

EN

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ForbesLife

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FORBES ESPRESSO | COCKTAIL | KRYPTO

FORBES PODCASTS

2025

WHY ADVERTISE WITH US?

▶ THE FORBES LOVEBRAND

▶ A HUNDRED-YEAR TRADITION

▶ > 211,000 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

▶ HIGH READER LOYALTY

▶ TARGETED ADVERTISING (BY GEOGRAPHICAL REGION OR MAGAZINE SECTION)

VISITS PER MONTH

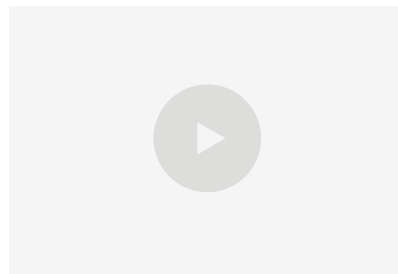
332 000

REAL USERS 211 000

35 % men



65 % woman



SOCIOECONOMIC
GROUP



TOP MANAGERS,
MIDDLE MANAGEMENT,
AND COMPANY OWNERS

AGE
GROUP

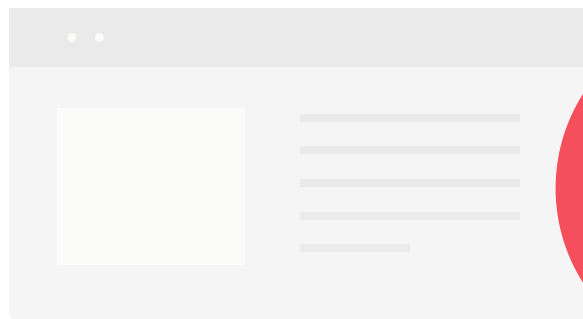
+35

Forbes.cz

ESPRESSO,
COCKTAIL,
MONO



32 000
SUBSCRIBERS



MONTHLY
VIEWED

822 000



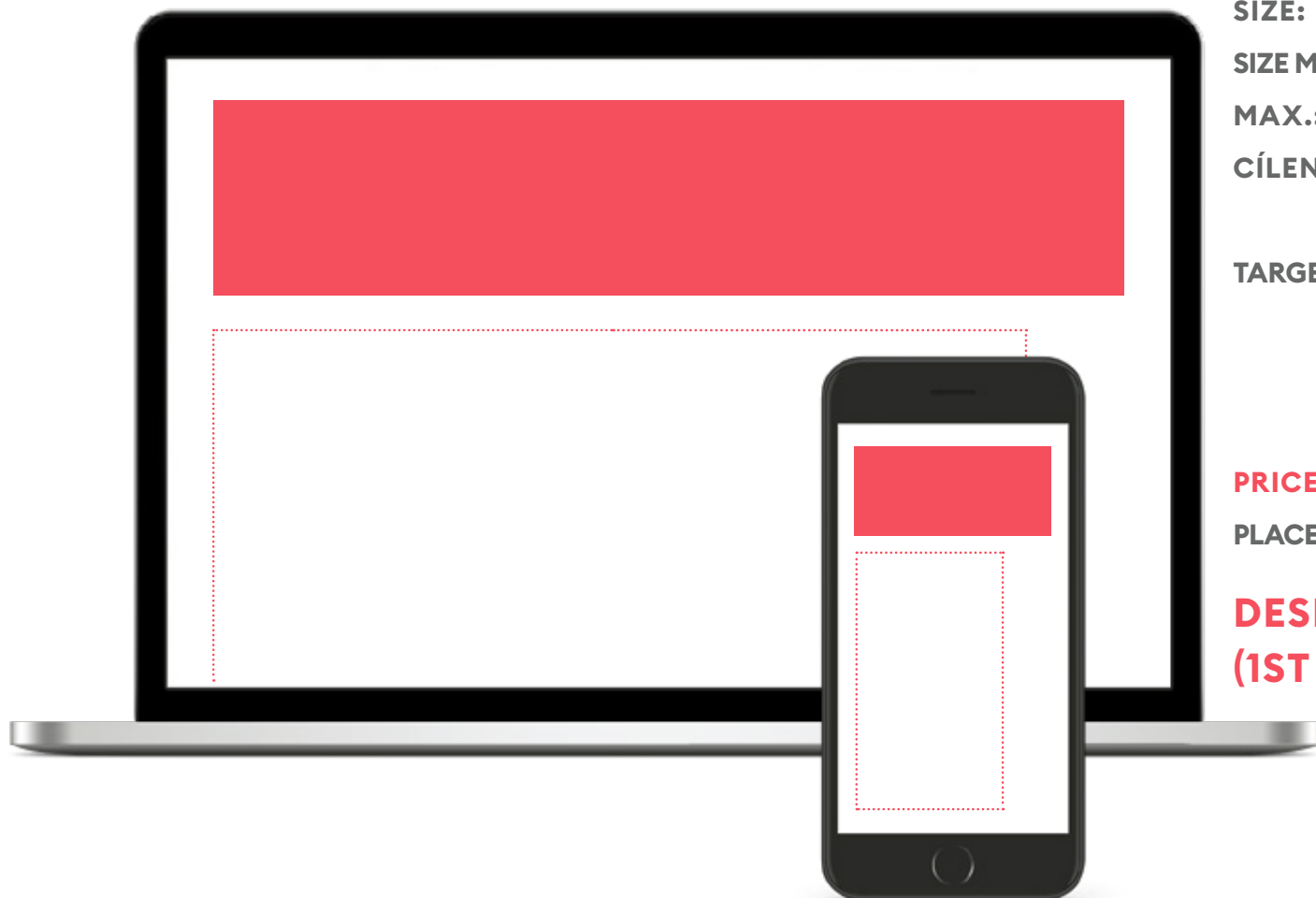
> 5 min

TIME ON SITE

STANDARD FORMATS

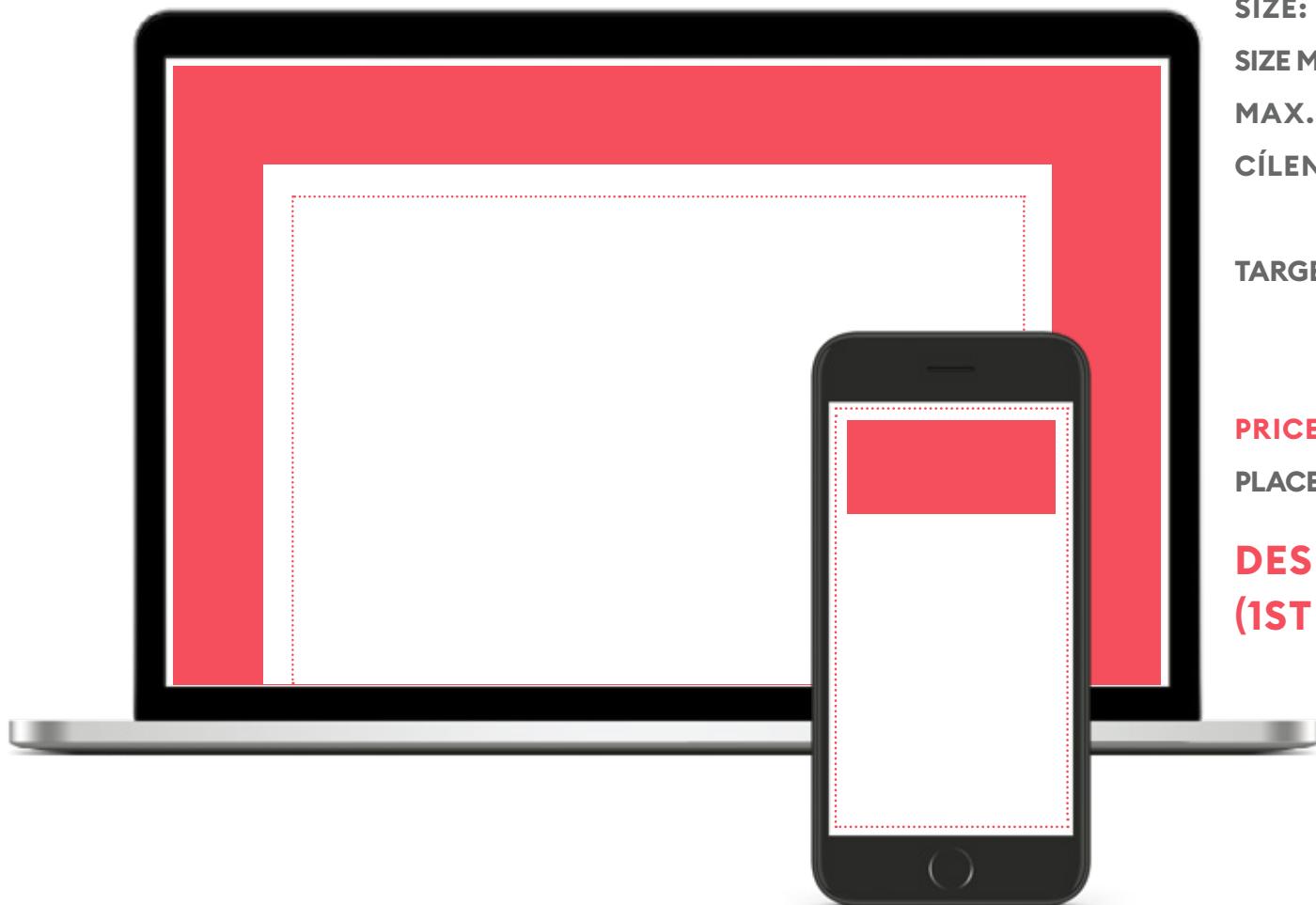
- ▶ **LEADERBOARD**
- ▶ **BRANDING**
- ▶ **SKYSCRAPER STICKY**
- ▶ **ADVOICE/ ADVOICE PLUS**
- ▶ **NEWSLETTERS**
- ▶ **NEWSLETTER: MONO ESPRESSO**
- ▶ **NEWSLETTER: FORBES DIGEST**
- ▶ **POP-UP SQUARE**
- ▶ **MOBILE INTERSCROLLER**
- ▶ **MOBILE SQUARE**
- ▶ **OUTSTREAM**

