

EN

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FORBES ESPRESSO | COCKTAIL | KRYPTO
FORBES PODCASTS



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WHY ADVERTISE WITH US?

▶ THE FORBES LOVEBRAND

- ▶ OVER 100 YEARS OF TRADITION WORLDWIDE, 13 YEARS IN THE CZECH REPUBLIC
- ▶ 700,000 USERS A MONTH – MEASURED BY NETMONITOR
 - ▶ FINANCIALLY SOLID A/B TARGET GROUP
 - ▶ TOP CZECH JOURNALISTS
 - ▶ STAY MORE THAN 6 MIN. PAGE TIME
 - ▶ BRANDVOICE LAB – NATIVE CONTENT ADVERTISING
 - ▶ SOCIAL MEDIA (> 433,000 USERS)
 - ▶ LOYAL READERS
- ▶ TARGETED ADVERTISING (BY REGION OR SITE SECTION)

MONTHLY TRAFFIC:

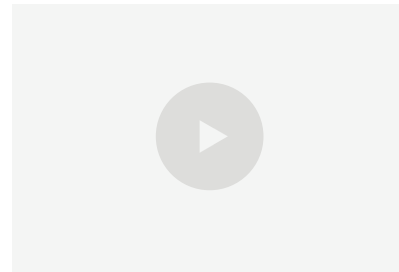
1 MIL

REAL USERS: 700,000



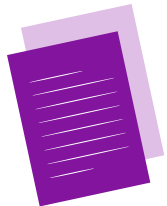
AGE GROUP

+35



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ESPRESSO,
COCKTAIL,
MONO



32,000
SUBSCRIBERS

3 www.forbes.cz

IEWS
PER MONTH
2,7 MIL

>6 min.

READERS' TIME
ON PAGE

SOCIOECONOMIC
GROUP



**TOP MANAGERS,
MIDDLE
MANAGEMENT,
AND COMPANY
OWNERS**



SOCIAL NETWORKS



STANDARD FORMATS

▶ **LEADERBOARD**

▶ **BRANDING**

▶ **SKYSCRAPER STICKY**

▶ **ADVOICE / ADVOICE PLUS**

▶ **NEWSLETTERS**

▶ **MONO ESPRESSO NEWSLETTER**

▶ **MOBILE INTERSCROLLER**

▶ **MOBILE SQUARE**

▶ **OUTSTREAM**

▶ **POP-UP SQUARE**

LEADERBOARD



- SIZE:** 1,940 × 420 PX
- SIZE MOBILE:** 640 × 240 PX
- MAX.:** 500 KB
- TARGETING:** GEO
WEB SECTION, + 30 %
- FORMAT:** STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+20%)
- PRICE:** 900 CZK CPT GROSS
- PLACEMENT:** ENTIRE WEBSITE
DESKTOP + MOBILE
(1ST POSITION)

BRANDING



SIZE: 4100 × 2880 PX*

SIZE MOBILE: 640 × 240 PX

MAX.: 2,5 MB

TARGETING: GEO

FORMAT: WEB SECTION, +30%
STATIC JPEG/
PNG/GIF IMAGE,
ANIMATED GIF

PRICE: 900 CZK CPT GROSS

PLACEMENT: ENTIRE WEBSITE

**DESKTOP + MOBILE
(1ST POSITION)**

*DIVIDED UP INTO SERIES OF SEVERAL IMAGES.
FOR INDIVIDUAL IMAGES' DIMENSIONS,
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

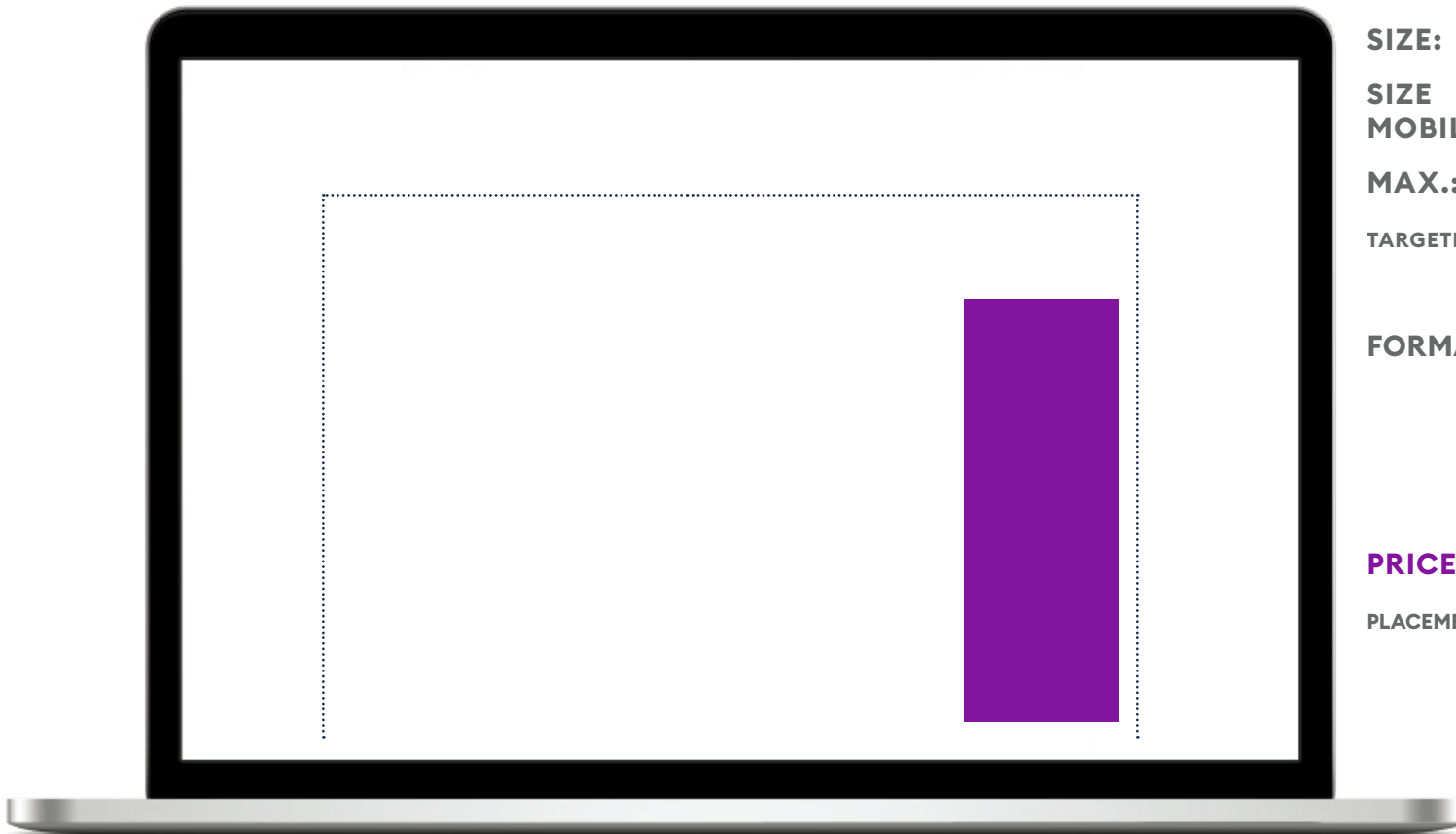
SKYSCRAPER STICKY



SIZE: 600 × 1,200 PX
SIZE MOBILE: 500 × 500 PX
MAX.: 500 KB
TARGETING: GEO
FORMAT: WEB SECTION, +30%
STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 750 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

