

EN

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WWW

2025

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FORBES ESPRESSO | COCKTAIL | KRYPTO
FORBES PODCASTS



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WHY ADVERTISE WITH US?

- ▶ **THE FORBES LOVEBRAND**
- ▶ **A HUNDRED-YEAR TRADITION**
- ▶ **> 642,000 USERS A MONTH – SOURCE: NETMONITOR**
- ▶ **AFFLUENT AUDIENCE (A/B GROUPS IN THE “ABCDE” SYSTEM)**
 - ▶ **THE TOP NAMES IN CZECH JOURNALISM**
 - ▶ **DEEP ENGAGEMENT (>6 MIN. ON SITE)**
 - ▶ **BRANDVOICE LAB – NATIVE CONTENT ADS**
 - ▶ **SOCIAL NETWORKS (>463 THOUSAND USERS)**
 - ▶ **HIGH READER LOYALTY**
- ▶ **TARGETED ADVERTISING (BY GEOGRAPHICAL REGION OR MAGAZINE SECTION)**

VISITS PER MONTH

1,2MIL

REAL USERS 642 000



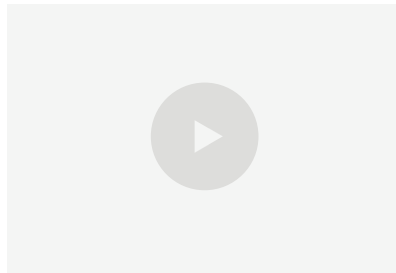
AGE GROUP

+35

ESPRESSO,
COCKTAIL,
MONO



32 000
SUBSCRIBERS



Forbes.cz

MONTHLY
VIEWED
3,8 MIL

> 6 min

TIME ON SITE

SOCIOECONOMIC
GROUP



TOP MANAGERS,
MIDDLE MANAGEMENT,
AND COMPANY OWNERS



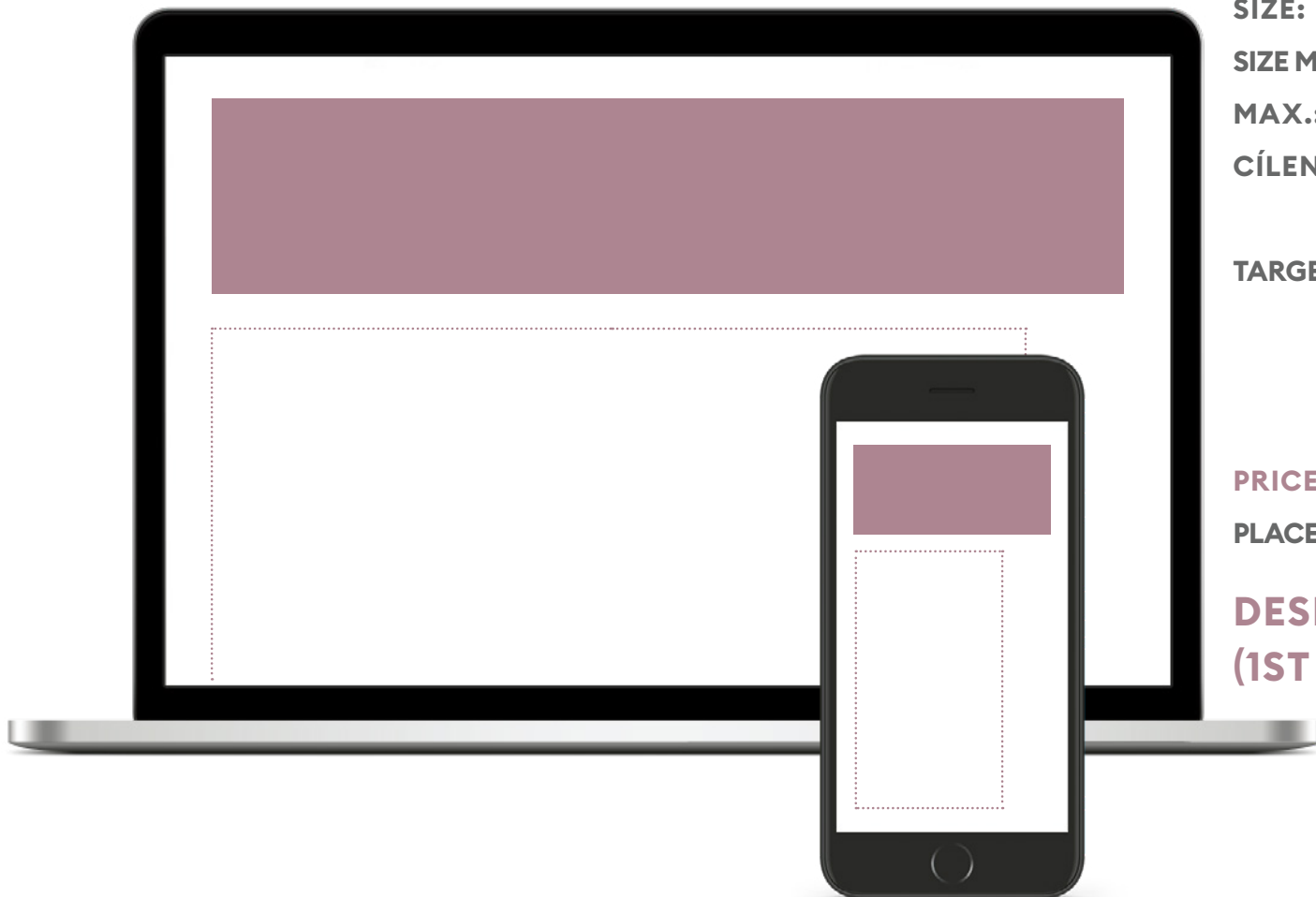
SOCIAL NETWORKS



STANDARD FORMATS

- ▶ **LEADERBOARD**
- ▶ **BRANDING**
- ▶ **SKYSCRAPER STICKY**
- ▶ **ADVOICE/ AVOICE PLUS**
- ▶ **NEWSLETTERS**
- ▶ **NEWSLETTER: MONO ESPRESSO**
- ▶ **NEWSLETTER: FORBES DIGEST**
- ▶ **POP-UP SQUARE**
- ▶ **MOBILE INTERSCROLLER**
- ▶ **MOBILE SQUARE**
- ▶ **OUTSTREAM**

