜单博文单条阅读量 2022 万
Total of 20.22 million views on related posts
on Weibo upon List released by Forbes China
全网转发媒体阅读量超过 5.6 亿
Over 560 million views on Forbes China's
website and third-party websites



品牌活动

Our Brand Events

福布斯
Forbes

福布斯中国领导力峰会 Forbes China Leadership Summit

立足福布斯中国上市公司最佳 CEO 榜、福布斯中国慈善榜、福布斯中国富豪榜等，向推动中国新时代发展的杰出人物致敬。

A celebratory of the Forbes Best CEO of China's Public Companies, Forbes China Philanthropy List and Forbes China Rich List to salute the prominent figures who drive the development of China in the new era.



福布斯中国 Under 30 峰会 Forbes Under 30 Summit China

聚焦中国 10 个领域 30 岁以下最具潜力、影响力、变革力的年轻人。

A gathering of young people aged 30 and below from 10 different industries who are influential, with great potential and are game changers.



福布斯中国创新力企业国际投资论坛 Forbes China International Investment Forum For Innovative Enterprises

围绕福布斯中国最具创新力企业榜，汇聚全球创新资源，培育创新新动力。

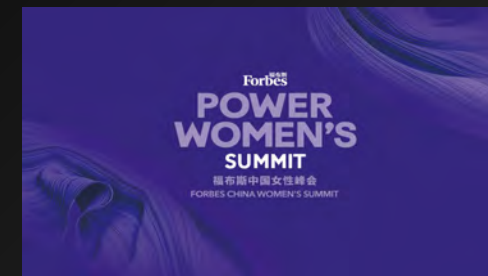
An event that focuses on Forbes China's Most Innovative Companies List, converging global innovation resources and developing new driving forces of innovation.



福布斯中国女性峰会 Forbes China Women's Summit

展现当今中国的女性力量和影响力，共话女性的个体成长和事业发展。

An event that showcases the strength and influence of Chinese women in today's setting, exploring their individual growth and career development.



2026 活动计划

Events Calendar

福布斯
Forbes

01

Jan

2026 福布斯中国 ESG 论坛
2026 Forbes China Esg Forum

2025 福布斯中国青年海归菁英 100 人评选
颁奖典礼

2025 Forbes China 100 Returnee Elites
Selection Awards Ceremony

2025 福布斯中国商业品牌管理影响力评选
颁奖礼

2025 Forbes China Influence of
Commercial Brand Management Series
Selection Awards Ceremony

03

Mar

2025 福布斯中国家族传承系列评选颁奖
2025 Forbes China Family Succession
Selection Series Awards Ceremony

2026 福布斯中国女性峰会
2026 Forbes China Woman's Summit

05

May

2026 福布斯中国商业发展论坛
2026 Forbes China Brand Development
Forum

07

Jul

2026 福布斯中国首席营销官系列评选颁奖
2026 Forbes China Cmo Series Selection
Awards Ceremony

08

Aug

2026 福布斯中国中美贸易论坛
2026 Forbes China U.S. - China Business
Forum

09

Sep

2026 福布斯中国 CEO 峰会
2026 Forbes China Ceo Summit

2026 福布斯中国当代艺术家评选颁奖典礼
2026 Forbes China Contemporary Art
Masters Selection Awards Ceremony

10

Oct

2026 福布斯中国大健康峰会
2026 Forbes China Healthcare Summit

11

Nov

2026 渝见解放碑 系列活动
2026 JIEFANGBEI Series Events

2026 福布斯中国·福厨 30 评选颁奖典礼暨晚宴
2026 Forbes China 30 Chefs Selection
Awards Ceremony & Gala Dinner

2026 福布斯中国出海全球化系列评选颁奖典礼
2026 Forbes China Go-international Series
Selection Awards Ceremony

2026 福布斯中国最具影响力华人精英评选颁奖
典礼
2026 Forbes China 100 Most Influential
Chinese Selection Awards Ceremony