**DESKTOP + MOBILE
(2ND POSITION)**

SKYSCRAPER STICKY (2. POSITION)



SIZE: 600 × 1,200 PX
SIZE MOBILE: 500 × 500 PX
MAX.: 500 KB
TARGETING: GEO
FORMAT: WEB SECTION, +30%
STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 650 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS
DESKTOP
2ND POSITION

ADVOICE/ADVOICE PLUS



SIZE: MIN. 1,500 CHARS.
MAX.: MAX. 5,000 CHARS.
PRICE: **90,000 CZK GROSS**
/ 140,000 CZK GROSS

DESKTOP + MOBILE

BRIEF TEXT PRESENTING THE COMPANY ACTIVITIES, PRODUCTS, OR SERVICES. CONTENT IS FULLY MANAGED BY THE CLIENT – FORBES' SOLE INPUTS ARE PROOFREADING AND, IF NEEDED, TITLE RECOMMENDATION. UNLIKE ADVOICE PLUS AND BRANDVOICE, ADVOICE IS NOT PROMOTED VIA SOCIAL NETWORKS OR THE ESPRESSO NEWSLETTER.



NEWSLETTER

ESPRESSO + COCKTAIL + CRYPTOSHOT



SIZE: **1,350 × 660 PX**
REACH: **32,000 SUBSCRIBERS**
PRICE: **35,000 CZK GROSS**

ESPRESSO

A BRIEF, WITTY, AND STRIKING SELECTION OF THE MOST IMPORTANT NEWS FROM THE WORLDS OF BUSINESS, TECHNOLOGY, AND POP CULTURE. IN YOUR INBOX EARLY IN THE MORNING, SIX DAYS A WEEK. THE CLIENT PURCHASES A BANNER, A LINK, AND A SHORT DESCRIPTION, FOR ONE DAY.

COCKTAIL

EVERY THURSDAY AFTERNOON, WE MIX A COCKTAIL OF ALL THE WORLD'S MOST INTERESTING THINGS—ITEMS YOU SURELY SHOULDN'T MISS. THE CLIENT PURCHASES A BANNER, A LINK, AND A SHORT DESCRIPTION, FOR ONE DAY.

CRYPTOSHOT

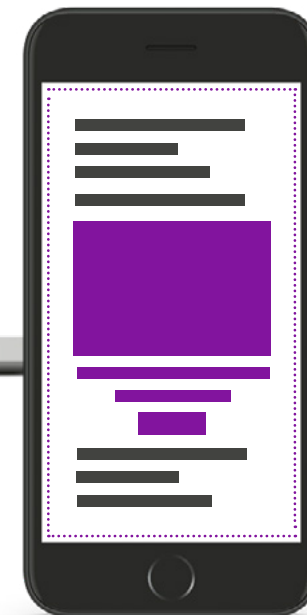
AN OVERVIEW OF THE LATEST IN THE WORLD OF CRYPTOCURRENCIES. GRAPH OFF THE WEEK, STORY OF THE WEEK, AND ALWAYS SOMETHING MORE – EVERY WEDNESDAY AFTERNOON.

NEWSLETTER MONO ESPRESSO

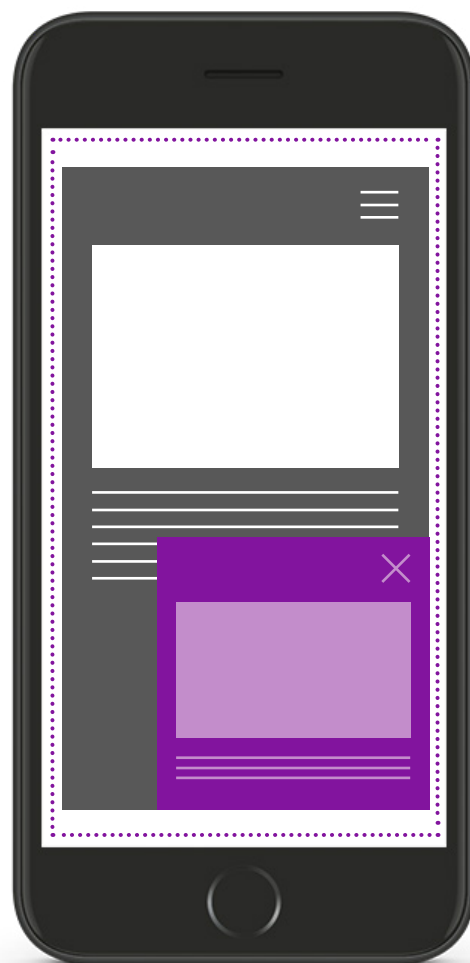


SIZE: **1,350 × 660 PX**
REACH: **32,000 SUBSCRIBERS**
PRICE: **100,000 CZK GROSS**

A SPECIAL SINGLE-TYPE ESPRESSO. A SINGLE TOPIC CHOSEN BY THE CLIENT WITH MULTIPLE POINTS OF VIEW ELABORATED BY THE FORBES TEAM AND MARKED “POWERED BY.” IDEAL FOR COMMUNICATING SPECIAL OFFERS, FOR BOTH THE B2B AND B2C SEGMENTS.



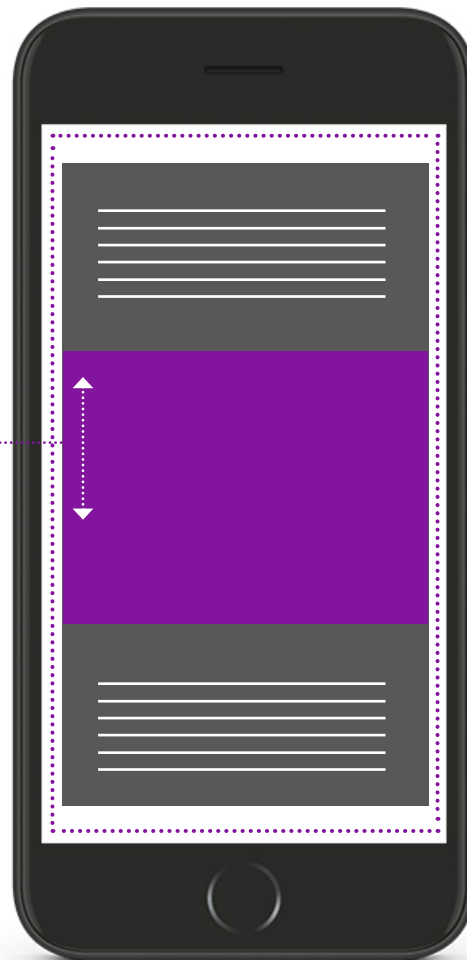
MOBILE POP-UP SQUARE



SIZE: 600 × 600 PX
MAX.: 200 KB
TARGETING: GEO
WEB SECTION + 30 %
FORMAT: JPEG/PNG/
NON-ANIMATED GIF,
PRICE: 950 CZK CPT GROSS
PLACEMENT: MOBILE