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

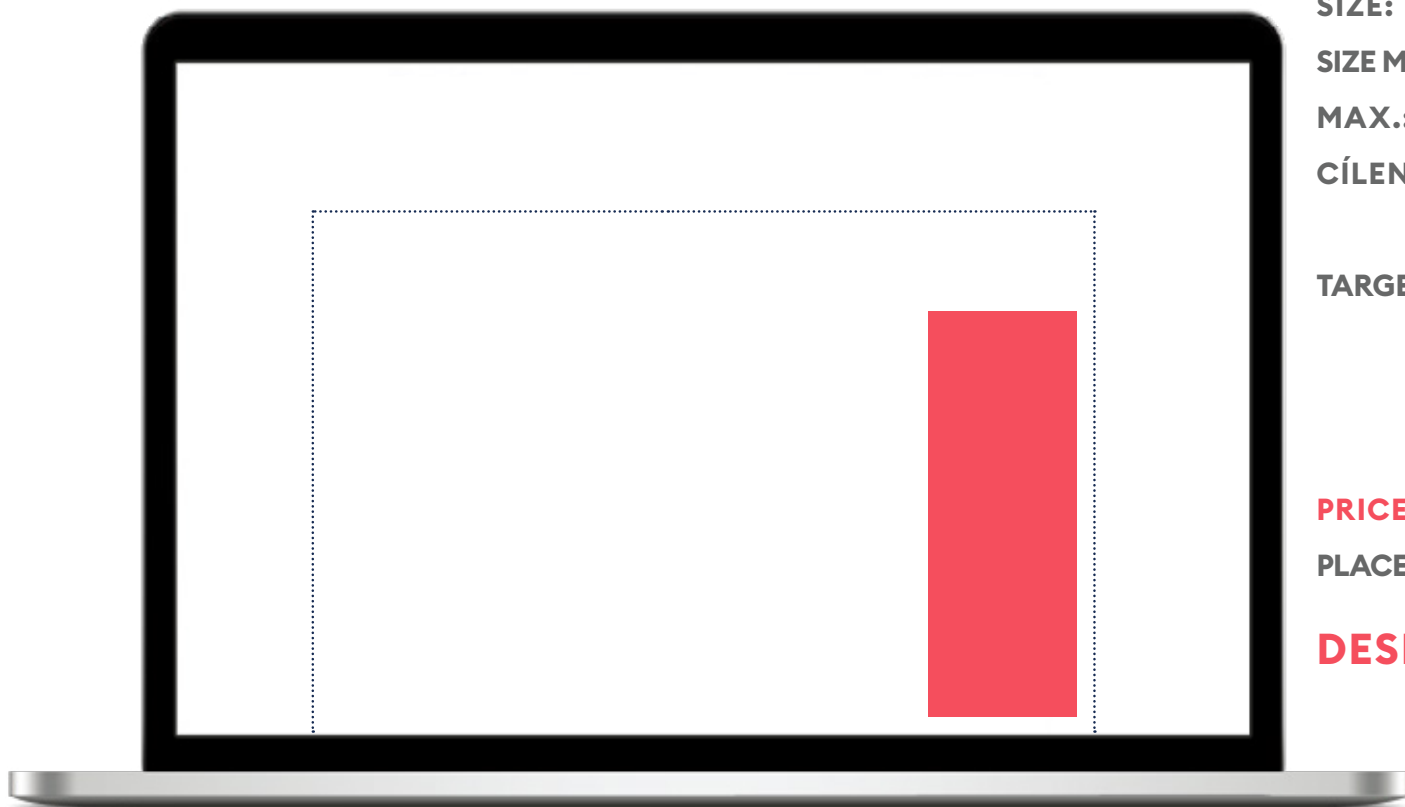


SIZE: 600 × 1200 PX
SIZE MOBILE: 1080 × 1080 PX
MAX.: 500 KB
CÍLENÍ: GEOGRAPHICAL REGION,
MAG. SECTION + 30 %
TARGETING: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 750 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

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

SKYSCRAPER STICKY

(2ND POSITION)



| | |
|--------------|--|
| SIZE: | 600 × 1200 PX |
| SIZE MOBILE: | 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 |

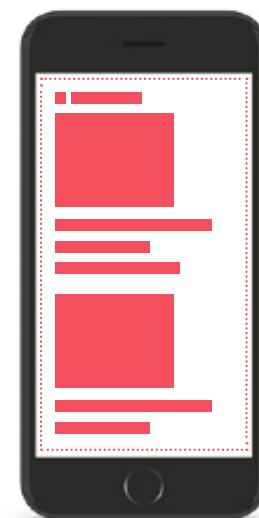
DESKTOP (2ND POSITION)

