



International Institute of Forecasters

FORESIGHT

The International Journal of Applied Forecasting forecasters.org
foresight.forecasters.org

ADVERTISING OPPORTUNITIES

WHY ADVERTISE?

Through conferences, communications, and publications like *Foresight*, the nonprofit **International Institute of Forecasters (IIF)** bridges forecasting theory with practice. It unites forecasters, researchers, and business leaders from across the globe to improve forecasting practice. Advertising supports these initiatives.

ABOUT FORESIGHT

Foresight is a peer-reviewed quarterly journal that brings the latest research and advances to practicing forecasters.

- In print since 2005
- Authors, editors, and subscriber from 40+ countries
- Written for forecasting practitioners

ADVERTISE THROUGH FORESIGHT

- Advertise inside *Foresight*:
High-res, full-color ads
- Promote your business on *Foresight*'s website & social media:
Be a guest blogger & list your website
- Write *Foresight* articles:
Contact Editor-in-Chief Mike Gilliland for author submission guidelines (mike.gilliland@forecasters.org)
- Exhibit or present at IIF conferences:
Network & share your skills with practitioners & researchers in the field
- Partner through reciprocal marketing:
Proposals welcome

BENEFITS

- Gain visibility, recognition & credibility by partnering with the IIF
- Foster advancing the practice of forecasting
- Network with practitioners and researchers across the globe
- Publish your articles & blogs
- Present your webinars
- Speak at conferences

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Premier Advertiser \$3,000/Year

- Recognition as a premier advertiser on the *Foresight* website
- Social media recognition & guest blog opportunity
- Full-page advertisement in *Foresight* (4 issues)
- Two complimentary 1/2-page advertisements
- 1-year group IIF membership, which includes substantial discounts for your employees on conference registration; unlimited access to *Foresight* articles & archives; 5 print and digital subscriptions for colleagues

Annual Advertiser \$2,400/4 Issues

- Recognition as an advertiser on the *Foresight* website
- Social media recognition & guest blog opportunity
- Full-page advertisement in *Foresight* (4 issues)
- Two complimentary 1/2 page advertisements

Single-Issue Advertiser \$650/Issue

- Recognition as an advertiser on the *Foresight* website
- Social media recognition & guest blog opportunity
- Full-page advertisement in a *Foresight* issue



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FORESIGHT ADS AND MARKETING

JOURNAL AD SPECIFICATIONS

- Final trim size of *Foresight* is 8" x 10.5".
- Live matter must be kept to a minimum of 0.5" inside trimmed edges, and a minimum of 0.5" is required for binding (no bleeds).
- All ads are printed in full color.
- Print-ready, high-resolution PDF or Illustrator EPS files are preferred.

FINISHED PRINT AD SIZES

Full Page: 7" w x 9.5" h
Half Page: 7" w x 4.5" h
Quarter Page 7" x 2.25" h

Issue	Reserve Ad Deadline	Ad Artwork Deadline
Quarter 1	December 1	December 10
Quarter 2	March 1	March 10
Quarter 3	June 1	June 10
Quarter 4	September 1	September 10

MARKETING OPPORTUNITIES

Want to support our mission to further the development, distribution and application of knowledge about the science and art of forecasting? Please send us a marketing proposal and we'll discuss ways we can spread the word about forecasting.

EVENT SPONSORS

The *Foresight* Practitioner Conference and the IIF's International Symposium on Forecasting are annual events that draw business professionals and academic researchers who present practical applications of the latest advances in forecasting. Being an event sponsor gives you the chance to present and/or exhibit your products and services during these popular events.



(Updated 2025-01)