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WHY 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**



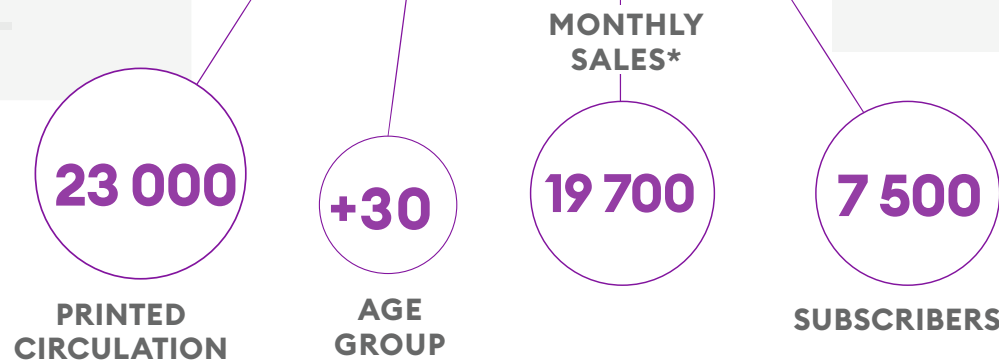
SOCIAL NETWORKS



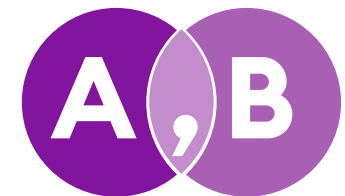
175 000
MONTHLY READERSHIP*



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SOCIOECONOMIC GROUP



TOP MANAGERS,
MIDDLE
MANAGEMENT



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 fifth 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
97 x 134 mm 85 x 115 mm	203 x 70 mm 173 x 54 mm	406 x 265 mm 376 x 265 mm	68 x 135 mm
95 000 CZK	95 000 CZK	500 000 CZK	55 000 CZK

Send source materials to: podklady@forbes.cz

INSERTS

– calculated individually

FORBES NEXT

1/1	1/2	1/2	2/1	Cover II	Cover IV
203 x 265 mm	203 x 134 mm	97 x 265 mm	406 x 265 mm	203 x 265 mm	203 x 265 mm
275 000 CZK	155 000 CZK	155 000 CZK	485 000 CZK	350 000 CZK	380 000 CZK

FORBES LIFE

1/1	1/2	1/2	2/1	Cover II	Cover IV
190 x 250 mm	190 x 125 mm	95 x 250 mm	380 x 250 mm	190 x 250 mm	190 x 250 mm
230 000 CZK	120 000 CZK	120 000 CZK	435 000 CZK	300 000 CZK	325 000 CZK

FORBES WOMAN

1/1	1/2	1/2	2/1	Cover II	Cover IV
210 x 265 mm	210 x 134 mm	105 x 265 mm	420 x 265 mm	210 x 265 mm	210 x 265 mm
230 000 CZK	120 000 CZK	120 000 CZK	435 000 CZK	300 000 CZK	325 000 CZK

BRANDVOICE | ADVOICE

1/1	2/1
330 000 CZK	580 000 CZK

ADVERTORIAL

1/1	1/2	2/1
310 000 CZK	175 000 CZK	540 000 CZK

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](https://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

FREE SHIPPING
▶ PRICE: 1299 CZK/YEAR



ANNUAL PREMIUM ONLINE

PREMIUM ARTICLES ON [FORBES.CZ](https://forbes.cz)

▶ PRICE: 1688 CZK/YEAR

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Forbes
LIFE IS RICH
2024