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

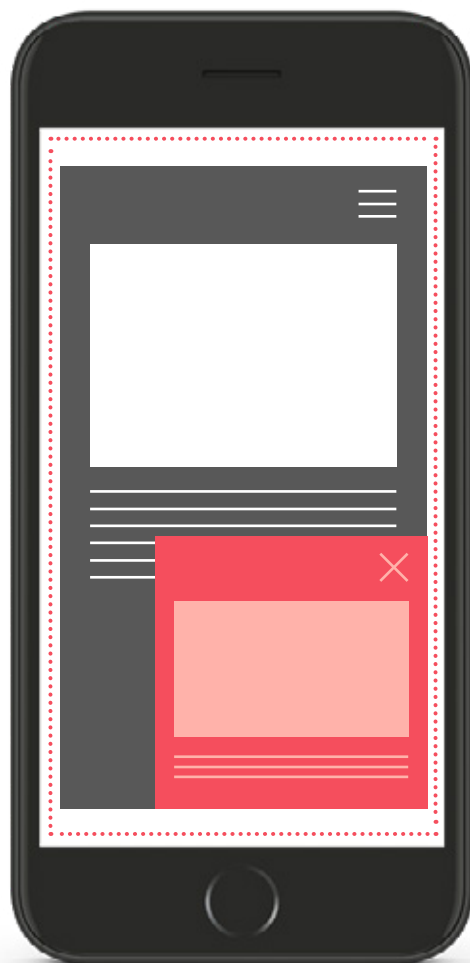


SIZE: **1350 × 660 PX**
REACH: **52.000 SUBSCRIBERS**
PRICE: **45.000 CZK GROSS**

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



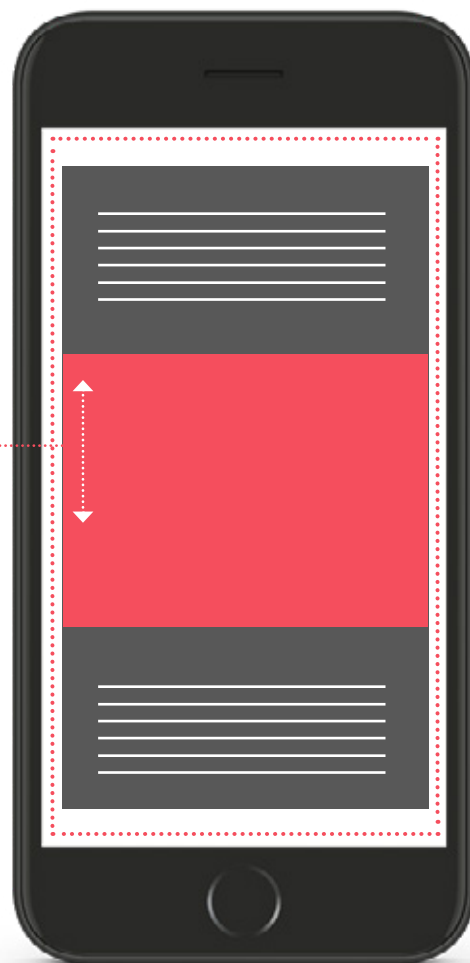
MOBILE POP-UP SQUARE



| | |
|------------|---|
| 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)



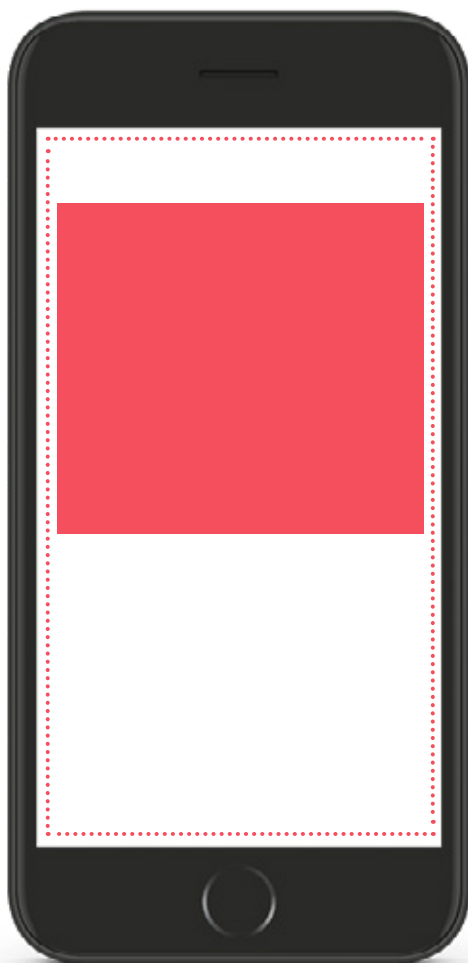
THIS AD RESIDES
ON THE PAGE
BACKGROUND; IT IS
REVEALED AS THE
USER SCROLLS THE
PAGE

