



# FORESIGHT

The International Journal of Applied Forecasting

A PUBLICATION OF THE INTERNATIONAL INSTITUTE OF FORECASTERS

# MEDIA KIT



*“FORESIGHT is the essential read for the practicing forecaster.”*

*"All-in-all I think the journal is a home run. The information is relevant to practitioners and is presented in a way that is not overly academic but with significant credibility."*

Thomas Ross, Financial Analyst, Brooks Sports

*"No comparison. This Journal is far superior in appearance, content, and overall quality to the competition. We are extremely happy with FORESIGHT."*

Charles W. Chase Jr., Senior VP, Information Resources, Inc.

*"I really like the Special Feature section - it allows someone to get a far deeper understanding than is possible by either a series of extracts on a subject or by an in-depth feature from a single author. Getting several different perspectives in one issue is great!"*

Simon Clarke, Forecasting Process Manager, Coca-Cola Enterprises - North America

*FORESIGHT is a handsome publication, and meaty as well. It is very much worth reading. Perhaps the feature that jumped out at me is the welcome effort to make important research findings available to the practitioner."*

Anirvan Banerji, Economic Cycle Research Institute

*"I have found my first two issues of FORESIGHT very informative...an important forum for practitioners to share their experiences...."*

Dan Kennedy, Senior Economist, Connecticut Department of Labor

*"All of the articles are well written and easy to follow. The other journal is nowhere near this standard."*

William Bassin, Strategic Assessments, LLC

*I found a book review very useful, especially when I was first starting out as a forecaster. And the Pollyvote article was a nice change from the business forecasting"*

Rob Dhuyvetter, Management Science Analyst, J. R. Simplot Company

## Unique Positioning

- FORESIGHT fills a void for practicing forecasters, statisticians and analysts who, until now, have been limited to highly technical and often lengthy, academic journals as a resource.
- FORESIGHT offers readable articles on practical applications and case studies, reviews of software and books, and other real-world forecasting issues of interest.
- FORESIGHT is written in a concise, accessible style for forecasters and their managers.
- FORESIGHT prints high quality, peer-reviewed articles with uncompromising objectivity.

## Good Credentials

- FORESIGHT is published by the International Institute of Forecasters – the leading non-profit clearinghouse of forecasting theory, research and practice standards, now in its 27<sup>th</sup> year.

## General Topics

- Design of forecasting processes
- Management of the forecasting function
- Tutorials on forecasting methods
- Integrating forecasts into business planning
- Forecasting software and other tools
- Application issues in related fields
- Recommended books
- Best practices of forecasting

## New on the Scene

- First Published: June 2005
- Published three times per year in the Spring, Summer and Fall
- Printing and Distribution: 1200-1600 copies worldwide (print only), individuals and libraries
- Available by subscription-only in print and electronic formats; no newsstand sales
- Length: 60 - 72 pages; finished size 8" x 10.5"
- Included with IIF membership

# FORESIGHT ▪ advertise forecasting services & technology

## Display Advertising

- FORESIGHT presents a well-targeted promotional vehicle with a highly qualified audience, in an otherwise hard-to-reach niche market.
- FORESIGHT provides a valuable reference for teachers, researchers and other scholars working in this discipline.
- FORESIGHT, as an industry journal, has a long shelf life and is passed on to colleagues.
- FORESIGHT contains tutorials and other instructive features to bring new forecasters up to speed.

## Display Advertising Rates

SPACE AVAILABLE	OPEN RATE	2-TIME RATE [per issue]	3-TIME RATE [per issue]
Inside Cover / 4 Color	\$2,700	\$2,400	\$2,200
Full Page / 4 Color	\$1,900	\$1,600	\$1,400
Half Page / 4 Color	\$1,200	\$1,000	\$ 900

See the following page for co-marketing information and discounts

## Display Advertising Format

- Inside Covers: front and back, 4 color process
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- Preferred File Format: Illustrator EPS or high resolution PDF ready for printing; some alternate file formats may be acceptable, please contact Design Editor, Anne McLaughlin, [amdvt@comcast.net](mailto:amdvt@comcast.net)

## Display Advertising Reservation and Submission Deadlines

FORESIGHT Publication Date	Anticipated Mailing Date	Art Due *	Space Reservation Deadline
Issue 9, Spring 2008	Early February	12/7/07	11/16/07
Issue 10, Summer 2008	Late June	4/4/08	3/21/08
Issue 11, Fall 2008	Early October	8/8/08	7/25/08

*\*Please note: payment is due upon receipt of art file.*

## Co-Marketing Discounts

- FORESIGHT offers advertisers a *\$500 discount on full page ads (\$300 on half-page)* when they partner in marketing activities. Examples of co-marketing include promotions at conferences, direct- and e-mail distribution, website links, reprints of articles, volume discounts on subscriptions to clients and employees, newsletter mentions, etc. Co-marketers may also receive a discount when they exhibit at IIF conferences. Call for details.

## Contacts

- **To reserve FORESIGHT ad space, for additional marketing information and for general business, including billing, individual subscriptions and discounts on multi-copy subscriptions:**

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