MOBILE INTERSCROLLER

2ND POSITION

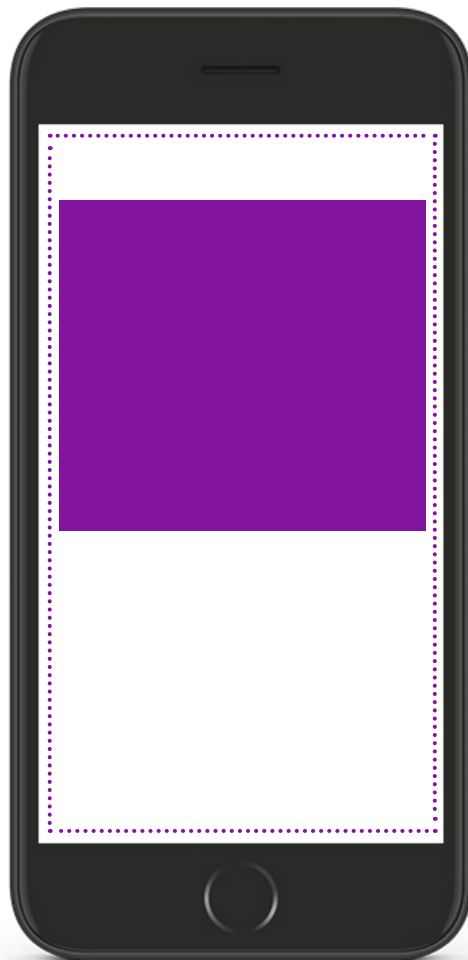


ADVERTISEMENT
IS PLACED
ON THE PAGE
BACKGROUND,
WHERE
SCROLLING
UNCOVERS IT

SIZE: 500 × 900 PX
MAX.: 200 KB
TARGETING: GEO
WEB SECTION +30%
FORMAT: JPEG/PNG/
NON-ANIMATED GIF
PRICE: 650 CZK CPT GROSS
PLACEMENT: ARTICLE BODY
MOBILE: (2ND POSITION)

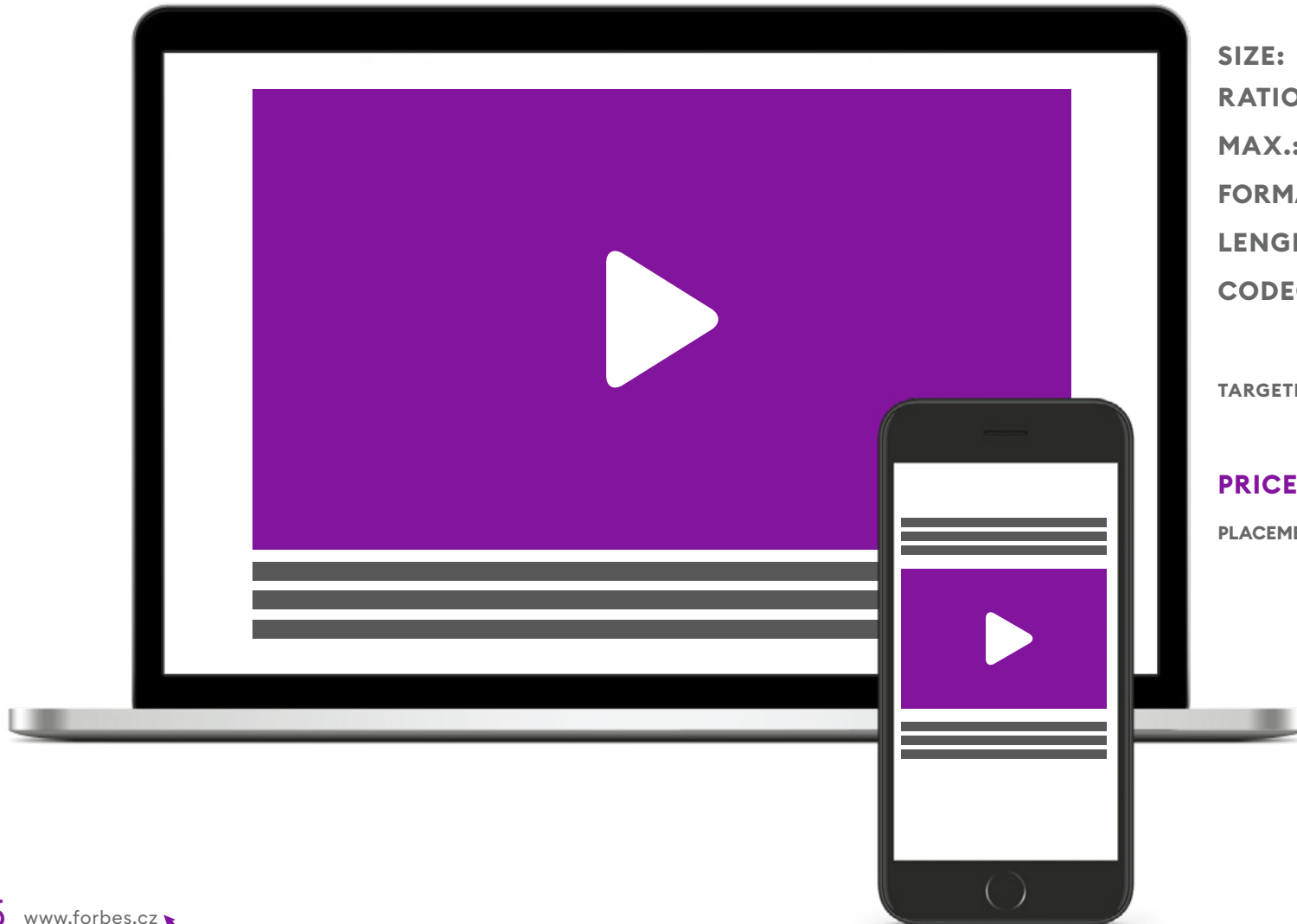
MOBILE SQUARE

2ND POSITION / 3RD POSITION



SIZE: 500 × 500 PX
MAX.: 100 KB
TARGETING: GEO
WEB SECTION, +30%
FORMAT: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 300 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS
MOBILE: (SQUARE, 2ND
POSITION OR 3RD
POSITION)

OUTSTREAM



SIZE: **720P 1280 × 720 PX**
RATIO: **16:9**
MAX.: **10 MB**
FORMAT: **MP4**
LENGTH: **MAX. 30 SECONDS**
CODEC: **H.264 (AUDIO CODEC AAC)**
TARGETING: **GEO**
WEB SECTION + 30 %
PRICE: **890 CZK CPT GROSS**
PLACEMENT: **WHOLE SITE, WHOLE DESKTOP + MOBILE**