2026 福布斯中国汽车评选及峰会颁奖典礼
2026 Forbes China Automotive Industry
Selection Awards Ceremony

12

Dec

2026 福布斯中国 Under 30 峰会
2026 Forbes Under 30 Summit China

2026 福布斯中国青年海归菁英 100 人评选
颁奖典礼
2026 Forbes China 100 Returnee Elites
Selection Awards Ceremony

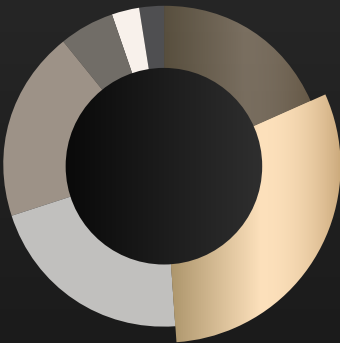
2026 福布斯中国雇主品牌交流晚宴
2026 Forbes China Best Employer
Gala Dinner

杂志发行和读者用户画像

Distribution And Demographics

Occupation

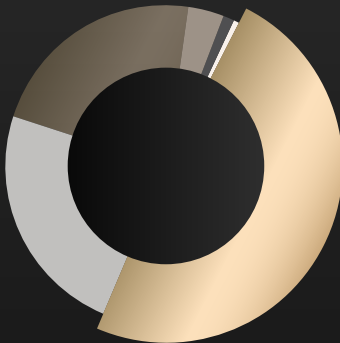
职业



企业家 / 董事长 / 企业所有人	Entrepreneur/Board Chairman/Business owner	18.5%
总经理 /Ceo/ 总裁	General Manager/Ceo/President	50.4%
企业高管（总监 / 副总经理）	Senior management (Director, Deputy General Manager)	21.1%
企业中层管理人员（经理）	Mid-level management (Manager)	10.5%
专业人士（会计师 / 律师 / 教授等）	Professionals (Accountant, Lawyer, Professor etc.)	5.6%
政府机构	Government organization	2.8%
其他	Others	2.5%

Annual Income

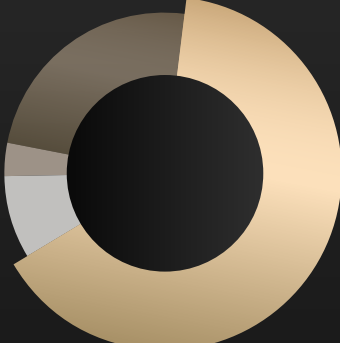
读者年收入



100 万元人民币以上	1,000,000 Rmb and above	48.9%
50 万 -100 万元人民币	500,000-999,999 Rmb	25.6%
30 万 -50 万元人民币	300,000-499,999 Rmb	22.4%
10 万 -30 万元人民币	100,000-299,999 Rmb	5.6%
10 万元人民币以内	Below 100,000 Rmb	1.0%
不详	Unknown	0.5%

Age

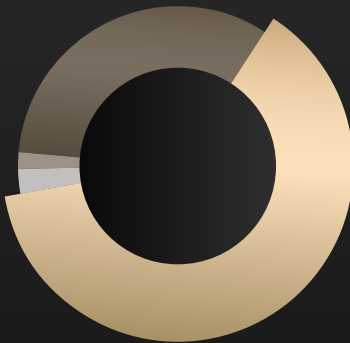
年龄



30 岁以下	Below 30	24.1%
30-45 岁	30-45	64.4%
45 岁以上	Above 45	8.2%
不详	Unknown	5.5%

Education Level

学历



硕士 / 博士	Master and Doctorate	55%
大学	Bachelor	65.1%
高中 / 中专	High school and vocational school	2.4%
其他	Others	1.5%

读者人群 Reader Profile

高端菁英读者 - 董事长、Ceo、总裁、创业新秀、金融家、企业家及 KOL 等人士，包括来自：

High-end elite readers - chairman, Ceo, president, up-and-comer, financier, entrepreneur and key opinion leader (Kol) including:

