

# Forbes

## PRINT 2025

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FORBES PODCASTS  
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# WHY ADVERTISE WITH US?

- ▶ THE FORBES LOVEBRAND, HIGH READER LOYALTY
- ▶ OVER 100 YEARS OF TRADITION, 14 YEARS IN CZECHIA
- ▶ 175K READERS (SOURCE: MEDIA PROJEKT)
- ▶ 6K SUBSCRIBERS
- ▶ AFFLUENT AUDIENCE (A/B GROUPS IN THE “ABCDE” SYSTEM)
- ▶ THE TOP NAMES IN CZECH JOURNALISM
- ▶ BRANDVOICE LAB – NATIVE CONTENT FORMATS



SOCIAL NETWORKS



**176 000**  
MONTHLY READERSHIP \*



# Forbes

PRINTED  
CIRCULATION

**21 000**

**+30**

AGE  
GROUP

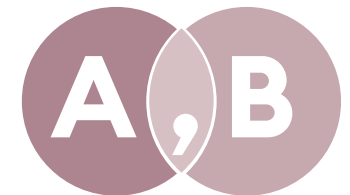
MONTHLY  
SALES\*

**16 000**

**6 300**

SUBSCRIBERS

SOCIOECONOMIC  
GROUP



TOP MANAGERS,  
MIDDLE MANAGEMENT,  
COMPANY OWNERS



# PUBLISHING PLAN

## JANUARY

Longevity - tips for long life  
Top doctors  
Investing into health

## FEBRUARY

30 Under 30 - the nation's most successful under-thirties; the young hopes of the Czech Republic  
Alumni Stories

## MARCH

EY: Entrepreneur of the Year  
Money Mastermind Investment Special  
**+ FORBES NEXT - SPRING EDITION**

## APRIL

Ranking of the biggest family firms  
Top law firm picks

## MAY

The richest Czechs + ranking  
The world's richest people + ranking

## JUNE

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

## JULY

The most influential creators!  
Content creators, influencers, and show business

## AUGUST

Successful Czech athletes and a ranking of the best-paid athletes  
Sports and business

## SEPTEMBER

The Forbes investment bible - advice and tips from the investing world  
**+ FORBES NEXT - AUTUMN EDITION**

## OCTOBER

Czechia's Most Expensive Apartments and Homes  
The Biggest Property Developers - Apartments, Offices, Industry - Ranking

## NOVEMBER

TOP CEOs  
Lepší Česko  
ESG  
**+ SPECIAL: FORBES WOMAN**

## DECEMBER

Forbes Personality of the Year 2025  
Czechia's Biggest Philanthropists  
Tips for Gifts

# TIMELINE FOR ISSUES

ISSUE	AD DEADLINE	DELIVER MATERIALS BY	PUBLISHED (THURSDAY)
1.	06. 12. 2024	13. 12. 2024	02. 01. 2025
2.	17. 01. 2025	24. 01. 2025	06. 02. 2025
3.	14. 02. 2025	21. 02. 2025	06. 03. 2025
FORBES NEXT - SPRING	28. 02. 2025	07. 03. 2025	20. 03. 2025
4.	14. 03. 2025	21. 03. 2025	03. 04. 2025
5.	11. 04. 2025	18. 04. 2025	02. 05. 2025
6.	16. 05. 2025	23. 05. 2025	05. 06. 2025
FORBES LIFE	06. 06. 2025	13. 06. 2025	26. 06. 2025
7.	13. 06. 2025	20. 06. 2025	03. 07. 2025
8.	18. 07. 2025	25. 07. 2025	07. 08. 2025
9.	15. 08. 2025	22. 08. 2025	04. 09. 2025
FORBES NEXT - AUTUMN	22. 08. 2025	29. 08. 2025	11. 09. 2025
10.	12. 09. 2025	19. 09. 2025	02. 10. 2025
11.	17. 10. 2025	24. 10. 2025	06. 11. 2025
FORBES WOMAN	31. 10. 2025	07. 11. 2025	20. 11. 2025
12.	14. 11. 2025	21. 11. 2025	04. 12. 2025
1/2026	05. 12. 2025	12. 12. 2025	02. 01. 2026



# FORBES SPECIALS



## FORBES NEXT

These special issues bring 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
- ▶ Digitalization, Cybersecurity

**Publishing date:** 20 March 2025, 11 September 2025

**Circulation:** 19,000

**Distribution:** 3 months



## FORBES LIFE

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

- ▶ Interviews with personalities from the arts, movies, sports, and more.
- ▶ Successful brands' stories
- ▶ Tips, gadgets, and apps
- ▶ Travel; fine dining

**Publishing date:** 15 May 2025

**Circulation:** 19,000

**Distribution:** 3 months



## FORBES WOMAN

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

- ▶ The unconventional stories of women who have changed the world
- ▶ I Wish I Knew - Practical advice from women in business
- ▶ Up-and-coming scientists with global successes
- ▶ The women of startups and women starting in business

**Publishing date:** 20 November 2025

**Circulation:** 19,000

**Distribution:** 3 months

# AD PRICING

## FORBES

Individual ad dimensions are shown with the advertising prices (dim. as width x height) in two versions: bleed ads and non-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 +5mm bleed on all sides.

