Let’s Reach Women

2018 Forté Media Kit

Want to reach 100,000+ talented and career-oriented women?
Promote your programs, events, and career opportunities to thousands of current and future women business leaders. Forté members are engaged, connected, and regularly take advantage of Forté’s online resources to develop their networks and skill sets. Forté received over a half million visitors over the past year.

DEMOGRAPHICS

Forté Foundation members* are a diverse, well-educated community of talented women who represent a broad range of career stages and experience levels. By advertising on the Forté website you’ll have the opportunity to access this amazing group of talent.

**Ethnicity**
- 46%: White
- 21%: Asian/Pacific Islander
- 13%: African American
- 8%: Hispanic
- 4%: Other
- 2%: Two or more
- 6%: Prefer not to share

**Location**
- 37%: Northeast U.S.
- 20%: Western U.S.
- 14%: Midwest U.S.
- 14%: Mid-Atlantic U.S.
- 8%: Southwest U.S.
- 7%: South Atlantic U.S.
- 10%: International

**Age**
- 40%: 31 - 39 years
- 33%: 25 - 30 years
- 17%: 40+ years
- 10%: Under 24

**Career Stage**
- 53%: post college/no MBA
- 26%: post MBA
- 11%: MBA student
- 9%: college student

*Forté Foundation database, Q1 2017.*
I have found Forté’s website to be an invaluable resource throughout my MBA search process... I found that Forté offered a wealth of information addressing every issue and doubt going through my mind...

– Forté Member

WEBSITE ADVERTISING OPPORTUNITIES

Placement

Top Pages (28K-41K/quarter): Home, Job Center, Business 360° Blog
Audience Section (up to 8 pages of placement): College Students, Pre-MBAs, MBA Students, Professionals
Sub-Section Pages: Events, Forté Fellows
All ads are placed in the right sidebar. Visit our website to see examples.

Banner Advertising Rates

Top Pages: $2,500 / 3 months
Audience Section: $2,500 / 3 months
Sub-section Pages Ad: $2,000 / 3 months
Forté sponsor schools and companies are eligible for a reduced rate. Volume discounts are also available.

INQUIRE FOR DETAILS: rebecca@fortefoundation.org
EMAIL ADVERTISING OPPORTUNITIES

Advertising Rates
Weekly Events Newsletter (81K+):
$2,500 / email

Forté Professionals Job Alert, MBA Job Alert, Trending @ Forté MBAs and Professionals, Trending @ Forté Early Career (Pre-MBA):
$2,500 / email

Trending @ Forte College, College Job Alert:
$2,000 / email
(targeted with 45% average open rate!)

Forté sponsor schools and companies are eligible for a reduced rate. Volume discounts are also available.

INQUIRE FOR DETAILS:
mariska@fortefoundation.org

SPECS & GUIDELINES

• 300 x 250 pixels
• File type: PNG, JPG or GIF
• Resolution: 72 dpi minimum (web standard)
• Artwork and tracking URL must be received 1 week prior to the beginning of your contract period. Assets can rotate monthly.
• Please send files to Dave Behr at dave@fortefoundation.org and Mariska Morse at mariska@fortefoundation.org.
• Advertising will be limited to academic and career development-related offerings such as MBA/Executive MBA Programs; events; school/ corporate sponsor branding and career opportunities.
• We will provide email open rate, 30 days post send. We also encourage you to monitor in-bound traffic from your asset to provide the most complete picture of your ad's success.