

# 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/subscription>

### 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.

### 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..... 3.5"w x 4.5"h

### Journal Advertising Rates

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.

Full Page, inside cover ..... \$1,200  
 Full Page ..... \$950  
 Half Page ..... \$550  
 Quarter Page..... \$250

### 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  
 Format     .jpg or .gif, static Web ads only, no flash/rich media

### Advertising Deadlines

Issue	Reserve ad space by	Ad artwork due by	Issue ships
Winter	November 10	December 1	January
Spring	February 10	March 1	April
Summer	May 10	June 1	July
Fall	August 10	September 1	October

## Additional Opportunities

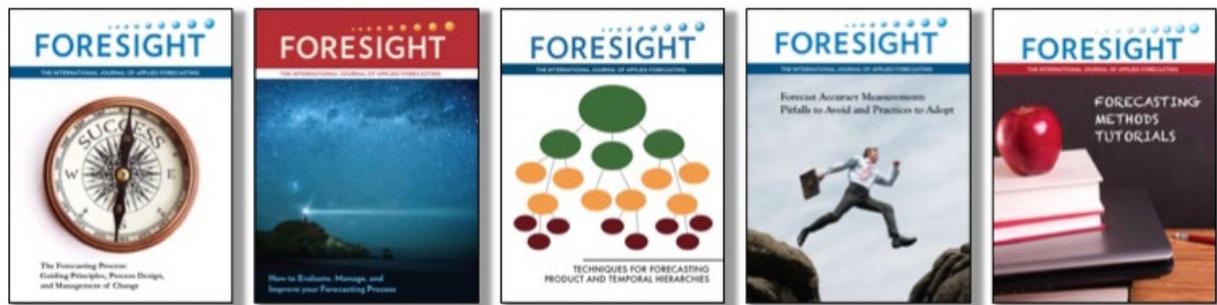
*Foresight* welcomes any co- or reciprocal-marketing proposals from like-minded organizations willing and able to support our mission to further the development, distribution, and application of knowledge about the science and art of forecasting. In addition, we invite interested individuals to contact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

### Event Sponsorships

The [Foresight Practitioner Conference](#) and the IIF's [International Symposium on Forecasting](#) are annual events that draw a combination of professionals and respected researchers who present the most important practical implications of current research in forecasting. *Foresight* and the IIF invite 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. *Foresight's* regular advertisers and marketing partners are among the first to learn of these sponsorship opportunities.

### Sponsor-Driven Custom Archives

*Foresight* has seen tremendous growth in the popularity of its anthologies and guidebooks. 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.



*These guidebooks and more are available in our online bookstore (<https://foresight.forecasters.org/shop>).*

*We are happy to create a custom collection of Foresight articles to match your needs and interests.*