### DISCOUNTS FOR REPEATED AD PLACEMENTS

Individual - depending on the volume

### ADDITIONAL FEES

1st and 2nd inside page - 20% additional ad fee  
Up to 1/3 into the magazine - 10% additional ad fee

2nd cover 203 x 265 mm 370 000 CZK	2nd 2nd cover 203 x 265 mm 370 000 CZK	3rd cover 203 x 265 mm 300 000 CZK	4th cover 203 x 265 mm 450 000 CZK	V-GATE 372 x 265 mm 600 000 CZK
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1/1 203 x 265 mm 175 x 240 mm 290 000 CZK	2/3 126 x 265 mm 115 x 240 mm 200 000 CZK	1/2 97 x 265 mm 85 x 240 mm 170 000 CZK	1/2 203 x 134 mm 173 x 115 mm 170 000 CZK	1/3 67 x 265 mm 55 x 240 mm 110 000 CZK	1/3 203 x 88 mm 173 x 73 mm 110 000 CZK
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1/4 97 x 134 mm 85 x 115 mm 95 000 CZK	1/4 203 x 70 mm 173 x 54 mm 95 000 CZK	2/1 406 x 265 mm 376 x 265 mm 500 000 CZK	1/6 68 x 135 mm 55 000 CZK
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**INSERTS AND TIP-ONS**  
- calculated individually

Send source materials to: [podklady@forbes.cz](mailto:podklady@forbes.cz)

## FORBES NEXT

1/1 203 x 265 mm 275 000 CZK	1/2 203 x 134 mm 155 000 CZK	1/2 97 x 265 mm 155 000 CZK	2/1 406 x 265 mm 485 000 CZK	2nd cover 203 x 265 mm 350 000 CZK	4th cover 203 x 265 mm 380 000 CZK
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## FORBES LIFE

1/1 190 x 250 mm 230 000 CZK	1/2 190 x 125 mm 120 000 CZK	1/2 95 x 250 mm 120 000 CZK	2/1 380 x 250 mm 435 000 CZK	2nd cover 190 x 250 mm 300 000 CZK	4th cover 190 x 250 mm 325 000 CZK
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## FORBES WOMAN

1/1 210 x 265 mm 230 000 CZK	1/2 210 x 134 mm 120 000 CZK	1/2 105 x 265 mm 120 000 CZK	2/1 420 x 265 mm 435 000 CZK	2nd cover 210 x 265 mm 300 000 CZK	4th cover 210 x 265 mm 325 000 CZK
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## BRANDVOICE | ADVOICE

1/1 330 000 CZK	2/1 580 000 CZK
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## ADVERTORIAL

1/1 310 000 CZK	1/2 175 000 CZK	2/1 540 000 CZK
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# CONTENT PRESENTATIONS

2/1

### BrandVoice

Interviews, articles, infographics, or any other content format that's crafted to feel like content from the Forbes team. A custom-built solution is created for every client, combining their communication goal and the tried-and-true style of Forbes articles. The goal is for all the content to feel natural and also attractive, and thus have the largest possible reach. This format is especially suitable for presenting the client's image and activities. Forbes takes care of all the preparation; the client may provide up to three rounds of content editing.

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

1/1

### 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. Forbes takes care of the preparation based on the client's source materials. The client may provide up to three rounds of content proofreading.

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

2/1

### 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 paragraph:** 300-400 chars.  
► **Text:** approx. 5,500-6,500 chars.  
► **Total:** approx. 6,000-7,000 chars. incl. spaces, depending on the desired photo count

### AdVoice column

Manager or expert column on a topic of his or her choice presenting activities/products/services of the company. Advantage over advertising formats is its exclusivity: it is always only one AdVoice is placed in an issue.

► **SCOPE:** 1/3 PAGE (approx. 2,600 chars. incl. spaces + portrait photo + company logo)

1/2

### 1/2 PAGE

► **Title:** approx. 35 chars.  
► **Lead paragraph:** 200-250 chars.  
► **Text:** approx. 1000-1200 chars.  
► **Total:** approx. 1200-1600 chars. incl. spaces, depending on desired accompanying images

1/1

### FULL-PAGE

► **Title:** approx. 35 chars.  
► **Lead paragraph:** 200-300 chars.  
► **Text:** approx. 2,500-3,500 chars.  
► **Total:** approx. 2,800-3,800 chars. incl. spaces, depending on the desired photo count



# 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 an affluent target group. Presentation within the magazine content equivalent to Forbes-authored content.

- ▶ **SCOPE:** 6-16 PAGES
- ▶ **PRICE:** ON REQUEST

# SUBSCRIPTIONS

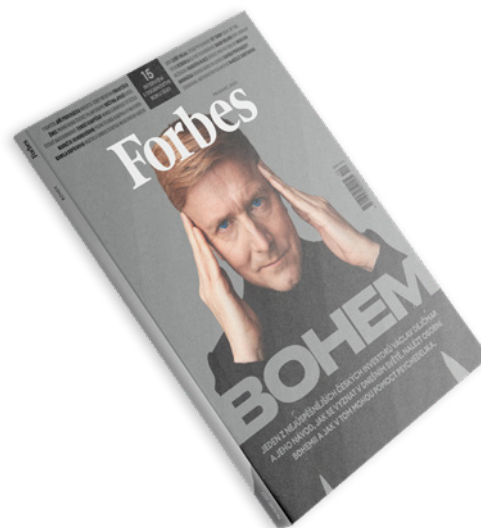


## ANNUAL PREMIUM ONLINE + PRINT

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

- 12× FORBES MAGAZINE PRINT EDITION
- 1× FORBES WOMAN
- 1× FORBES LIFE
- 2× FORBES NEXT

► PRICE: 2,299 CZK/YEAR



## ANNUAL PRINT

12× MAGAZINE PRINT EDITION

FREE POSTAGE

► PRICE: 1,299 CZK/YEAR



## ANNUAL PREMIUM ONLINE

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

► PRICE: 1,688 CZK/YEAR

[HTTPS://PREDPLATNE.FORBES.CZ/SUBSCRIPTIONS/](https://predplatne.forbes.cz/subscriptions/)

**Forbes**  
LIFE IS RICH  
2025