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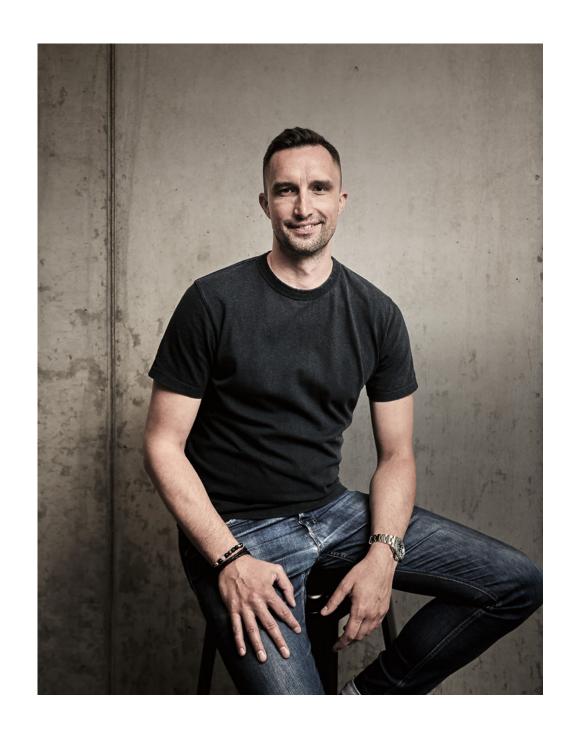


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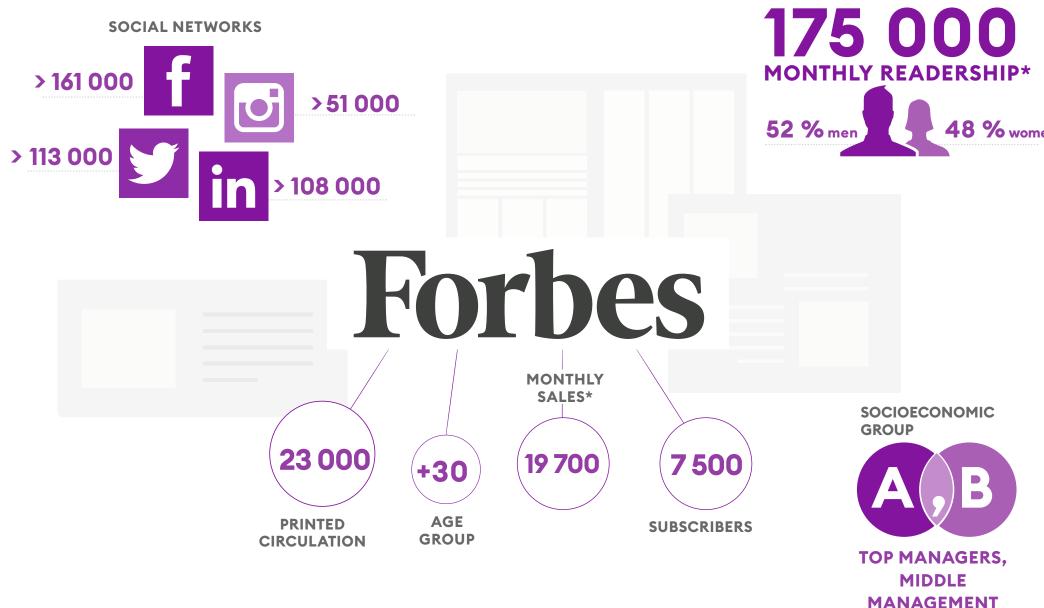


ADVERTISE WITH US?

- ► LOVEBRAND FORBES, LOYAL READERS
- ► OVER 100 YEARS OF TRADITION WORLDWIDE, 13 YEARS IN THE CZECH REPUBLIC
- ▶ 175,000 READERS AS MEASURED BY MEDIA PROJEKT
- ▶ 7 500 SUBSCRIBERS
- ► FINANCIALLY SOLID A/B TARGET GROUP
- ► TOP CZECH JOURNALISTS
- **▶ BRANDVOICE LAB NATIVE CONTENT FORMATS**



Forbes



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Forbes



-PUBLISHING PLAN-

JANUARY

The Czech Republic's top 50 doctors Investing into health and education

FEBRUARY

30 Under 30 – the nation's most successful under-thirties; the young hopes of the Czech Republic 7 under 70 – a selection of personalities for whom age is just a number

MARCH

EY Entrepreneur of the Year
Real estate investments
+ FORBES NEXT - SPRING EDITION

APRIL

Forbes selection of the Czech Republic's top law offices Top lawyers The world's richest people + ranking