- 富豪及其家族成员
- Tycoons and 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等榜单上榜者
- Honorees of Forbes China Rich List, Forbes China Best Ceo List, Forbes China Most Powerful Businesswomen List and more

发行渠道 Distribution Channels

- 机场贵宾厅展示
- Airport Vip Lounges
- 五星级酒店及银行贵宾室
- 5-Star Hotels and 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 and exhibitions such as Zhejiang Entrepreneurs Convention, Internet Conference, Shanghai / Beijing Auto Show, Entrepreneurship Conference, Luxury Show, Air Show, Boat Show etc

福布斯中国 F·Talk

Forbes China F·Talk



全球视野述独立观点·智慧对话展创新风采

Insights Global Vision with Unique Perspectives ·

Inspiring Innovation through Thoughtful Dialogues

在福布斯中国 F·Talk，我们相信每一个故事都值得被世界听见，每一束光影都能塑造非凡的视角。这里是思想的交汇点，是创新与智慧的展示台，是福布斯中国为合作伙伴精心打造的高端访谈与融媒体多元空间。

At Forbes China F·Talk, we believe every story deserves to be heard by the world, and every beam of light can shape extraordinary perspectives. This is the crossroads of ideas, the stage for innovation and wisdom, and a premium interview and multimedia platform thoughtfully curated by Forbes China for its partners.

- 专业设备，匠心制作
Professional Equipment, Masterful Craftsmanship
配备松下 SIH 电影级数码相机，支持双机位拍摄捕捉每一个细节，确保每一帧画面都达到专业品质。
Equipped with Panasonic SIH Cinema-Grade Cameras, dual-camera setup ensures every detail is captured, delivering professional-grade visuals in every frame.

- 光影艺术，定制氛围
Lighting Artistry, Customized Atmosphere
常亮灯与挑高柔光箱，LED 灯棒营造多变氛围，根据嘉宾特质和访谈主题调整光效，营造出符合情境的光影氛围。
Featuring constant lighting, elevated softboxes, and Led light sticks to create versatile atmospheres. Lighting effects are tailored to the guest's personality and interview theme, producing the perfect blend of light and shadow.

- 多彩背景，个性展现
Vibrant Backgrounds, Personalized Presentation
四色电动背景布灵活搭配嘉宾喜好及服装色彩，为每一次录制和拍摄增添个性化色彩。
Four motorized background options offer flexible combinations to match guest preferences and outfit colors, adding a personalized touch to every recording and shoot.

- 高频曝光，精准触达
High-Frequency Exposure, Precise Reach
福布斯中国全媒体平台同步宣发，触达特定人群，进阶提升品牌影响力。
Simultaneous distribution across Forbes China's full media platform ensures targeted audience engagement, enhancing brand influence.



Themed
Chapter

主题章节

Full Length
Video

全时长影片

Short-Form
Video

短视频

Magazine
Spread

杂志传播

Long-Form
Video

长视频

Custom
Screening
Events

定制筛选活动

福布斯品牌之声 Forbes Brandvoice

内容精准定位目标受众

Connecting Your Content With the Right Audience

福布斯品牌之声是业界领先的内容营销方案，十多年来屡获殊荣。通过内容设计，品牌之声为品牌方提供一系列量身定制的计划，将合作伙伴与有影响力的福布斯受众联系在一起。

BrandVoice is Forbes' industry-leading content marketing solution. Celebrating a decade of award-winning content programs, BrandVoice offers your brand a range of tailored programs that connect partners with our influential audience.



福布斯美国品牌之声

Forbes U.S. Brandvoice



优化原创内容，吸引更多眼球
Generating Awareness For Your Custom Content

福布斯强大的数字推广策略为您的品牌内容在福布斯网站的多个接触点上提供曝光度，将您的品牌与福布斯受众联系起来。

Forbes robust digital promotion strategy provides discoverability of your brand content across multiple touchpoints on Forbes.com, connecting your brand with the Forbes audience.