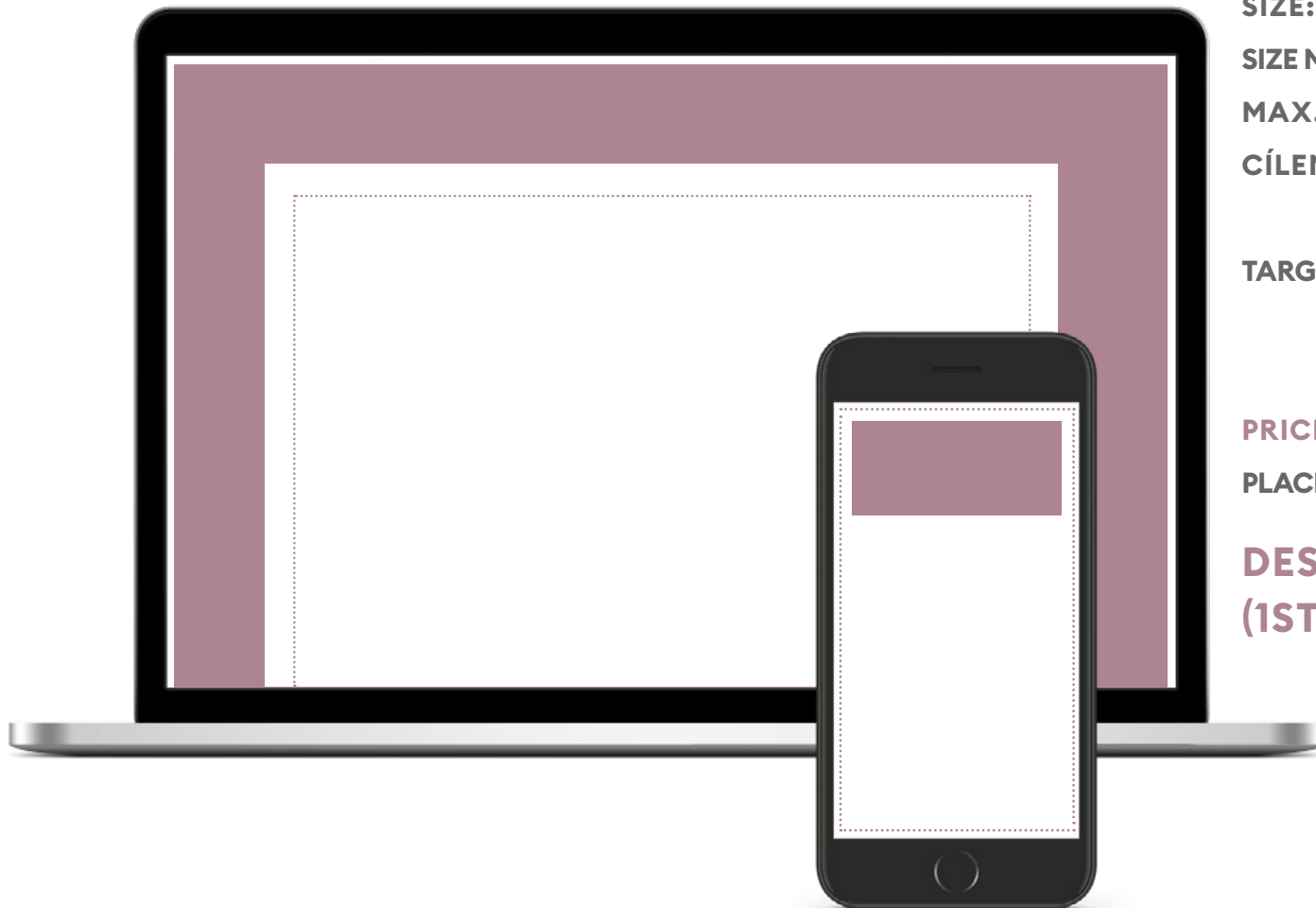
LEADERBOARD



SIZE: 1940 × 420 PX
SIZE MOBILE: 640 × 240 PX
MAX.: 500 KB
CÍLENÍ: GEOGRAPHICAL REGION,
MAG. SECTION + 30 %
TARGETING: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 900 CZK CPT GROSS
PLACEMENT: ENTIRE WEBSITE

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

BRANDING



SIZE: **4100 × 2880 PX***
SIZE MOBILE: **640 × 240 PX**
MAX.: **2,5 MB**
CÍLENÍ: **GEOGRAPHICAL REGION,
MAG. SECTION + 30 %**
TARGETING: **STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,**
PRICE: **900 CZK CPT GROSS**
PLACEMENT: **ENTIRE WEBSITE**

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

SKYSCRAPER STICKY

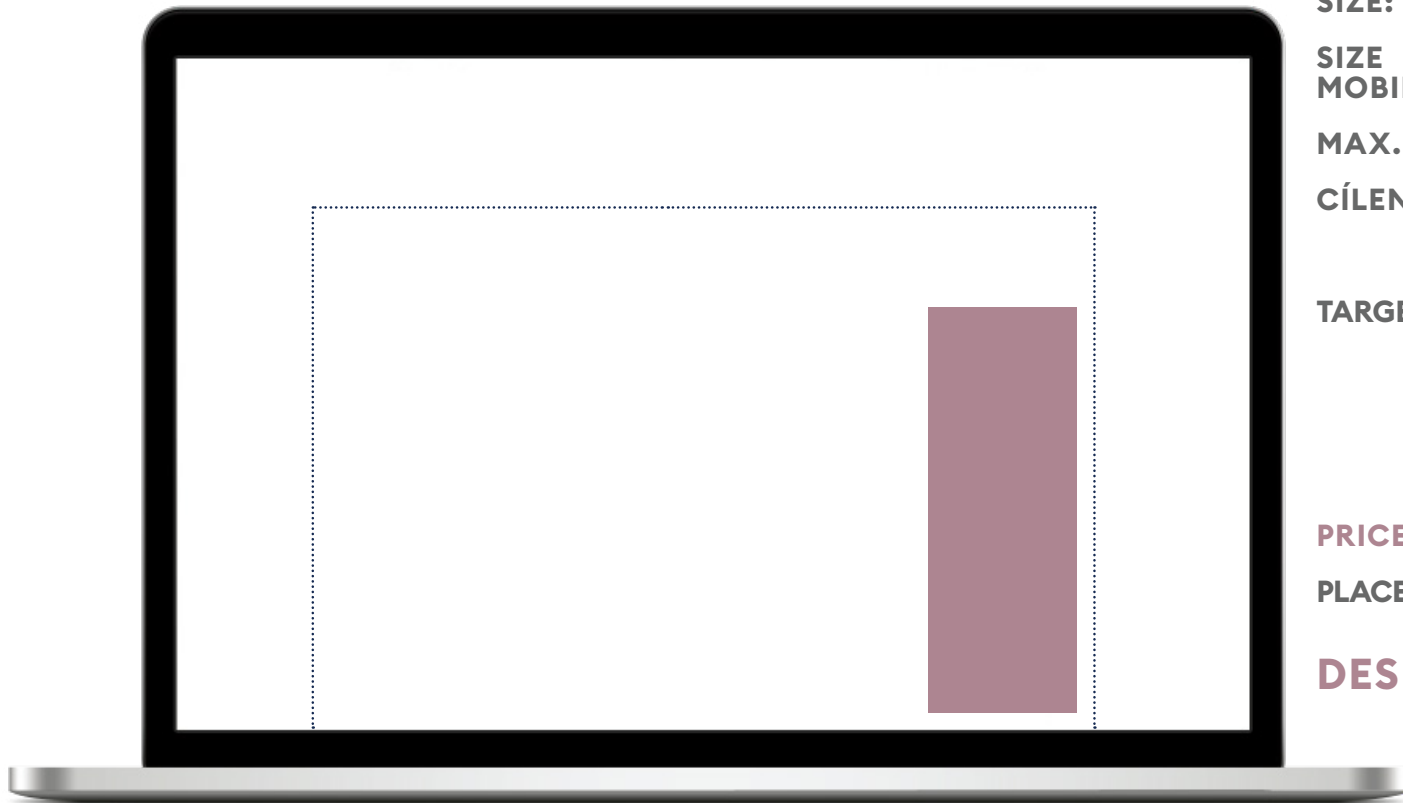


SIZE: 600 × 1200 PX
SIZE MOBIL: 1080 × 1080 PX
MAX.: 500 KB
CÍLENÍ: GEOGRAPHICAL REGION,
MAG. SECTION + 30 %
TARGETING: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 750 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

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

SKYSCRAPER STICKY

(2ND POSITION)



SIZE: 600 × 1200 PX
SIZE MOBIL: 1080 × 1080 PX
MAX.: 500 KB
CÍLENÍ: GEOGRAPHICAL REGION,
MAG. SECTION + 30 %
TARGETING: 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

A BRIEF TEXT PRESENTING THE COMPANY'S ACTIVITIES, PRODUCTS, OR SERVICES. THE CLIENT IS FULLY IN CHARGE OF THE CONTENT - FORBES ONLY PROVIDES LANGUAGE EDITING AND IF APPROPRIATE A TITLE RECOMMENDATION UNLIKE ADVOICE PLUS AND BRANDVOICE, ADVOICE IS NOT PROMOTED VIA SOCIAL NETWORKS OR THE ESPRESSO NEWSLETTER.



