

FORESIGHT

The International Journal of Applied Forecasting

Foresight is an official publication of the International Institute of Forecasters (IIF), a nonprofit organization dedicated to collecting, developing, and sharing forecasting research and know-how. For over a decade, *Foresight* has provided readers with thought-provoking articles and commentary on forecasting and planning principles and practices, models and methods, software and support systems.

Business professionals read *Foresight* to broaden their knowledge and improve their performance across the spectrum of forecasting applications: from budgeting and financial planning to sales and operations, demand planning, logistics, and more.

Foresight is published four times a year in print and digital formats. Our print edition provides a physical conduit through which we communicate with IIF members and *Foresight* subscribers around the globe. Our digital edition – new in 2017 – delivers an interactive experience for and with our readers, and unique opportunities for improving audience engagement.



Foresight is now available by subscription, in both print and digital formats.

Learn more at <https://foresight.forecasters.org/subscribe>

In Every Issue

Foresight's editorial calendar is subject to change, but every issue presents articles and feature sections on topics including:

- The design and management of forecasting processes
- Evaluations of forecasting practices and support systems
- Practical issues in forecast model building
- Collaborative forecasting and planning
- Forecasting principles and practices
- In-depth book reviews and hot new research summaries

Write for Foresight

Foresight welcomes submissions from business-forecasting practitioners, managers, and researchers. For more information, prospective authors and reviewers are encouraged to visit:

<https://foresight.forecasters.org/contact-us/>

Questions about our editorial guidelines or the article submission process should be directed to Len Tashman, Editor.

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Advertising in Foresight

Foresight welcomes paid advertising to help offset our production costs. Regular advertisers (those who place ads in all 4 issues of a given calendar year) are acknowledged as valued Partners and receive significant discounts. Their logos are featured on the Partners page of our website, and they are among the first to learn about sponsorship and/or exhibiting opportunities at events produced by *Foresight* and the IIF.

Print/Digital 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).

Finished print ad sizes:

Full Page7"w x 9.5"h

Half Page7"w x 4.5"h

Quarter Page ...3.5"w x 4.5"h

All ads are printed in full color. Print-ready, high-resolution PDF or Illustrator EPS files are preferred.

2017 Advertising Rates

Full Page, inside cover \$1,200

Full Page..... \$950

Half Page \$550

Quarter Page \$250

All paid advertisements appear in both our print and digital editions. Discounts are available for placing ads in multiple issues. Place ads in all 4 issues of a given year to receive all the benefits of becoming a *Foresight* Partner, including a substantial discount on advertising.

Online Advertising

Foresight also offers ad space on the content pages of its website. Print advertisers are invited to advertise online, free of charge for the quarter(s) during which their ads appear in print.

Rates \$150 per quarter, \$500 per year

Size 250x250, 72 dpi, max download size of 40k

Formatjpg or .gif, static Web ads only, no flash/rich media

Additional Opportunities

Foresight welcomes any co- or reciprocal-marketing proposals from like-minded organizations willing and able to support our mission to further the development, distribution, and application of knowledge about the science and art of forecasting. In addition, we invite interested individuals to contact us about:

Event Sponsorships

The *Foresight* Practitioner Conference is an annual event for those who create and use business forecasts in many contexts and industries around the world. These events bring together successful practitioners who share insights gleaned from firsthand experience, and top academics who present the most important practical implications of current research in forecasting. The conferences are kept intentionally small to enable attendee interaction with our expert speakers and each other. *Foresight* invites event sponsors to take part in conference presentations and/or exhibit their products and services during these events in exchange for financial and/or promotional support.

Sponsor-Driven Custom Archives

Foresight has seen tremendous growth in the popularity of its anthologies and guides. These compilations of *Foresight* articles, features, and commentaries make valuable resources. Now you can create your own archive of relevant content straight from the pages of *Foresight*, crafting a vehicle for product marketing or your own employee development. Select a set of specific articles from past issues of the journal (or allow our editorial team to recommend a selection for you), and we will create a custom archive that best suits your audience and the market positioning you are trying to achieve. Contact us for pricing and more information.