自然推荐
Organic Discovery

- 活动周期内，可跨福布斯网站频道导航栏持续推广
- Promotion across Forbes.com in Channel navigation bar for duration of campaign

定向分发内容
Targeted Distribution

- 针对性匹配福布斯频道，品牌内容随推文曝光
- 定位推广主要受众
- Content surfaced among relevant Forbes.com Editorial content within article stream
- Targeted to your key audiences

内容聚合
Content Aggregation

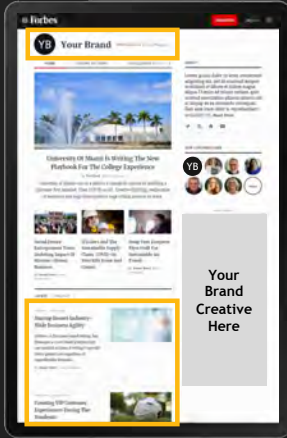
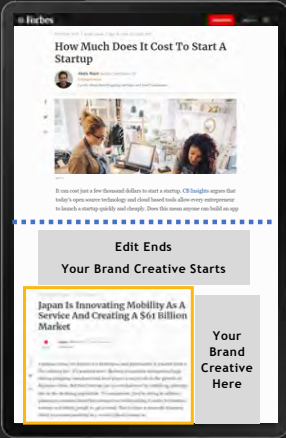
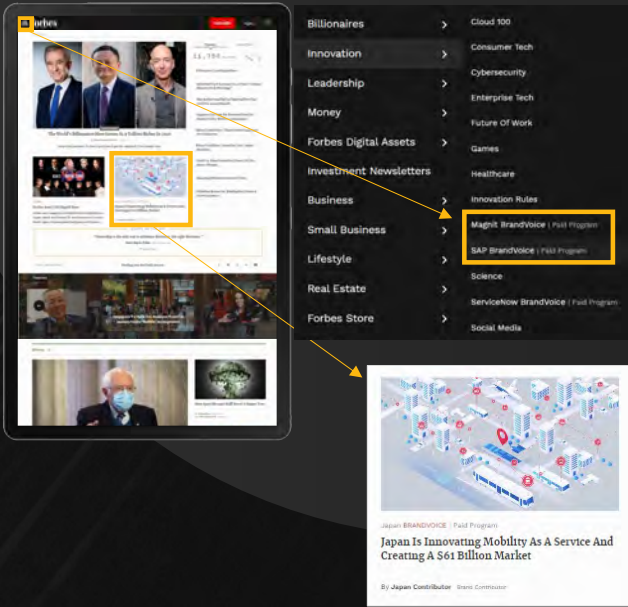
- 福布斯频道将向读者们推送相关品牌内容
- 持续于合作期间
- Content featured on your Brand Homepage stream on Forbes.com at publish with access to all content published to date
- Featured on rotation duration of flight

定向探索
Targeted Discovery

- 定向原生广告推广品牌内容
- Targeted native ads promote your content within Editorial content

关联推广
Contextual Promotion

- 在相关的福布斯网站频道主页原生位置推广内容
- Native placement promotes your content on relevant Forbes.com Channel homepage



福布斯中国洞察

Forbes China Insights



极富视觉冲击力和文字美感，福布斯中国结合品牌理念，量身打造一本关于生活方式和行业消费的指南。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，并预测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 impactful visual and glamorous captions. The guidebook has a broad readership and multi-dimensional distribution channels. It conveys the right message to the right target audience and brings forwards to readers the trend of high-end consumer goods industry. It also establishes industry standard, integrating design, marketing and compilation to become one of the best branding vehicles.

2025 渣打「优先私人理财」| 福布斯中国洞察：俯仰星河间 - 中国高净值人士家族传承启示录



中国月子 3.0 时代白皮书
China's postpartum Confinement 3.0 Era



2022 中国工业可持续发展探索和实践白皮书
Industrial Sustainability In China: Exploration And Practice



2025 福布斯中国出海全球化白皮书
Forbes China Go-international White Paper