NON-STANDARD FORMATS

▼ **BRANDVOICE**

▼ **ONE-PAGE**

▼ **PARTNER FOR SPECIAL**

▼ **PARTNER FOR RANKING**

▼ **ARTICLE BRANDING**

▼ **NATIVE AD**

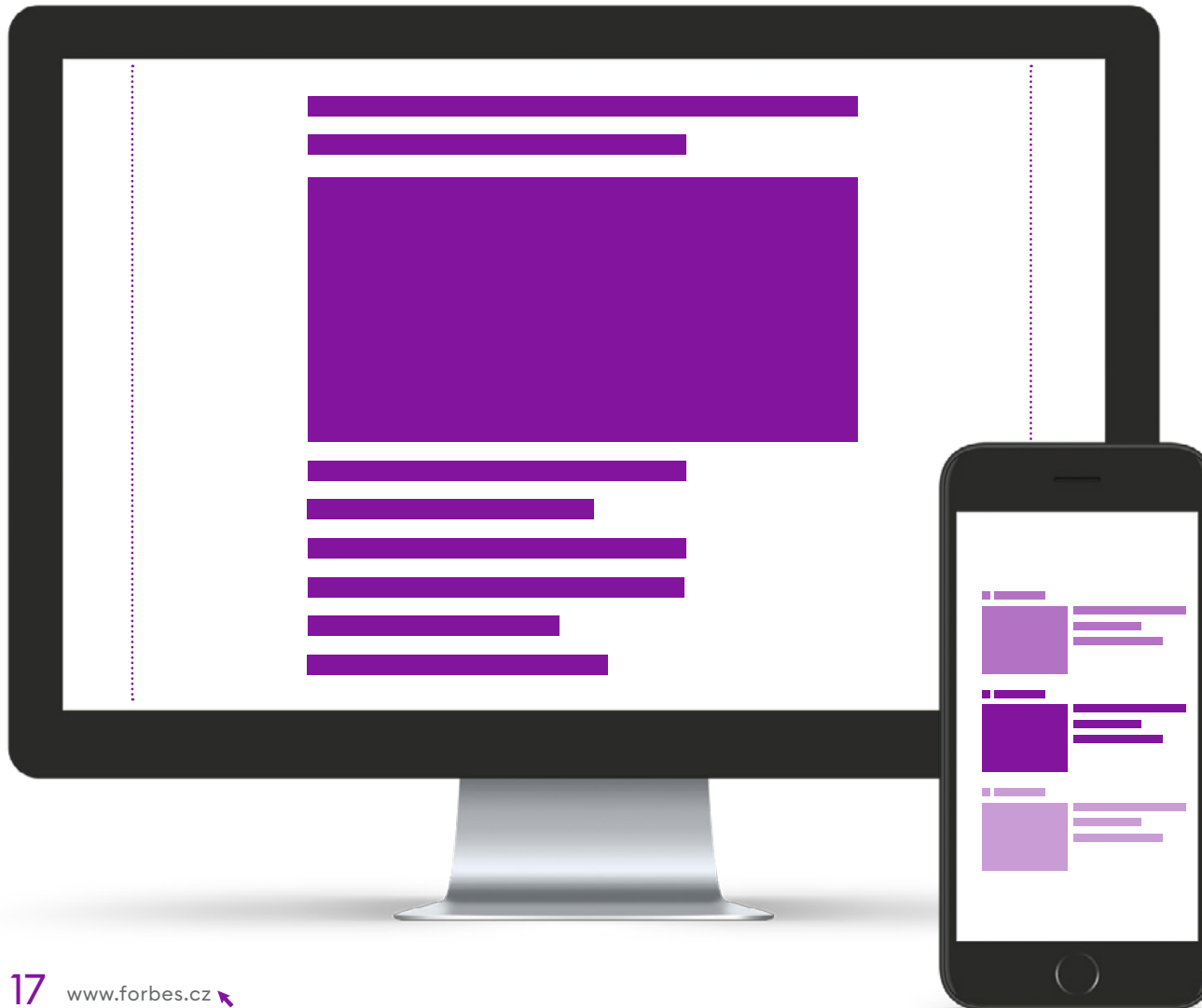
▼ **BRANDVOICE PODCAST**

▼ **PODCAST SPONSOR**

▼ **VIDEO**

▼ **SOCIAL MEDIA**

BRANDVOICE



SIZE: MIN. 3,000 CHARS
MAX.: MAX. 8,000 CHARS
TARGETING: BUSINESS,
TECH, LIFESTYLE
SHOWN: 4 000 – 8 000 PAGE VIEW
PRICE: 200,000 CZK GROSS

DESKTOP + MOBILE

AN AUTHENTIC ARTICLE, INTERVIEW, INFOGRAPHIC, OR OTHER CONTENT FORMAT CREATED BY THE BRANDVOICE LAB CONTENT TEAM. A CREATIVE FORBES-STYLE CLIENT-TAILORED SOLUTION. IT FUSES THE HIGH STANDARD FOR FORBES TEXTS WITH THE CLIENT'S COMMUNICATION GOAL SO AS TO MAXIMIZE THE ARTICLE'S REACH.

ONE PAGE



PRICE:

**300,000 CZK
AND UP GROSS**

SHOWN:

**10,000
PAGE VIEW
AND MORE**

DESKTOP + MOBILE

A SPECIAL PAGE THAT'S CUSTOM-DESIGNED FOR THE CLIENT AS A PART OF FORBES.CZ. WE TAKE ONE TOPIC AND DRAW EYES TO IT. A CHANCE TO PROVIDE A UNIQUE APPROACH, SIMPLE READER CONTROLS, ACCESS TO INTERACTIVE ELEMENTS, AND IMAGINATIVE TEXTS. CLEAR AND ATTRACTIVE MESSAGING FOR CLIENTS. IDEAL FOR SMALL AND MEDIUM ENTERPRISES THAT WANT A UNIQUE WAY TO ADDRESS THEIR AUDIENCE.