NEWSLETTER

ESPRESSO + COCKTAIL + KRYPTOSHOT



SIZE: **1350 × 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 THE WORLD'S MOST INTERESTING THINGS – ITEMS YOU DEFINITELY DON'T WANT TO MISS. THE CLIENT PURCHASES A BANNER, A LINK, AND A SHORT DESCRIPTION, FOR ONE DAY.

KRYPTOSHOT

THE LATEST FROM THE WORLD OF CRYPTO. GRAPH OF THE WEEK, STORY OF THE WEEK, AND ALWAYS A LITTLE BIT EXTRA. EVERY WEDNESDAY AFTERNOON.

NEWSLETTER MONO ESPRESSO



SIZE: **1350 × 660 PX**
REACH: **32.000 SUBSCRIBERS**
PRICE: **100.000 CZK GROSS**

SINGLE-TYPE SPECIAL ESPRESSO.
ONE TOPIC SELECTED BY THE CLIENT
WITH MULTIPLE ANGLES OF VIEW
PREPARED BY OUR CONTENT TEAM.
CAN INCLUDE COLOR MARKING AND A
“POWERED BY” INDICATOR IDEAL WHEN
COMMUNICATING SPECIAL OFFERS FOR
THE B2B AND B2C SEGMENTS.



NEWSLETTER FORBES DIGEST

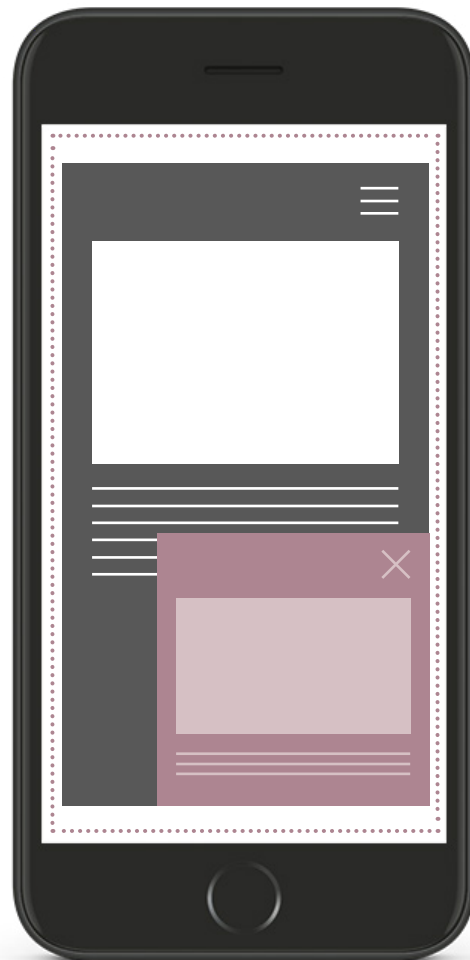


SIZE: **1350 × 660 PX**
REACH: **52.000 SUBSCRIBERS**
PRICE: **45.000 CZK GROSS**

EVERY SUNDAY, WE SERVE UP THE VERY BEST FROM FORBES PREMIUM.



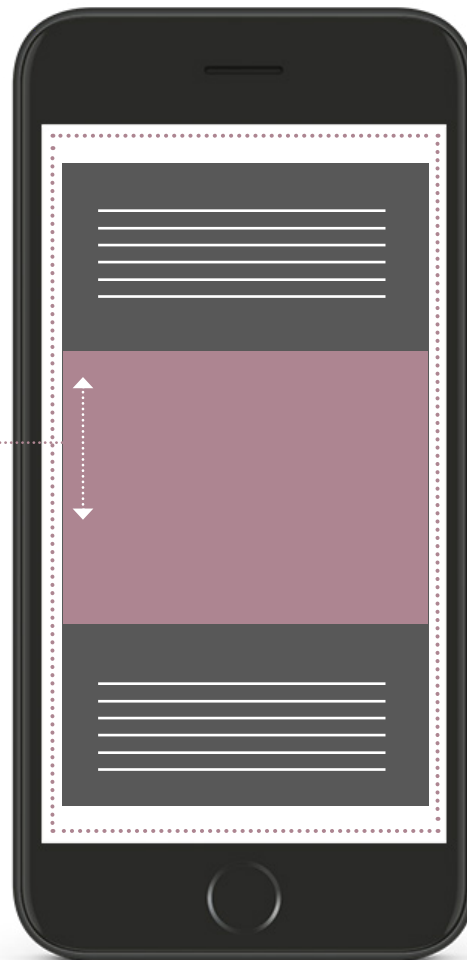
MOBILE POP-UP SQUARE



SIZE:	600 × 600 PX
MAX.:	200 KB
TARGETING:	GEOGRAPHICAL REGION, MAG. SECTION + 30 %
FORMAT:	JPEG/PNG/GIF, NON-ANIMATED GIF
PRICE:	950 CZK CPT GROSS
PLACEMENT:	ENTIRE WEBSITE

MOBILE

MOBILE INTERSCROLLER (2ND POSITION)

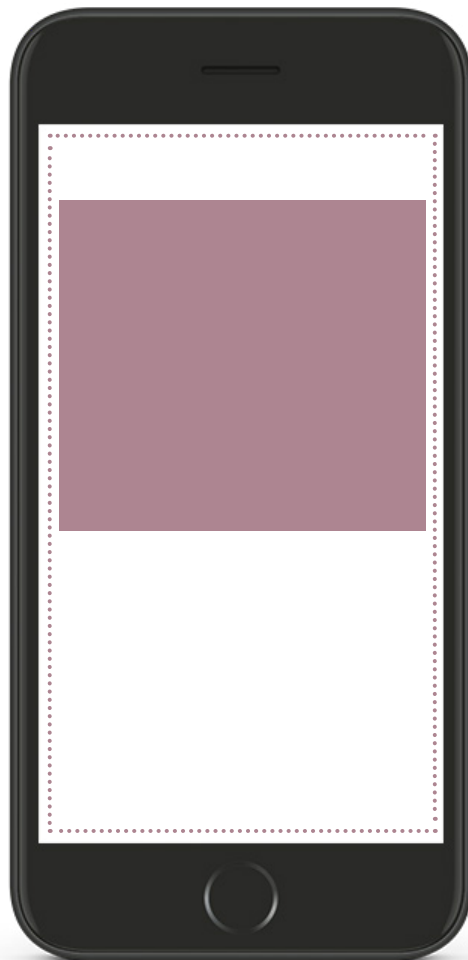


THIS AD RESIDES
ON THE PAGE
BACKGROUND; IT IS
REVEALED AS THE
USER SCROLLS THE
PAGE

SIZE: **500 × 900 PX**
MAX.: **200 KB**
TARGETING: **GEOGRAPHICAL REGION,
MAG. SECTION + 30 %**
FORMAT: **JPEG/PNG/GIF,
NON-ANIMATED GIF**
PRICE: **650 CZK CPT GROSS**
PLACEMENT: **ARTICLE DETAILS**