| | |
|------------|---|
| 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

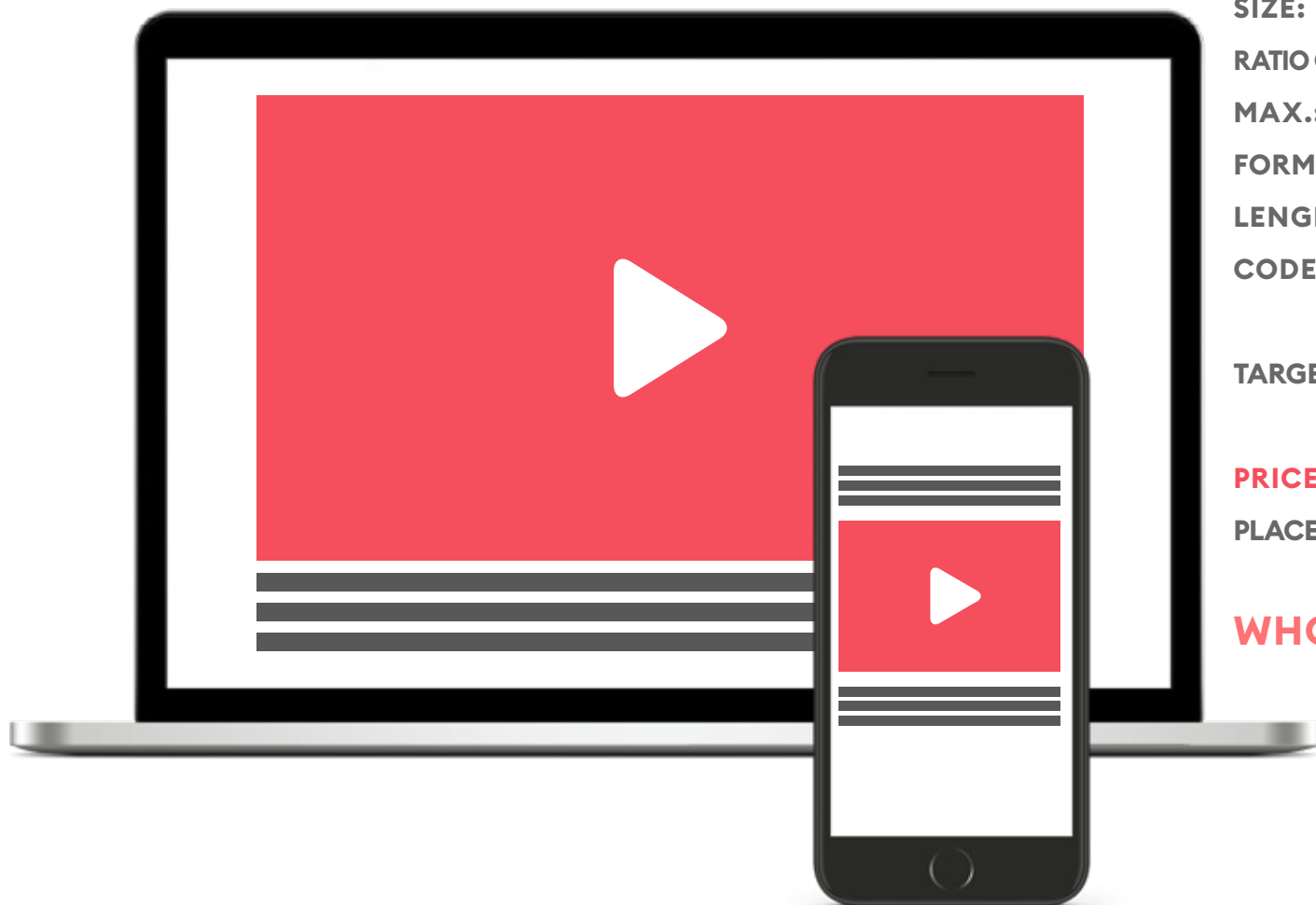
(2ND OR 3RD POSITION)



| | |
|------------|--|
| 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 |
| LENGHT: | 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



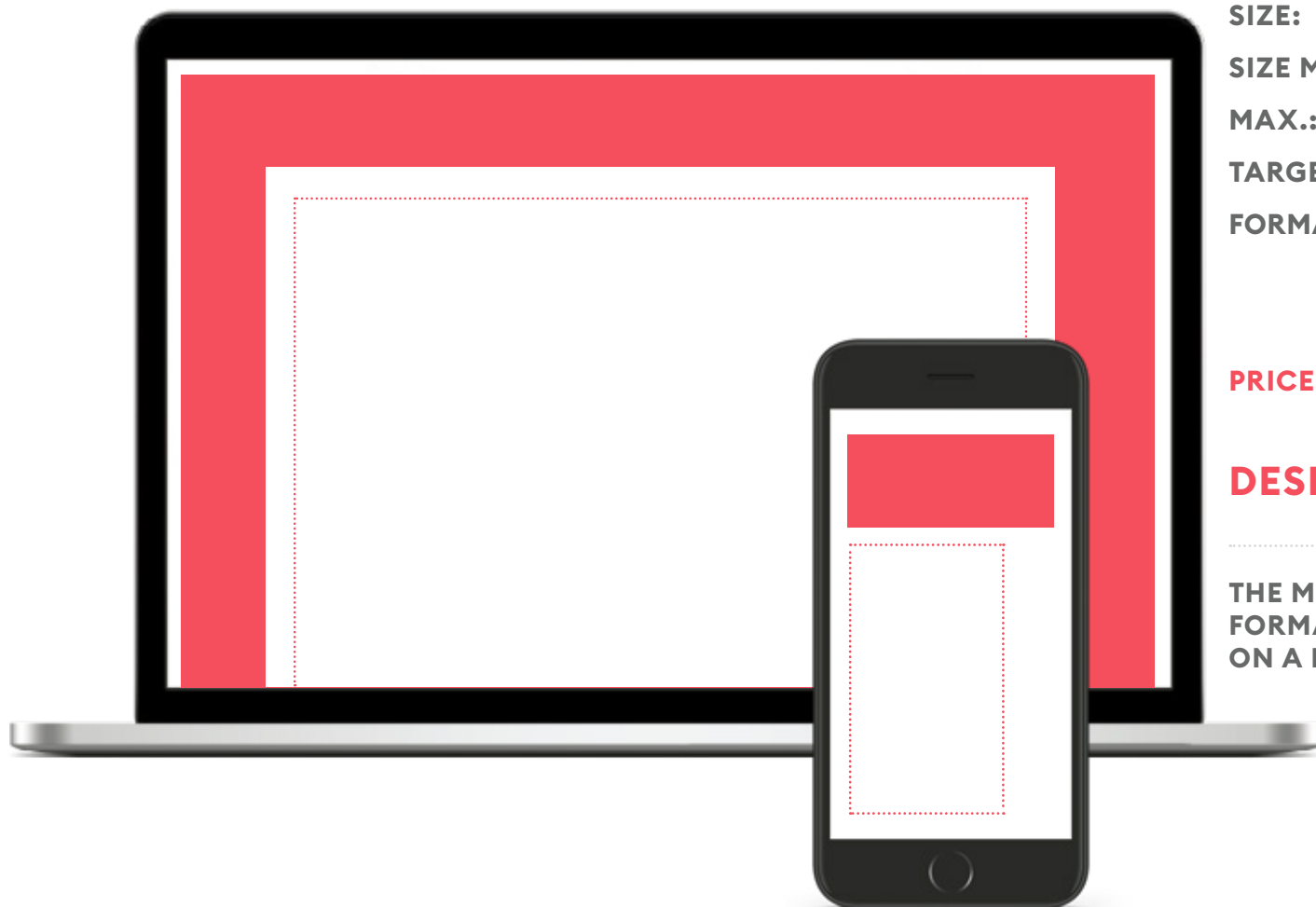
CUSTOM PAGE ON FORBES.CZ

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.