PARTNER SPECIAL



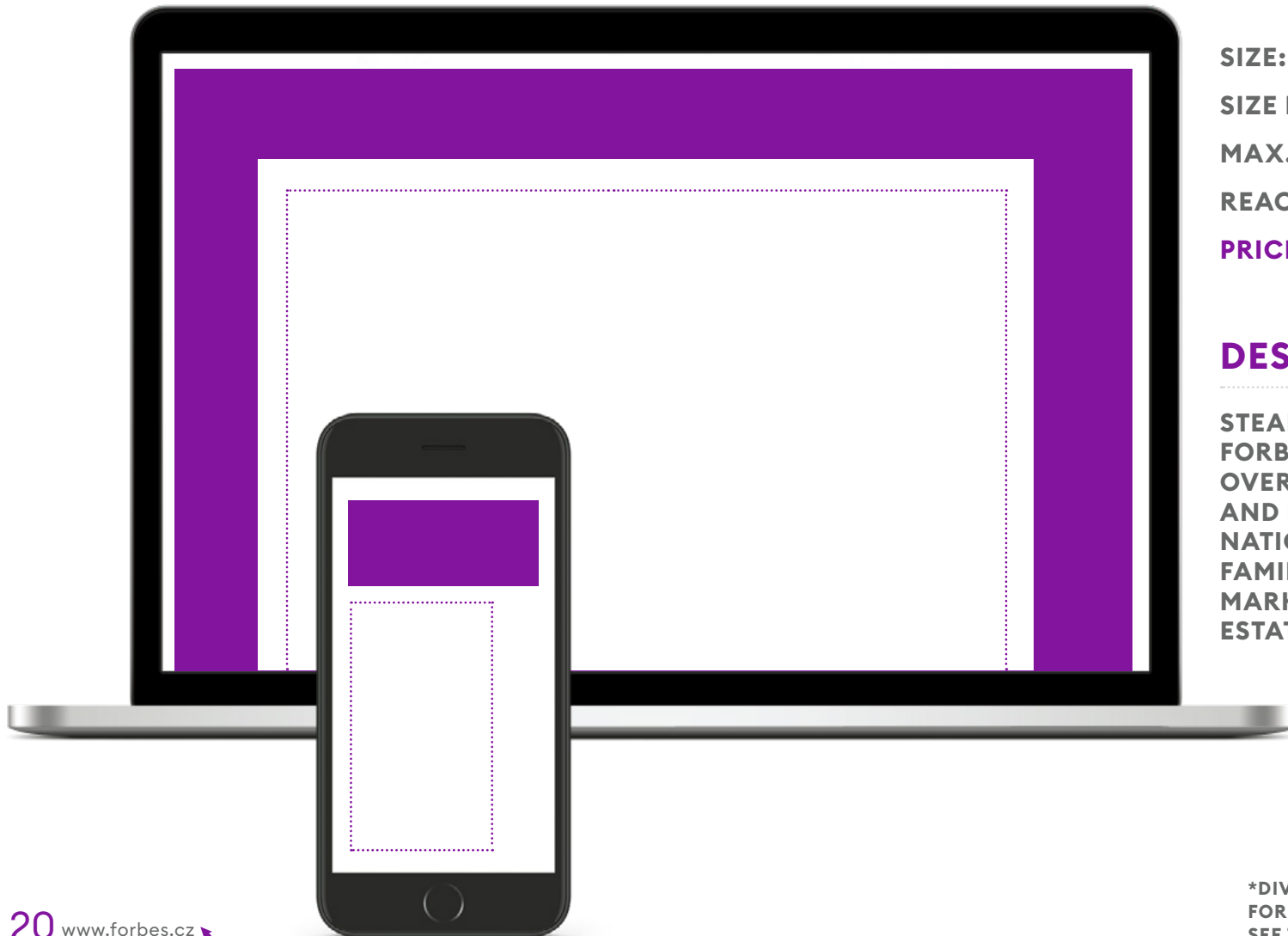
**YOUR OWN PAGE
ON FORBES.CZ**

**PRICE: 500,000 CZK
AND UP GROSS**

DESKTOP + MOBILE

**SPECIAL FREE-STANDING
MICROSITES IN COOPERATION
BETWEEN FORBES AND
PARTNERS. A WIDE RANGE
OF TOPICS, FROM GUIDES ON
INVESTING OR CHOOSING
THE RIGHT SUIT TO THE
“FORBES ON THE ROAD”
VIDEO TALK SHOW. A
REFRESHING APPROACH,
WITH OPPORTUNITIES FOR
INTERACTIVE AND PLAYFUL
ELEMENTS LIKE QUIZZES,
TESTS, AND INFOGRAPHICS.**

PARTNER – RANKING



SIZE: 4,100 × 2,880 PX*
SIZE MOBIL: 640 × 240 PX
MAX.: 2,5 MB
REACH: 300,000 AND UP
PRICE: 250,000 CZK
AND UP GROSS

DESKTOP + MOBILE

STEADY FLOW OF UNIQUE FORBES-ONLY RANKINGS. OVERVIEWS OF THE RICHEST AND MOST SUCCESSFUL PEOPLE NATIONWIDE AND WORLDWIDE, FAMILY FIRMS, AND THE MARKET'S MOST EXPENSIVE REAL ESTATE.