MOBILE (2ND POSITION)

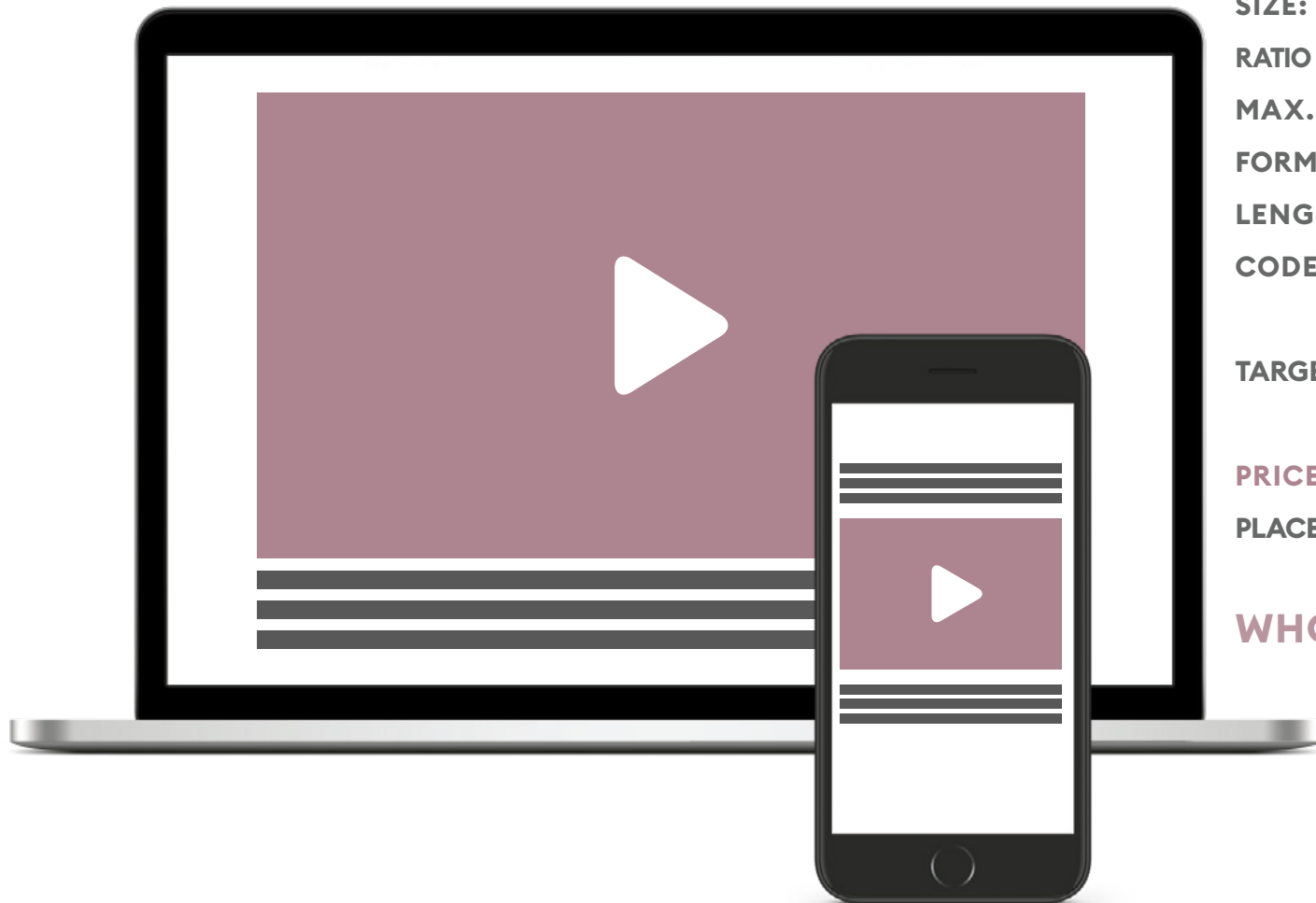
MOBILE SQUARE (2ND OR 3RD POSITION)



SIZE:	1080 × 1080 PX
MAX.:	100 KB
TARGETING:	GEOGRAPHICAL REGION, MAG. SECTION + 30 %
FORMAT:	STATIC IMAGE JPEG/PNG/GIF, ANIMATED GIF, HTML5 (+ 20 %)
PRICE:	300 CZK CPT GROSS
PLACEMENT:	ARTICLE DETAILS

**MOBILE
(SQUARE 2ND OR 3RD POSITION)**

OUTSTREAM



SIZE:	720P 1280 × 720 PX
RATIO OF SIZE:	16:9
MAX.:	10 MB
FORMAT:	MP4
LENGTH:	MAX. 30 SECONDS
CODEC:	H.264 (AAC AUDIO CODEC)
TARGETING:	GEOGRAPHICAL REGION, MAG. SECTION + 30 %
PRICE:	890 CZK CPT GROSS
PLACEMENT:	ENTIRE WEBSITE

WHOLE DESKTOP + MOBILE

NON-STANDARD FORMATS

- ▶ **BRANDVOICE**
- ▶ **ONE PAGE**
- ▶ **FORBES-SPECIAL PARTNER**
- ▶ **FORBES-RANKING PARTNER**
- ▶ **ARTICLE BRANDING**
- ▶ **NATIVE AD**
- ▶ **BRANDVOICE PODCAST**
- ▶ **PODCAST SPONSOR**
- ▶ **VIDEO**
- ▶ **SOCIAL NETWORKS**

BRANDVOICE



SIZE: MIN. 3.000 CHARACTERS
MAX.: MAX. 8.000 CHARACTERS
TARGETING: BUSINESS,
TECHNOLOGIES,
LIFESTYLE
VIEWS: 4.000 – 8.000
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 PROFESSIONAL STANDARD FOR FORBES TEXTS WITH THE CLIENT'S COMMUNICATION GOAL SO AS TO MAXIMIZE THE ARTICLE'S REACH.

ONE PAGE



PRICE: FROM 300.000 CZK GROSS
VIEWS: FROM 10.000

DESKTOP + MOBILE

SPECIAL PAGE CUSTOMIZED FOR CLIENTS AS A PART OF FORBES.CZ. A SINGLE TOPIC THAT WE FOCUS ATTENTION ON. A CHANCE FOR UNIQUE PROCESSING, SIMPLICITY IN THE UI, INCLUSION OF INTERACTIVE ELEMENTS, AND IMAGINATIVE TEXTS. CLEAR AND ATTRACTIVE MESSAGE FOR CLIENTS. IDEAL FOR SMALL AND MEDIUM ENTERPRISES THAT WANT TO ADDRESS THEIR AUDIENCE IN AN ORIGINAL WAY.