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

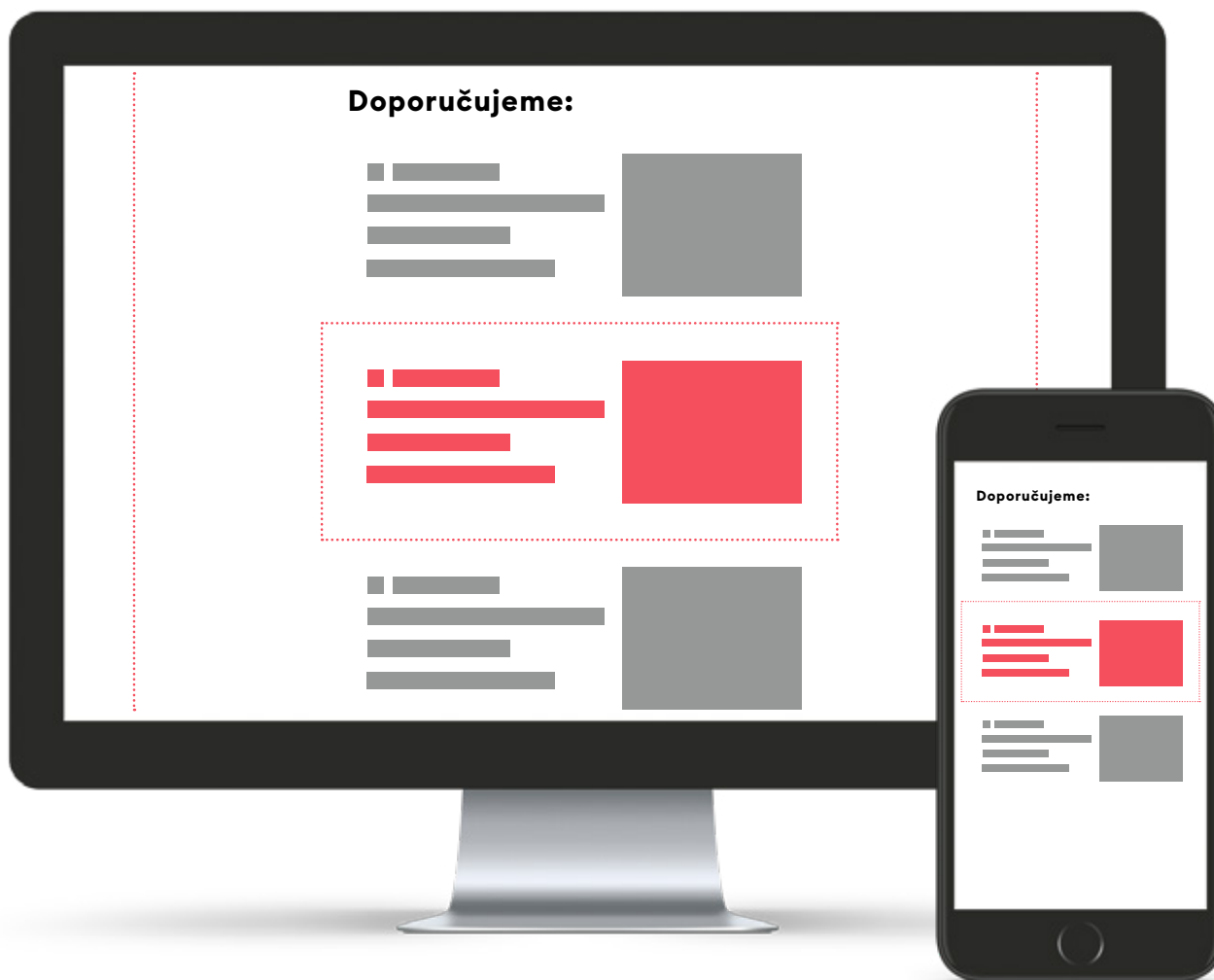
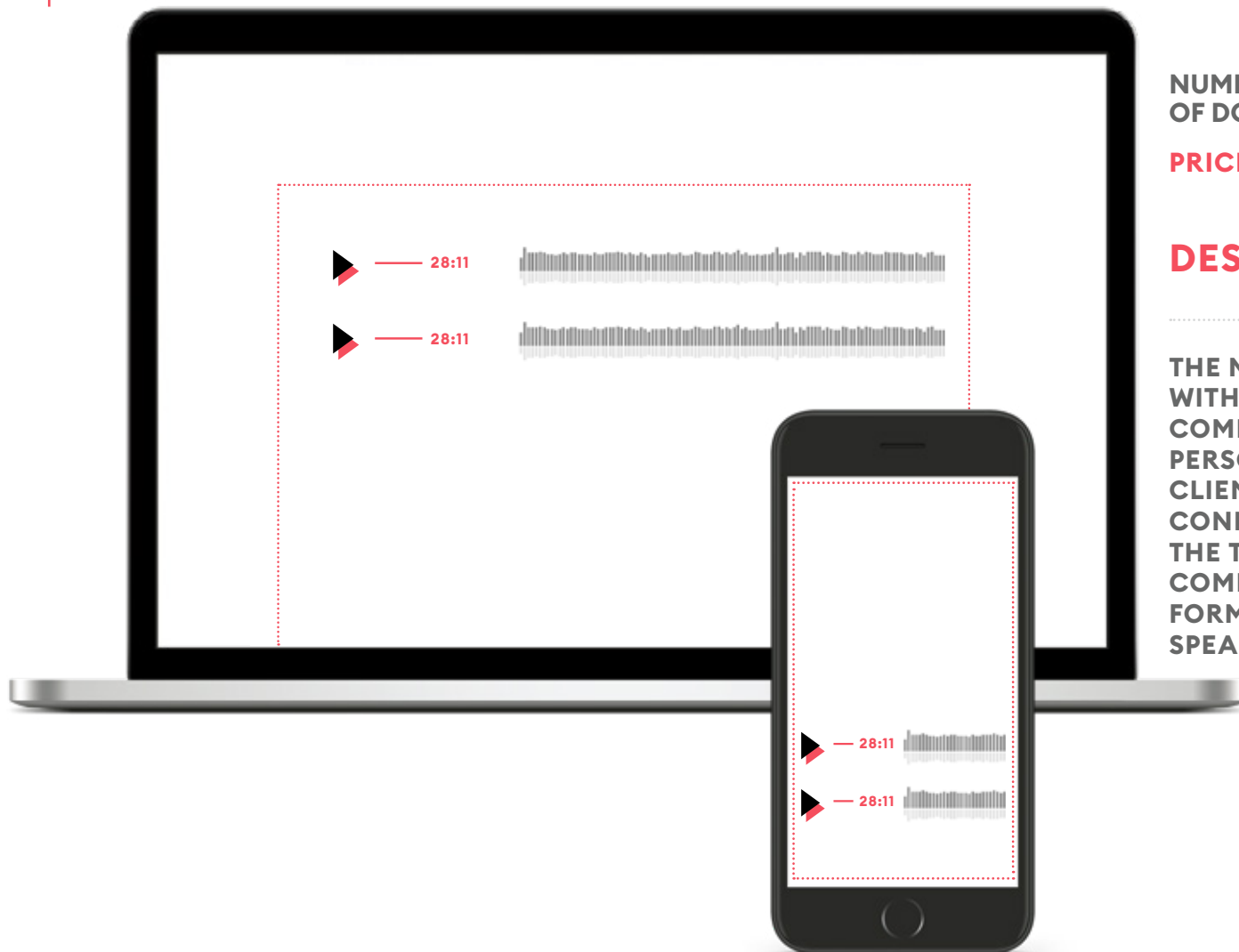