TIMELINE 2024 RANKINGS

TOP DOCTORS

30 UNDER 30

THE MOST EXPENSIVE REAL ESTATES

TOP ATTORNEYS OFFICES

FAMILY FIRMS

TOP WOMEN IN SCIENCE

THE BEST CHEFS IN THE CZECH REPUBLIC

THE MOST INFLUENTIAL CZECH WOMEN

TOP EARNING YOUTUBERS AND STREAMERS

THE MOST INFLUENTIAL PEOPLE OF CZECH E-SPORT

THE BEST CZECH INVESTORS

THE CZECH BILLIONAIRES

TOP CEOS

FIN TECH WOMEN

THE BIGGEST PHILANTHROPISTS IN THE CZECH REPUBLIC

JANUARY 2024

FEBRUARY 2024

MARCH 2024

APRIL 2024

MAY 2024

MAY 2024

JUNE 2024

JUNE 2024

JULY 2024

AUGUST 2024

SEPTEMBER 2024

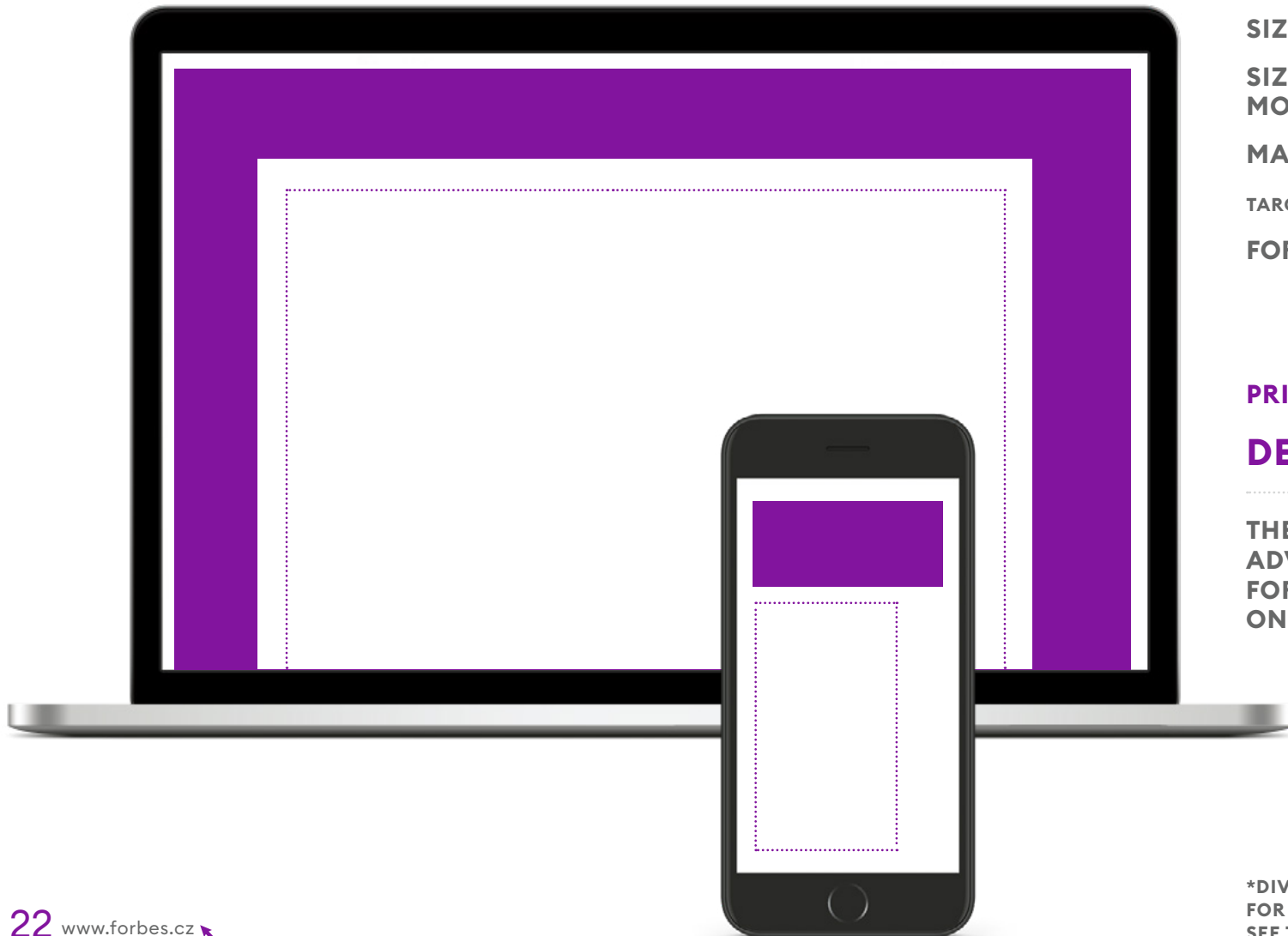
OCTOBER 2024

NOVEMBER 2024

NOVEMBER 2024

DECEMBER 2024

ARTICLE BRANDING



SIZE: **4,100 × 2,880 PX***
SIZE MOBILE: **640 × 240 PX**
MAX.: **2,5 MB**
TARGETING: **SPECIFIC TOPIC**
FORMAT: **STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF**
PRICE: **50,000 CZK GROSS**
DESKTOP + MOBILE

THE MOST EYE-CATCHING
ADVERTISING FORMAT. PREMIUM
FORMAT TARGETS TOPICS
ON FORBES ARTICLE.

*DIVIDED UP INTO SERIES OF SEVERAL BANNERS.
FOR INDIVIDUAL IMAGES' DIMENSIONS,
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