FORBES-SPECIAL PARTNER



CUSTOM PAGE ON FORBES.CZ

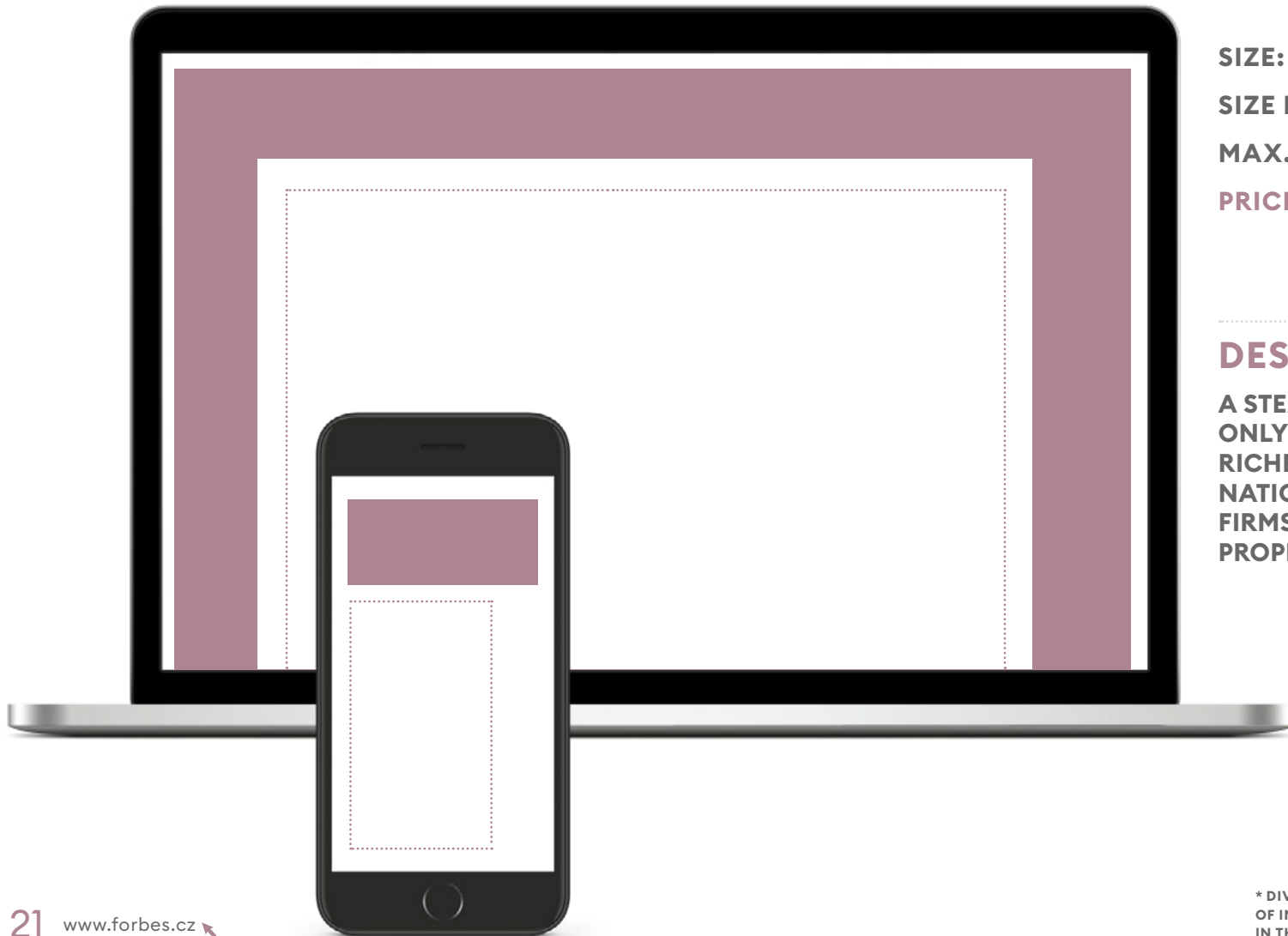
PRICE: FROM 500.000 CZK GROSS

DESKTOP + MOBILE

SPECIAL FREE-STANDING MICROSITES IN COOPERATION BETWEEN FORBES AND PARTNERS. A WIDE RANGE OF TOPICS, FROM GUIDES ON INVESTMENTS AND 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.



FORBES-RANKING PARTNER



SIZE: **4100 × 2880 PX***
SIZE MOBIL: **640 × 240 PX**
MAX.: **2,5 MB**
PRICE: **FROM 250.000 CZK GROSS**

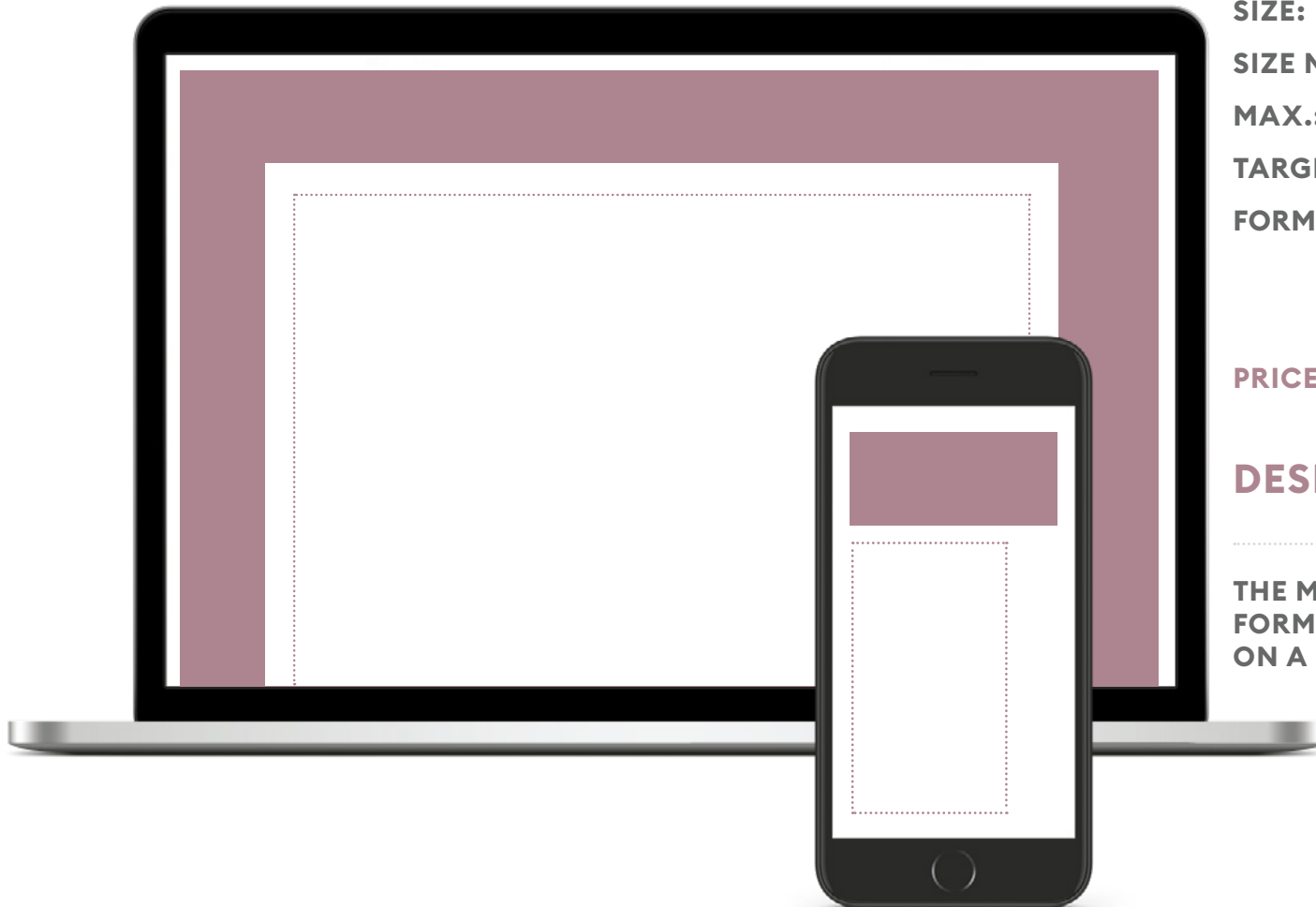
DESKTOP + MOBILE

A STEADY STREAM OF UNIQUE FORBES-ONLY RANKINGS. OVERVIEWS OF THE RICHEST AND MOST SUCCESSFUL PEOPLE NATIONWIDE AND WORLDWIDE, FAMILY FIRMS, AND THE MOST EXPENSIVE PROPERTIES ON THE MARKET.

