

# MEDIA KIT



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**NEW LOWER RATES  
FOR 2010!**

*"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

*"Foresight is an excellent journal that provides practical guidance on forecasting issues. I highly recommend it to all our employees and customers."*

Michael Leonard, SAS

*"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

*"Foresight has been invaluable to my work. Now that I have it, I can't imagine working without it."*

Brian Dolan, Yahoo! Inc.

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

## Positioning

- *Foresight* fills a void for forecasting managers and analysts, offering concise, objective, and readable articles and case studies on forecasting processes, practices, tools, and techniques.
- *Foresight* seeks to improve the practice of business forecasting and the performance of business forecasters.

## Credentials

- *Foresight* is published by the International Institute of Forecasters – the leading non-profit clearinghouse of forecasting information and know-how, now in its 30<sup>th</sup> year.

## Topics

- Design and management of forecasting processes
- Evaluation of forecasting performance
- Tutorials on forecasting methods
- Forecast-Accuracy Metrics and Benchmarks
- S&OP and Consensus Forecasting
- Forecast model-building: the practical issues
- The World of Forecasting
- Interviews with Forecasters in the Field
- Forecasting books and software

## Now in its 5<sup>th</sup> Year of Publication

- First issue: Summer 2005
- Published four times yearly: Winter, Spring, Summer and Fall
- Printing and Distribution: 1200-1700 copies worldwide (print only), individuals and libraries
- Available by subscription-only in print and electronic formats; no newsstand sales
- Length: 52 - 60 pages; finished size 8" x 10.5"
- Included with IIF membership

Visit us at [www.forecasters.org/foresight](http://www.forecasters.org/foresight)

# FORESIGHT

▪ **advertise forecasting software & services**

## Display Advertising

- *Foresight* presents a targeted promotional vehicle to a highly qualified audience, in an otherwise hard-to-reach niche market.
- *Foresight* addresses all aspects of managing and improving the forecasting function.
- *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 [per issue]	FULL-YEAR RATE [4 issues]
Inside Cover / 4 Color	\$1500	\$4800
Full Page / 4 Color	\$1000	\$3200
Half Page / 4 Color	\$ 600	\$2000

See next page for discounted rates to co-marketers and packages including web ads.

## Display Advertising Format

- Inside Covers: front and back, 4 color process (CMYK)
- Inside Pages: advertising centerfold, 4 color process (CMYK)
- Full Page Ad: 7" w x 9.5" h, no bleeds
- Half Page Ad: 7" w x 4.5" h, centerfold only, no bleeds
- All images must be 355 dpi or higher
- Preferred File Format: Illustrator EPS or high resolution PDF ready for printing; some alternate file formats may be acceptable, please contact Design Editor, Liza Woodruff at [liza@lizawoodruff.com](mailto:liza@lizawoodruff.com)

## Display Advertising Reservation and Submission Deadlines

FORESIGHT Publication Date	Anticipated Mailing Date	Art Due *	Space Reservation Deadline
Issue 16, Winter 2010	Early January	12/4/09	11/20/09
Issue 17, Spring 2010	Early April	2/26/10	2/12/10
Issue 18, Summer 2010	Early July	5/28/10	5/14/10
Issue 19, Fall 2010	Early October	8/27/10	8/13/10

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

## Co-Marketing Discounts

- *Foresight* offers advertisers a **25% discount on full- and half-page ads** when they partner in marketing activities for one year.

### **Co-Marketing Advertising Rates**

<b>SPACE AVAILABLE</b>	<b>FULL YEAR RATE</b> [4 issues]
<b>Inside Cover / 4 Color</b>	<b>\$3800, includes logo &amp; link on <i>Foresight's</i> home page</b>
<b>Full Page / 4 Color</b>	<b>\$2600, includes logo &amp; link on <i>Foresight's</i> home page</b>
<b>Half Page / 4 Color</b>	<b>\$1600, includes logo &amp; link on <i>Foresight's</i> home page</b>

*Foresight* co-marketers will normally:

- Place a website link to *Foresight*.
- Display copies of *Foresight* at conferences.
- Publicize *Foresight* to their client base and colleagues.
- Provide contact names for potential new subscribers, advertisers, and authors.

In addition to discounts on ads placed, *Foresight* co-marketers receive volume discounts on subscriptions to clients and employees, newsletter mention, and a discount when they exhibit at IIF conferences. Call for details.

## Ad Packages

- A logo and link are available on *Foresight's* home page for \$125 per quarter. If you advertise in *Foresight*, this fee is waived.
- You may place an advertisement on *Foresight's* Advertise page with your logo and a 50-word description and link. Call for more info.
- Full-page, four-color ads in *Foresight's* auxiliary e-publications (Anthology and Sampler) may be purchased for \$150 per quarter.
- Ad space is also available in the IIF's e-newsletter, *The Oracle*. Call for specs and discounted rates available to *Foresight* advertisers.

## Contacts

- **To reserve *Foresight* ad space, for additional marketing information and for general business, including billing and corporate site licenses:**

**Bill Wicker, Managing Editor**  
toll free 866.395.5220  
[billwicker@forecasters.org](mailto:billwicker@forecasters.org)

- **To send electronic art files or for additional information on design and acceptable formats:**

Liza Woodruff, Design Editor  
802.425.6246  
[liza@lizawoodruff.com](mailto:liza@lizawoodruff.com)

- **To inquire about contributing an article:**

Len Tashman, Editor  
802.425.3805  
[lentashman@forecasters.org](mailto:lentashman@forecasters.org)