MAY

Family firms + ranking Regional Captains – personalities of regional business The Global 30 under 30

JUNE

The Czech Republic's Most Influential Women + ranking + FORBES LIFE EDITION

JULY

The most profitable YouTubers and streamers The stars of Czech show business Karlovy Vary IFF

AUGUST

Successful Czech athletes A ranking of the world's highest-paid athletes

SEPTEMBER

Investments - the Midas List ranking of the USA's best investors
+ FORBES NEXT - AUTUMN EDITION

OCTOBER

The richest Czechs + ranking Forbes & Google selection of Central Europe's top e-commerce companies

NOVEMBER

Selection of the best CEOs Innovators and innovations Forbes Index - A Better Czech Republic Forbes Green - ESG + sustainable business + SPECIAL: FORBES WOMAN

DECEMBER

The Czech Republic's biggest philanthropists + ranking Gift tips Cars Watches



PUBLISHING — TIMELINE

PUBLISHING TIMELINE	AD DEADLINE	DELIVER MATERIALS BY PUBLISHED ON (THURSDAY)	ISSUE
1.	08. 12. 2023	15. 12. 2023	04. 01. 2024
2.	12. 01. 2024	19. 01. 2024	01. 02. 2024
3.	16. 02. 2024	23. 02. 2024	07. 03. 2024
FORBES NEXT SPRING	01. 03. 2024	08. 03. 2024	21. 03. 2024
4.	15. 03. 2024	22. 03. 2024	04.04.2024
5.	12. 04. 2024	19. 04. 2024	02. 05. 2024
6.	17. 05. 2024	24. 05. 2024	06. 06. 2024
FORBES LIFE	31. 05. 2024	07. 06. 2024	20. 06. 2024
7.	14. 06. 2024	21. 06. 2024	04. 07. 2024
8.	12. 07. 2024	19. 07. 2024	01. 08. 2024
9.	16. 08. 2024	23. 08. 2024	05. 09. 2024
FORBES NEXT AUTUMN	30. 08. 2024	06. 09. 2024	19. 09. 2024
10.	13. 09. 2024	20. 09. 2024	03.10. 2024
11.	18. 10. 2024	25. 10. 2024	07.11. 2024
FORBES WOMAN	01. 11. 2024	08. 11. 2024	21. 11. 2024
12.	15. 11. 2024	22. 11. 2024	05.12. 2024
1/2025	06. 12. 2024	13. 12. 2024	02. 01. 2025





FORBES SPECIALS-



FORBES NEXT

This special issue brings readers topics such as technologies, innovations, and new challenges in science, tech, gadgets, and IT.

- ► Technologies that are changing the world
- ▶ Electromobility
- ► Smart home/city
- **▶** Digitalisation
- **▶** Cybersecurity

Published on: 21. 3. 2024, 19. 9. 2024

Circulation: 21 000 **Distribution:** 3 months



FORBES LIFE

A standalone magazine about lifestyle, dining, art, fashion, travel, and architecture. It provides readers with a guide on how best to enjoy the money they've made.

- ► Interviews with personalities from the arts, movies, sports, and more
- ▶ The stories of successful brands,
- ▶ Tips, gadgets and applications
- ► Travel, fine dining

Published on: 20. 6. 2024 Circulation: 21 000 Distribution: 3 months



FORBES WOMAN

A special issue on successful and inspiring women, presented for the fifh time.

- ► The unconventional stories of women who changed the world
- ► I wish I knew practical tips from businesswomen
- ▶ Up-and-coming women scientists worldwide
- Women's startup businesses; women starting in business

Published on: 21. 11. 2024 Circulation: 21 000 Distribution: 3 months



AD SPECS AND PRICING

FORBES

For each ad format please see price and dimensions below. These come in two versions: bleed ads and no-bleed ads.

ADS' TECHNICAL PARAMETERS

Files in PDF format (CMYK/300 DPI, without ICC profiles). Texts broken up into curves. Each of an ad's given dimensions must include 3 to 5 mm bleed on all sides.

DISCOUNTS FOR REPEATED

AD PLACEMENTS

Individualized – volume-dependent

ADDITIONAL FEES

1st and 2nd inside page – add 20% to ad price Targeting in the first third of the magazine extra 10%.