NATIVE AD

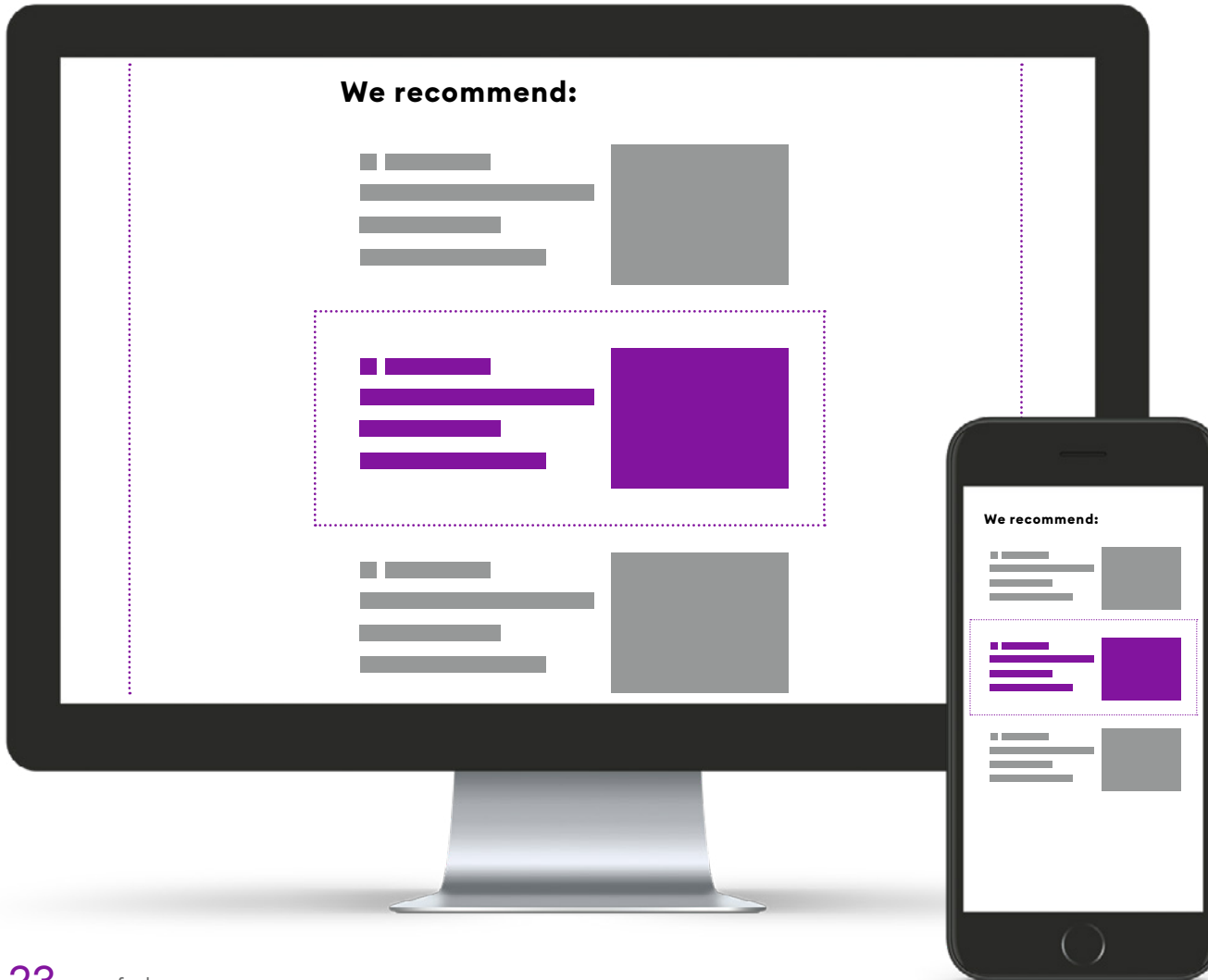


IMAGE SIZE: **320 × 180 PX**

MAX: **100 KB**

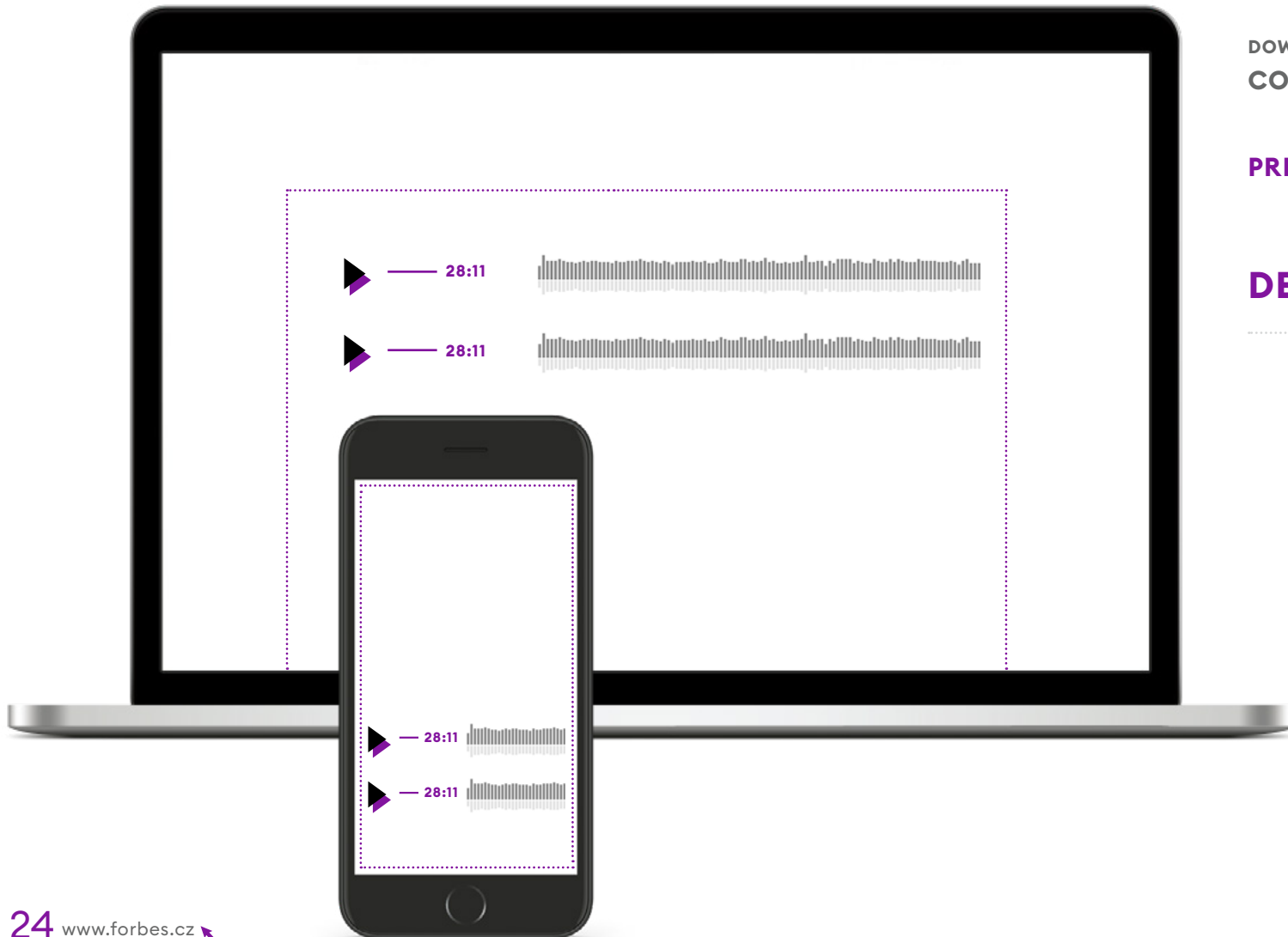
FORMAT: **JPG/PNG/RGB**

PRICE: **450 CZK CPT GROSS**

DESKTOP + MOBILE

NATIVE ADS ARE DISPLAYED IN THE 2ND POSITION, IN THE “WE RECOMMEND” SECTION OF THE ARTICLE BODY. THIS IS AN ADDED-VALUE FORMAT THAT ADDS READER TRUST TO AN AD’S MESSAGING.

BRANDVOICE PODCAST



DOWNLOAD
COUNT:

**FROM
6,500 + PER PODCAST**

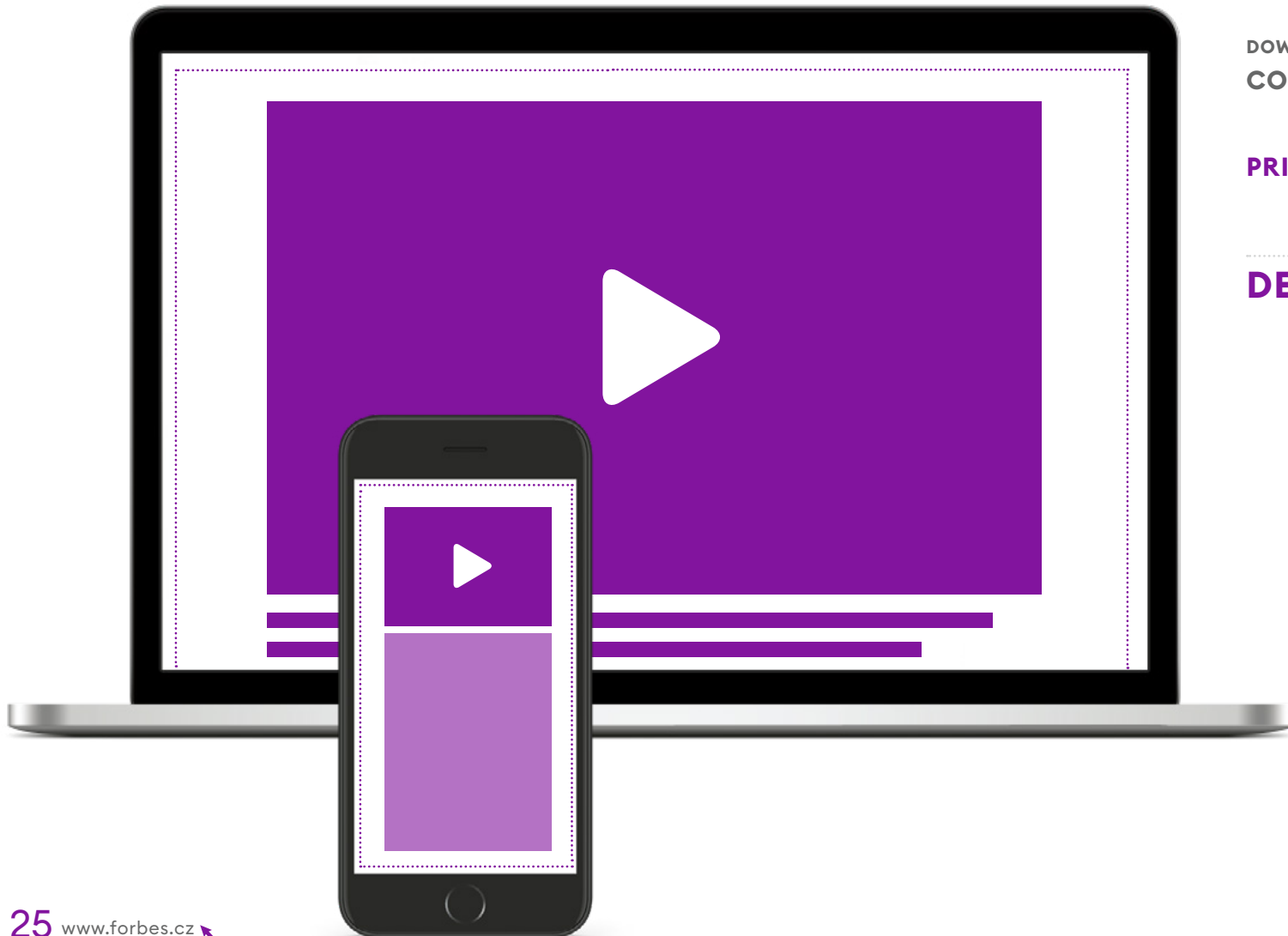
PRICE:

**150,000 CZK
GROSS**

DESKTOP + MOBILE

THE MOST EFFECTIVE
FORMAT IS THE TWO
GUESTS PODCAST -
EDITOR AND COMPANY
REPRESENTATIVE OR
ANOTHER PERSON SUCH
AS CURRENT/POTENTIAL
CUSTOMER OR OTHER CO-
WORKING COMPANY. THE
CHOSEN TOPIC OF THE
COMPANY IS DISCUSSED.