IMAGE SIZE: **320 × 180 PX**
MAX: **100 KB**
FORMAT: **JPG/PNG/RGB**
PRICE: **450 CZK CPT**

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

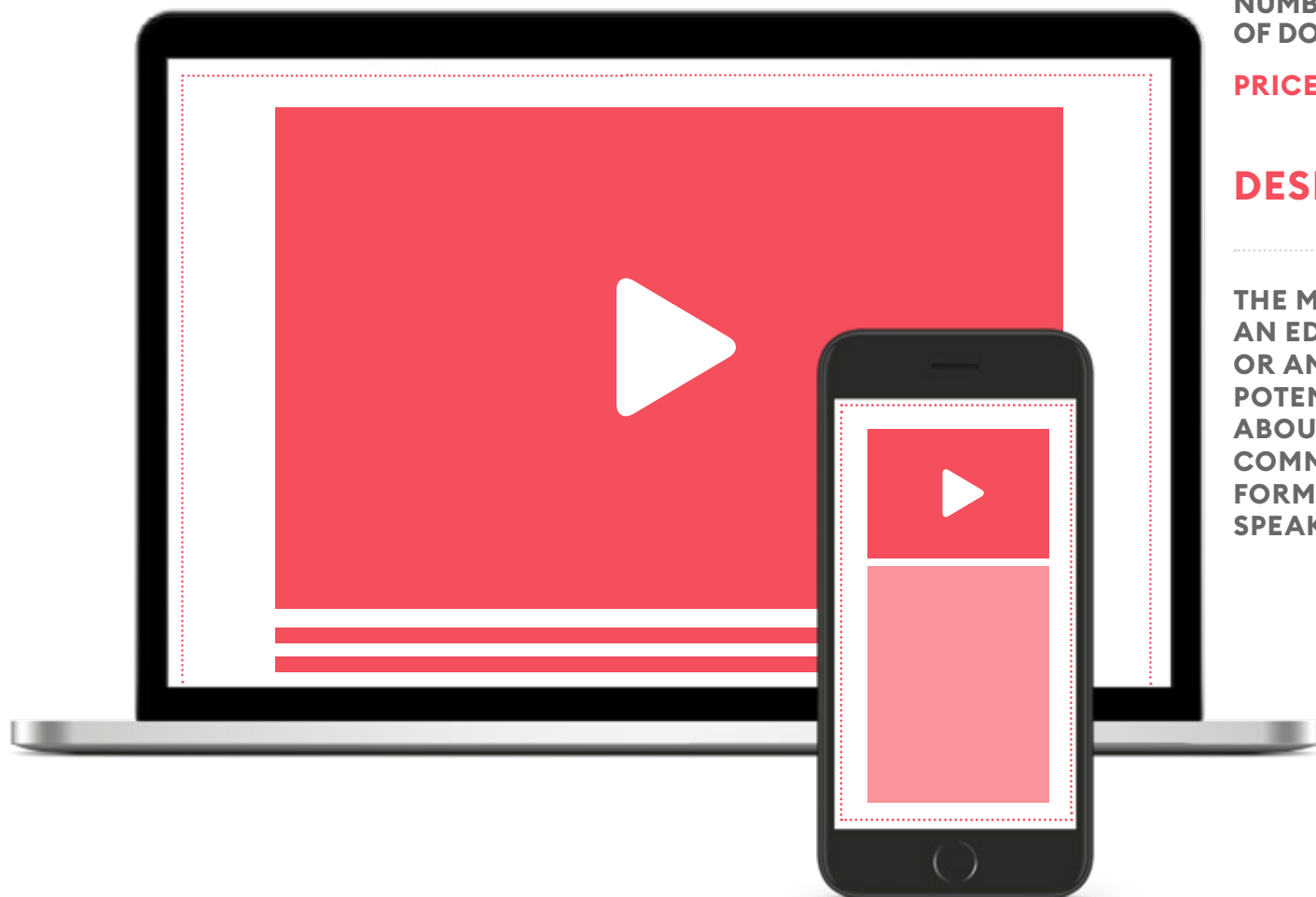


NUMBER
OF DOWNLOADS: **10.000+ / PER PODCAST**