A TIMELINE OF OUR 2025 RANKINGS

TOP DOCTOR PICKS	JANUARY 2025
30 UNDER 30	FEBRUARY 2025
FAMILY FIRMS	APRIL 2025
TOP LAW FIRM PICKS	APRIL 2025
WOMEN IN SCIENCE PICKS	MAY 2025
BILLIONAIRES: CR + WORLDWIDE	MAY 2025
THE CZECH REPUBLIC'S MOST INFLUENTIAL WOMEN	JUNE 2025
TOP-EARNING YOUTUBERS AND STREAMERS	JULY 2025
HIGHEST EARNING ATHLETES	AUGUST 2025
CZECHIA'S BEST INVESTORS	SEPTEMBER 2025
MOST EXPENSIVE PROPERTIES	OCTOBER 2025
WOMEN IN FINTECH PICKS	NOVEMBER 2025
BEST CEO	NOVEMBER 2025
FORBES PERSONALITY OF THE YEAR	DECEMBER 2025

ARTICLE BRANDING



SIZE: 4100 × 2880 PX*
SIZE MOBIL: 640 × 240 PX
MAX.: 2,5 MB
TARGETING: ON A SPECIFIC TOPIC
FORMAT: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF
PRICE: 50.000 CZK GROSS

DESKTOP + MOBILE

THE MOST EYE-CATCHING ADVERTISING
FORMAT. THIS PREMIUM FORMAT FOCUSES
ON A FORBES ARTICLE'S CONTENT.

NATIVE AD

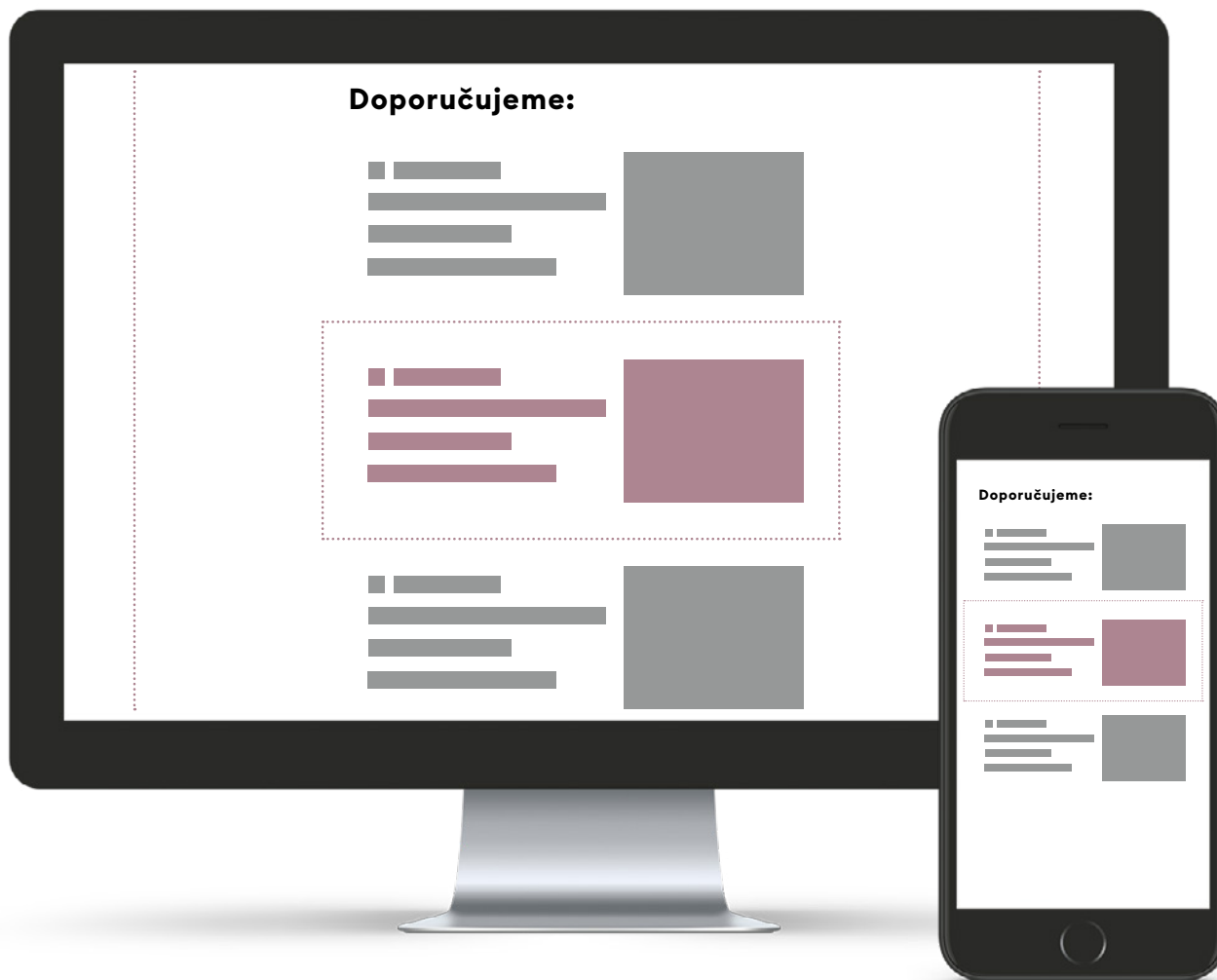
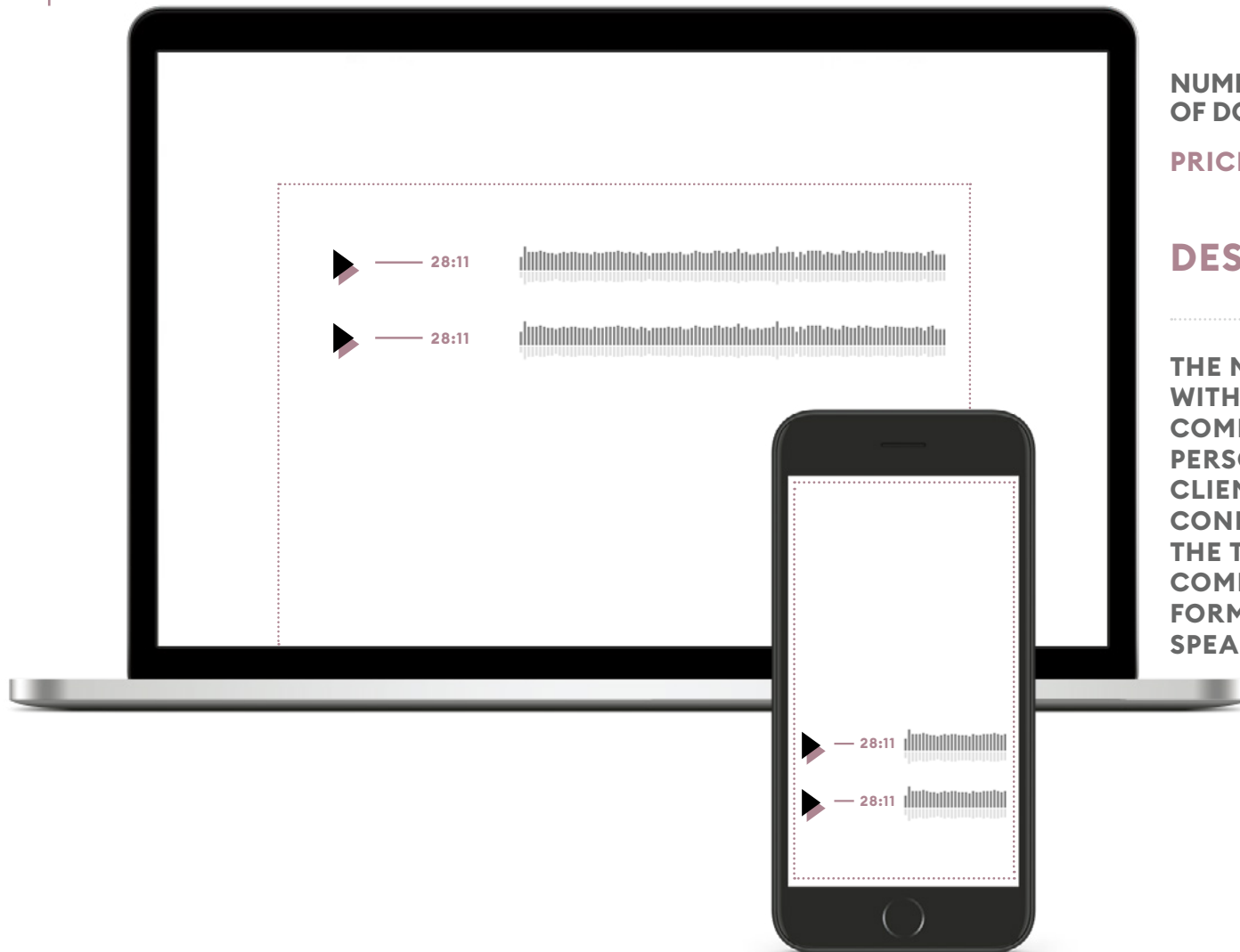