Cover II	Cover II / II	Cover III	Cover IV	V-GATE	
203 x 265 mm	203 x 265 mm	203 x 265 mm	203 x 265 mm	372 x 265 mm	
370 000 CZK	370 000 CZK	300 000 CZK	450 000 CZK	600 000 CZK	
1/1	2/3	1/2	1/2	1/3	1/3
203 x 265 mm 175 x 240 mm	126 x 265 mm 115 x 240 mm	97 x 265 mm 85 x 240 mm	203 x 134 mm 173 x 115 mm	67 x 265 mm 55 x 240 mm	203 x 88 mm 173 x 73 mm
290 000 CZK	200 000 CZK	170 000 CZK	170 000 CZK	110 000 CZK	110 000 CZK
1/4	1/4	2/1		1/6	

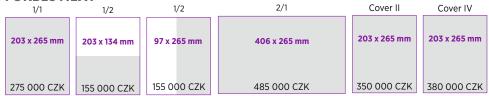


Send source materials to: podklady@forbes.cz

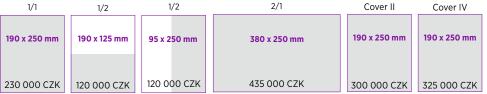
INSERTS

calculated individually

FORBES NEXT



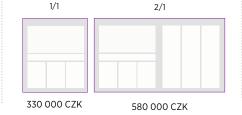
FORBES LIFE



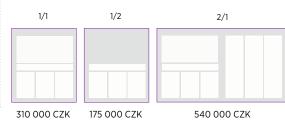
FORBES WOMAN



BRANDVOICE | ADVOICE



ADVERTORIAL



CONTENT PRESENTATIONS





BrandVoice

An interview, infographic, or other content format composed in a way that makes the article feel like general Forbes content. A custom-built solution is created for each client, combining their communication goal and the tried-and-true style of Forbes articles. The goal is for all the content to feel natural, yet attractive, giving it the largest possible reach. This format is an especially good fit for presenting the client's image and activities. Forbes handles all of the preparation; the client may provide up to three rounds of content proofreading.

SCOPE: 1-4 PAGES (depending on the communicated content and the client's wishes)

AdVoice

A direct presentation of the client's content, tailor-made by the Forbes staff. This format is an especially good fit for presenting specific products and services. The goal is for the final content to deliver a maximum of the client's message, presented using the sort of language and form that Forbes readers appreciate and seek out. All the preparation is provided by Forbes based on the client's source materials. The client may provide up to three rounds of content proofreading.

AUTOSERVIS V POHODLÍ SKANDINÁVSKÉHO OBÝVÁKU

▶ SCOPE: 1-2 PAGES (depending on the communicated content and the client's wishes)

Advertorial

A text advertisement supplied by the client, without a company logo. The Forbes editorial team will only review the text for language issues, although it does reserve the right to adjust the ad's title, lead paragraph, and graphical treatment so as to make it compatible with the Forbes magazine style and maximize its readership.

► SCOPE: 1/2-2 PAGES 2/1



TWO-PAGE SPREAD

► Title: approx. 35 chars ► Lead: 300-400 chars

► **Text:** 5 500-6 500 chars

▶ **Total:** 6 000-7 000 chars including gaps, according to the required number of photos



AdVoice column

A column for a manager or expert from the client company regarding a topic of their choice, presenting the company's activities/ products/services. Its advantage over the advertising formats is that AdVoice is exclusive: there is never more than one AdVoice per issue.

▶ SCOPE: ²/₃ PAGE (approx. 2 600 chars. incl. spaces + portrait photo + company logo).

1/2



HALF-PAGE

► Title: approx. 35 chars ▶ **Lead:** 200-250 chars ► Text: 1 000-1 200 chars ▶ Total: 1 200-1 600 chars including gaps, according to the required number of photo



FULL PAGE

▶ Title: approx. 35 chars

Lead: 200–300 chars

► **Text:** 2 500–3 500 chars ▶ Total: 2 800-3 800 chars including gaps, according to the required number of photos



SPECIAL PROJECTS -







JOINT PROJECT/SUPPLEMENT/INSERT

An exclusive opportunity to present an area of the client's activities in the form of news reports, interviews, engaging articles, photographs, and illustrations, and to naturally integrate its message into reader-valued content authored by the Forbes team spanning multiple pages. This variant requires exceptional client cooperation, but it has a large impact on a high-credit target group. Presentation within the magazine content equivalent to Forbes-authored content.

► SCOPE: 6-16 PAGES ► PRICE: ON REQUEST

-SUBSCRIPTION-



PREMIUM ONLINE + PRINT

PREMIUM ARTICLES ON FORBES.CZ

12× MAGAZINE FORBES
1× FORBES WOMAN
1× FORBES LIFE
2× FORBES NEXT

FREE SHIPPING

► PRICE: 2299 CZK/YEAR



ANNUAL PRINT

12× MAGAZINE FORBES

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PREMIUM ARTICLES ON FORBES.CZ

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