

The website of the American business magazine Forbes, which is known for its lists of the world's richest people. Forbes.com links to 25 international editions from its English-language homepage.



This website mostly adheres to basic standards of credibility and transparency.

Score: 95/100

Ownership and Financing

Forbes is owned by Forbes Media LLC, a private company based in Jersey City, New Jersey. In July 2014, the company announced that Integrated Whale Media Investments, a Hong Kong-based group of international investors, had purchased a majority stake in Forbes Media. Steve Forbes, grandson of magazine co-founder Bertie Charles "B.C." Forbes, remained editor in chief after Whale Media's acquisition.

The site's revenue comes from subscriptions and advertising, including articles written and paid for by brands and companies that maintain marketing partnerships with Forbes.

Content

Forbes.com describes itself as "the homepage for the world's business leaders, serving up a mix of news stories, video series, and in-depth features." The website's original written and video content focuses on financial, technology, and lifestyle stories that are divided into categories such as Billionaires, Innovation, Leadership, Money, Consumer, and Industry.

Forbes' popular franchises include its yearly "Forbes 400" list, which ranks the wealthiest individuals in America, as well as its annual ranking of world billionaires. The company also hosts ForbesLive business and policy summits around the world.

Typical headlines include "How Closing The Racial Wealth Gap Helps The Economy," "As Rumors Swirl, Here's What A Payroll Tax Cut Might Look Like," and "Meet A Couple Who Want To Give You Access To A Vacation On A Yacht."

In 2020, it also published, "Kanye West Says He's Done With Trump—Opens Up About White House Bid, Damaging Biden And Everything In Between," the result of what it called "four hours of rambling interviews." West declared that he was "running for president in 2020 under a new banner—the Birthday Party—with guidance from Elon Musk and an obscure vice presidential candidate he's already chosen. He also said that "he no longer supports President Trump. 'I am taking the red hat off, with this interview,'" he said. He also said that "he's ok with siphoning off Black votes from the Democratic nominee, thus helping Trump. 'I'm not denying it, I just told you. To say



Does not repeatedly publish false content (22points)



Gathers and presents information responsibly (18)



Regularly corrects or clarifies errors (12.5)



Handles the difference between news and opinion responsibly (12.5)



Avoids deceptive headlines (10)



Website discloses ownership and financing (7.5)



Clearly labels advertising (7.5)



Reveals who's in charge, including any possible conflicts of interest (5)



The site provides names of content creators, along with either contact or biographical information (5)

Criteria are listed in order of importance.
[More information.](#)

that the Black vote is Democratic is a form of racism and white supremacy,” he said, while also indicating “That he’s never voted in his life,” according to the magazine.

Although Forbes magazine was traditionally best-known best for its comprehensive and often tough-minded coverage of financial trends, fluctuations, and scandals, the site has diverged from this legacy in recent years, in part as it cultivated a network of about 1,500 non-staff contributors to produce some of its online coverage.

In July 2018, a redesigned version of the site was launched, including new features such as Daily Cover Stories, longform articles that chief content officer Randall Lane described as “deliver[ing] the in-depth storytelling that generations have expected from the print magazine.” One of the first Daily Cover Stories was “The Inside Story Of Papa John's Toxic Culture,” which delved into questionable behavior at the pizza company. A week before the July 2018 release of that story, Forbes broke the news that John Schnatter, the founder and chairman of Papa John’s, had used a racial slur in a conference call. Schnatter resigned from his position as chairman in the wake of the allegations.

Credibility

Forbes.com publishes fact-based stories based on original reporting, firsthand interviews, government statements, and the work of other credible news organizations, such as the Financial Times, CNBC, and The New York Times. Headlines on Forbes.com accurately reflect story content.

Forbes has faced criticism for its decision to outsource a portion of its website’s coverage to outside contributors, a model introduced in 2010 by Lewis D’Vorkin, the company’s former chief product officer. A March 2014 New York Times article described the contributor model as “improving traffic but diluting [the company’s] brand,” and the Columbia Journalism Review judged much of the site’s contributor content to be “of suspect quality and journalistic value.” In February 2018, The Wall Street Journal reported that Forbes would begin paying its roughly 1,500 contributors, about 60% of whom were unpaid before this change.

Forbes has also been criticized for instances of its contributors covertly accepting payments from companies in exchange for including positive coverage of their products or services in Forbes stories. NewsGuard spoke with two Forbes communications executives, who said in an email, “Our contributors are very carefully selected and publish independently. We have a team of producers and editors who review the content on the site to ensure it’s up to our editorial

standards ... All Forbes contributors must sign a contract requiring that they adhere to a strict set of editorial guidelines when they join the network, which among other things requires them to disclose any potential conflicts of interest. If it's discovered that they violate these guidelines, we will explore ending our relationship with this contributor and removing their content from our site."

The site's Contact page includes an email address to which readers can send corrections. The site does not have a public corrections policy, but Forbes regularly posts corrections to stories, typically at the bottom of the article.

Forbes shut down its opinion section at the end of 2017 to focus on its contributor network, according to Business Insider. The website publishes occasional commentary by contributors, labeling the stories as opinion in the headline.

Transparency

Forbes.com discloses on its Contact page that it is owned by Forbes Media.

Information about Forbes' leadership is available on an About Us page on Forbes Media's website, but it is not published on Forbes.com. Because it does not publish the names of those who are in charge, NewsGuard has determined that Forbes.com does not meet the standard for disclosing its leadership.

"As a business publication that is both in digital and print, we have an official masthead in our print magazine listing the editorial leadership," two Forbes communications executives told NewsGuard in an email.

Forbes.com articles credit their authors. In addition, the content creators' names link to their biographies and contact information.

Display advertisements are distinguishable from editorial content. In addition, articles posted in the BrandVoice section, which allows companies to establish landing pages on the Forbes website, are clearly labeled. When readers click on a company's name and articles, a disclosure indicates the content is part of a "paid program." This meets NewsGuard's standard for labeling advertising.

History

From its founding by financial journalists B.C. Forbes and Walter Drey in 1917, and under the direction of editors such as Jim Michaels and Steve Forbes, who unsuccessfully sought the Republican nomination for president in 1996 and 2000, the magazine has been a generally unbridled defender of free

markets. Forbes once used the tagline The Capitalist Tool, and its reporters have often exposed business abuses by companies and anti-growth policies by governments.

Forbes.com was launched in 1996 and helped legitimize online journalism with the publication of a May 1998 story, “Forbes smokes out fake New Republic story on hackers.” The article detailed how a story written by the then-associate editor of The New Republic, Stephen Glass, was largely fabricated. Glass was later fired and a Hollywood film about the incident, “Shattered Glass,” was released in 2003.

Editor’s Note: This Nutrition Label was updated on July 8, 2020.

Written by: [Nina Zweig](#)

Edited by: [Anna-Sophie Harling](#), [Jim Warren](#), [Peggy Ackermann](#)

Send feedback to NewsGuard: [Click Here](#)

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