IMAGE SIZE: **320 × 180 PX**
MAX: **100 KB**
FORMAT: **JPG/PNG/RGB**
PRICE: **450 CZK CPT**

DESKTOP + MOBIL

NATIVE ADVERTISEMENT IS SHOWN IN THE 2ND POSITION IN THE ARTICLE DETAILS IN THE “WE RECOMMEND” SECTION. THIS IS A FORMAT WITH ADDED VALUE, WHERE AD MESSAGING FEELS MORE TRUSTWORTHY.

BRANDVOICE PODCAST

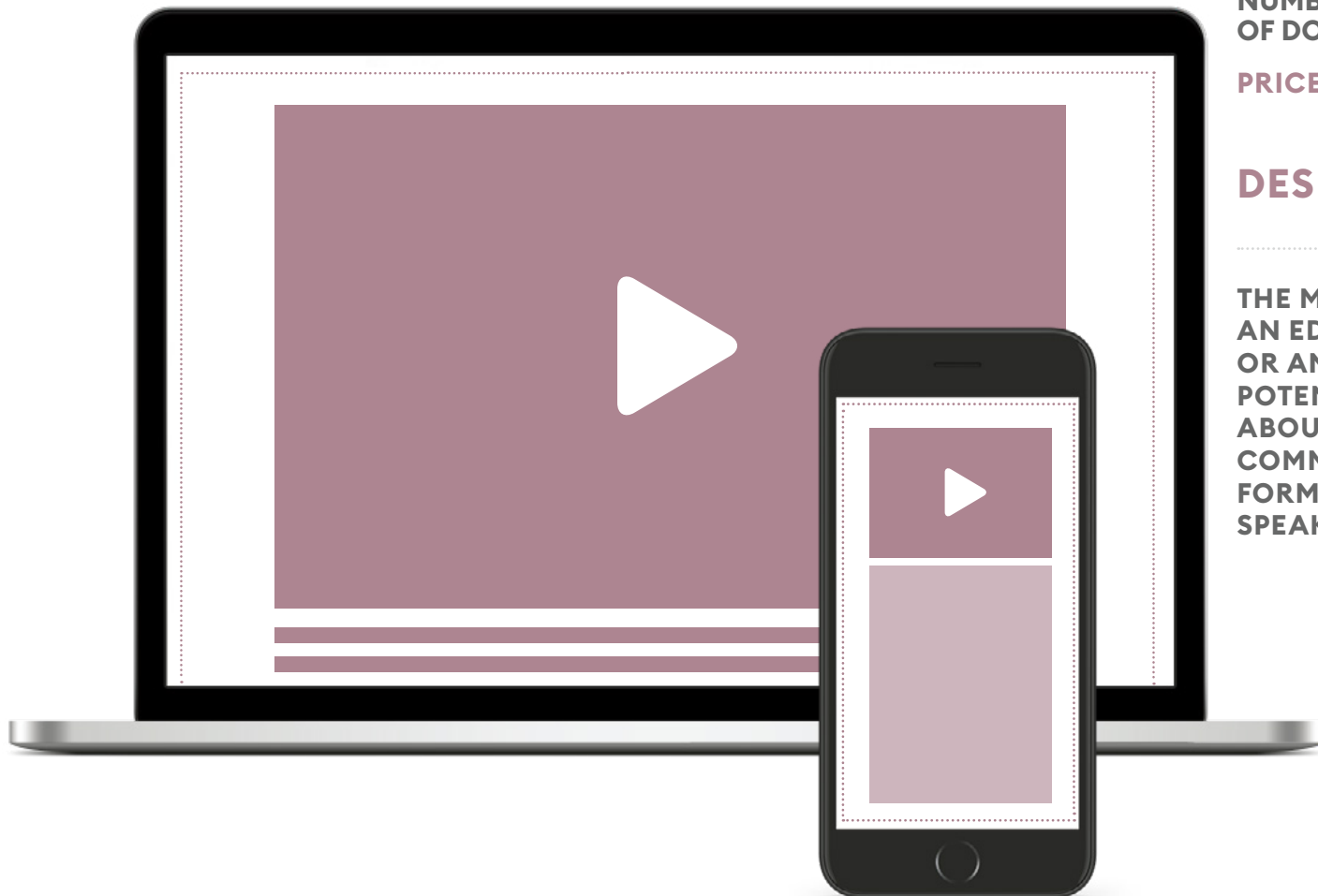


NUMBER OF DOWNLOADS: **10.000+ / PER PODCAST**
PRICE: **150.000 CZK GROSS**

DESKTOP + MOBILE

THE MOST PROVEN FORMAT IS A PODCAST WITH TWO PERSONS – AN EDITOR AND A COMPANY REPRESENTATIVE OR ANOTHER PERSON, WHO CAN BE A POTENTIAL/EXISTING CLIENT OR OTHERWISE THEMATICALLY CONNECTED COMPANY. THEY SPEAK ABOUT THE TOPIC THAT THE CLIENT WISHES TO COMMUNICATE. THIS IS THE MOST NATURAL FORMAT AND MEANWHILE THE CLIENT CAN SPEAK ABOUT THEIR SERVICES/PRODUCT.