BRANDVOICE VIDEO PODCAST



DOWNLOAD
COUNT:

**FROM
6,500 + PER PODCAST**

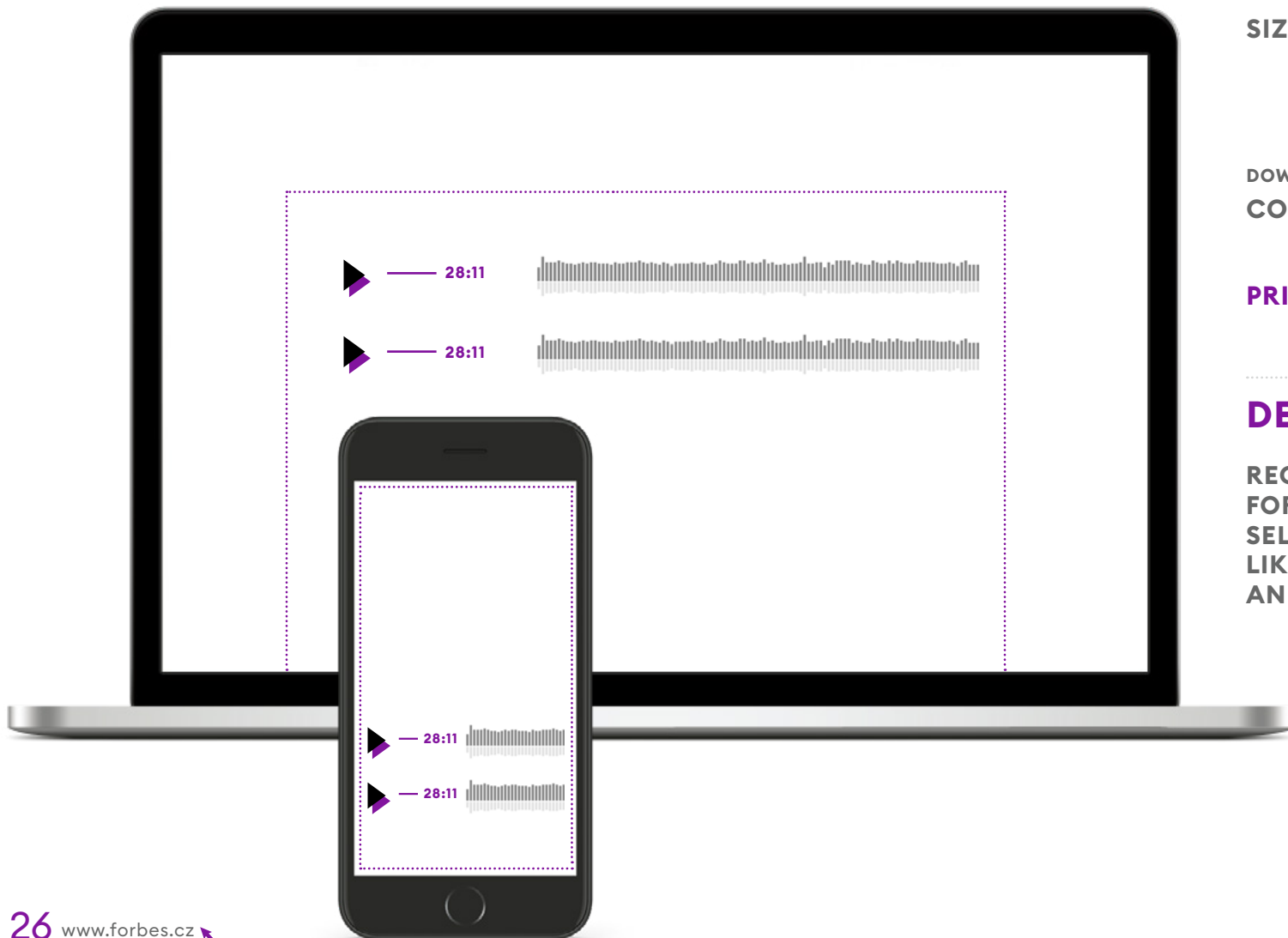
PRICE:

**250,000 CZK
GROSS**

DESKTOP + MOBILE

THE MOST EFFECTIVE
FORMAT IS THE TWO
GUESTS PODCAST -
EDITOR AND COMPANY
REPRESENTATIVE OR
ANOTHER PERSON SUCH
AS CURRENT/POTENTIAL
CUSTOMER OR OTHER CO-
WORKING COMPANY. THE
CHOSEN TOPIC OF THE
COMPANY IS DISCUSSED.

PODCAST SPONSOR



SIZE: 15|20 SEC BEFORE
AND AFTER OR 40
SEC IN THE MIDDLE

**DOWNLOAD
COUNT:** FROM
6,500 + PER PODCAST

PRICE: 35,000 CZK
GROSS/SPOT

DESKTOP + MOBILE

REGULAR AUDIO SHOW BY THE
FORBES CONTENT TEAM ON
SELECTED TOPIC FROM AREAS
LIKE BUSINESS, LIFESTYLE
AND 30 UNDER 30.

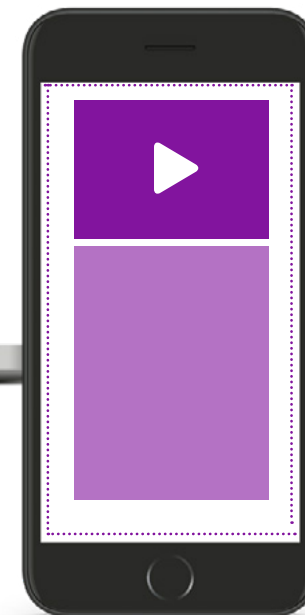
VIDEO



PLAY
COUNT: 20,000 AND UP

DESKTOP + MOBILE

START-TO-FINISH PRODUCTION OF NATIVE VIDEO CONTENT, CUSTOMIZED FOR THE CLIENT BY THE BRANDVOICE LAB CONTENT TEAM. PRODUCT PLACEMENTS IN VIDEOS CREATED BY OUR CONTENT TEAM ARE AVAILABLE.



SOCIAL NETWORKS



PROMOTION ON SOCIAL NETWORKS IS ALWAYS HANDLED CASE-BY-CASE; FORBES.CZ EDITORS POSSESS VETO RIGHTS. COMMERCIAL COOPERATION IS ALWAYS MARKED AS SUCH.



FB:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

INSTAGRAM:

MARKED COOPERATION, CLIENT INDICATED IN HASHTAG

LINKEDIN:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

TWITTER:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

SUBSCRIPTION



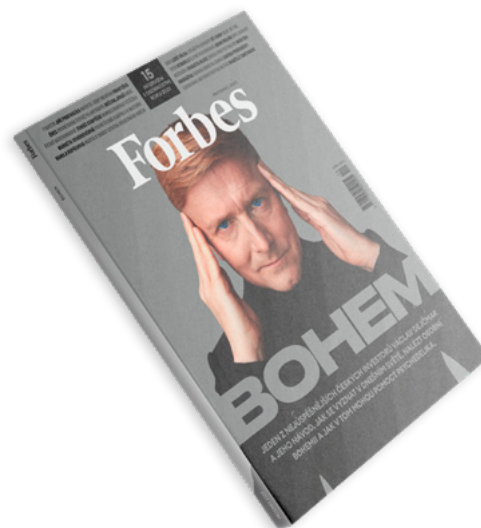
PREMIUM ONLINE + PRINT

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



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

► PRICE: 1688 CZK/YEAR

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LINK TO TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS

<https://forbes.cz/technicke-specifikace-inzerce-na-forbes-cz/>



Forbes

LIFE IS RICH

V2/2024