BRANDVOICE VIDEO PODCAST



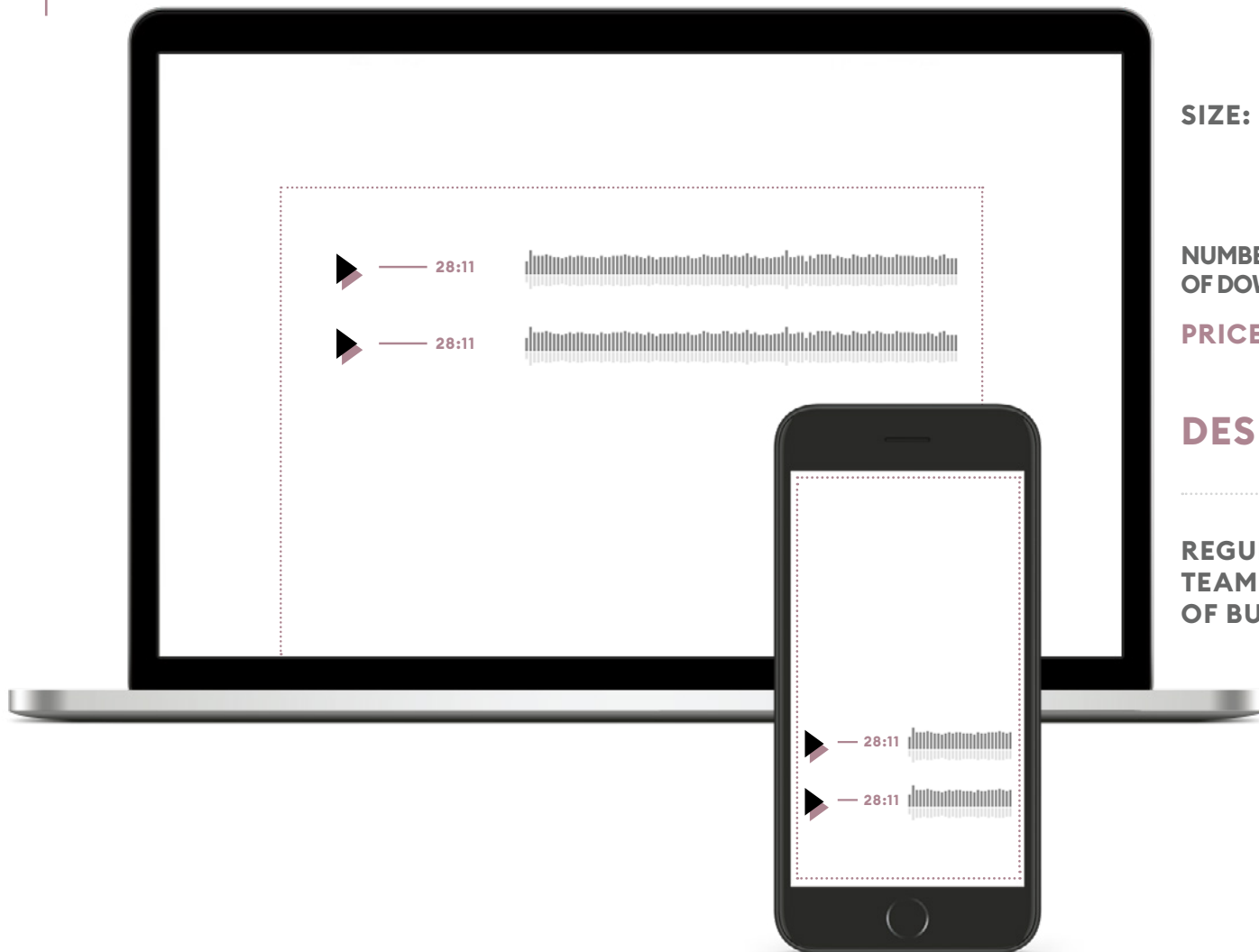
NUMBER OF DOWNLOADS: **8.000+**/PER PODCAST

PRICE: **250.000 CZK GROSS**

DESKTOP + MOBILE

THE MOST PROVEN FORMAT IS A PODCAST – AN EDITOR AND A COMPANY REPRESENTATIVE OR ANOTHER PERSON, WHO CAN BE A POTENTIAL/EXISTING CLIENT. THEY CHAT ABOUT THE TOPIC THAT THE CLIENT WISHES TO COMMUNICATE. THIS IS THE MOST NATURAL FORMAT, AND MEANWHILE THE CLIENT CAN SPEAK ABOUT THEIR SERVICES/PRODUCT.

PODCAST SPONZOR



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

NUMBER OF DOWNLOADS: **6.000+ / PER PODCAST**

PRICE: **35.000 CZK GROSS/SPOT**

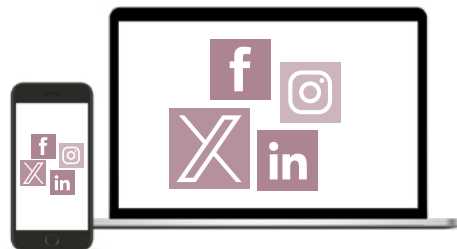
DESKTOP + MOBILE

REGULAR PODCAST BY THE FORBES CONTENT TEAM ON A SELECTED TOPIC FROM THE AREAS OF BUSINESS, LIFESTYLE, OR 30 UNDER 30.

SOCIAL NETWORKS



PROMOTION ON SOCIAL NETWORKS IS ALWAYS HANDLED CASE-BY-CASE; THE FORBES CONTENT TEAM HAS VETO RIGHTS. COOPERATION IS ALWAYS MARKED AS COMMERCIAL.



FB:

PROMO FOR PURCHASED BRANDVOICE, BRANDVOICE PODCAST, ADVOICE PLUS, ONE-PAGE, OR SPECIAL

INSTAGRAM:

MARKED COOPERATION, CLIENT MARKED WITHIN A HASHTAG

LINKEDIN:

PROMO FOR PURCHASED BRANDVOICE, BRANDVOICE PODCAST, ADVOICE PLUS, ONE-PAGE, OR SPECIAL

TWITTER:

PROMO FOR PURCHASED BRANDVOICE, BRANDVOICE PODCAST, ADVOICE PLUS, ONE-PAGE, OR SPECIAL

SUBSCRIPTIONS

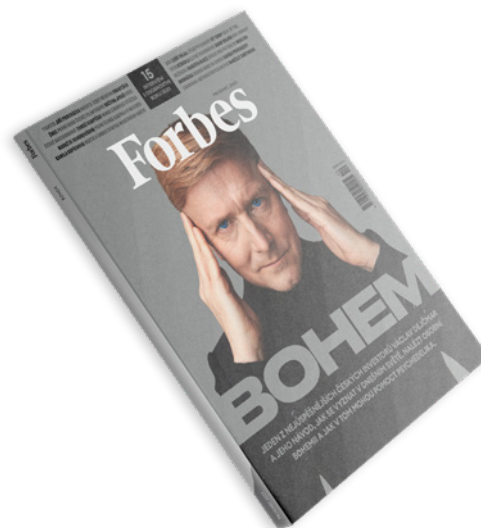


ANNUAL PREMIUM ONLINE + PRINT

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/)



LINK TO TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS

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

TERMS AND CONDITIONS

<https://forbes.cz/obchodni-podminky-a-informace-ke-zpracovani-osobnich-udaju/>

Forbes

LIFE IS RICH

2025