PRICE: **150.000 CZK GROSS**

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



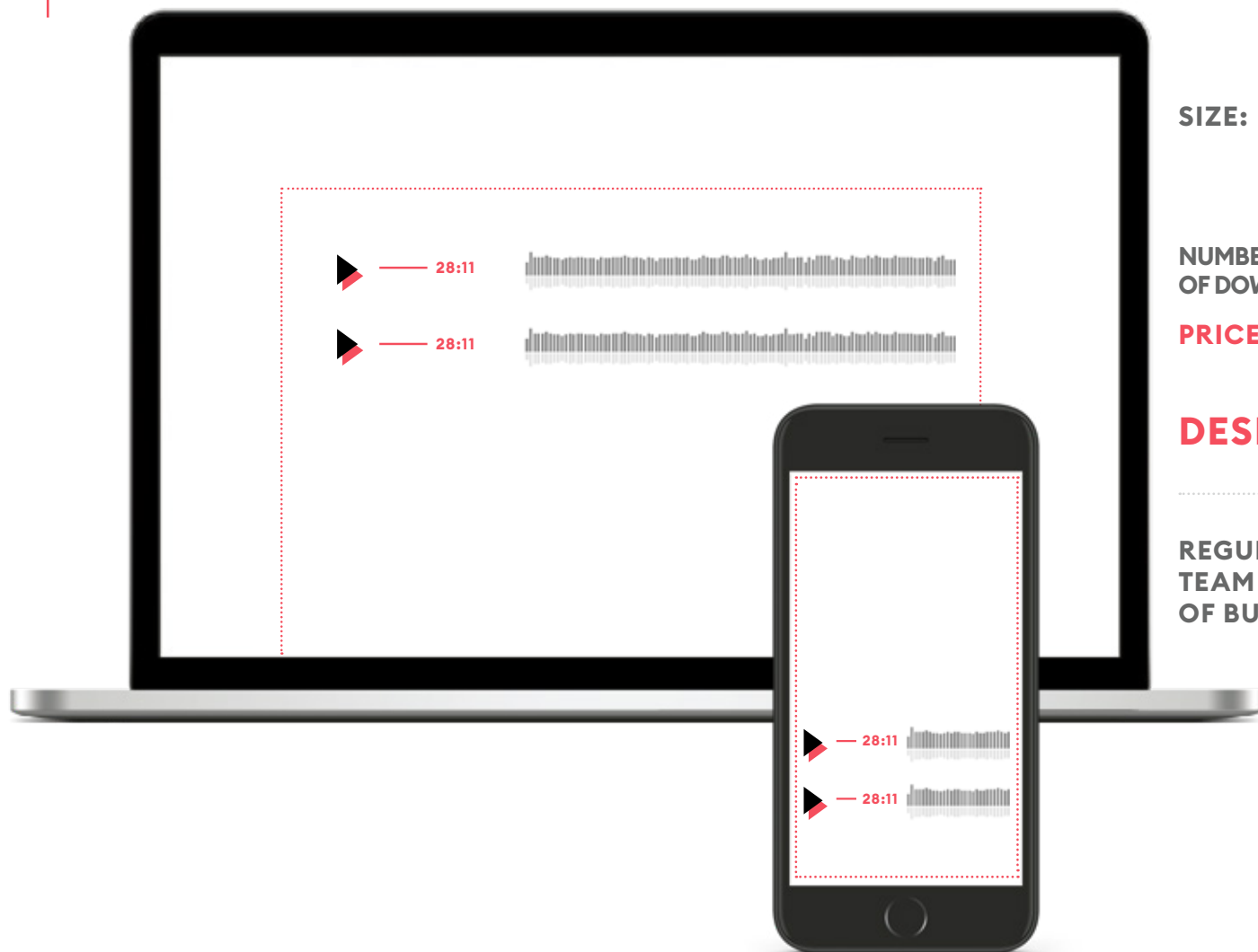
NUMBER
OF DOWNLOADS: **8.000+ / PER PODCAST**

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

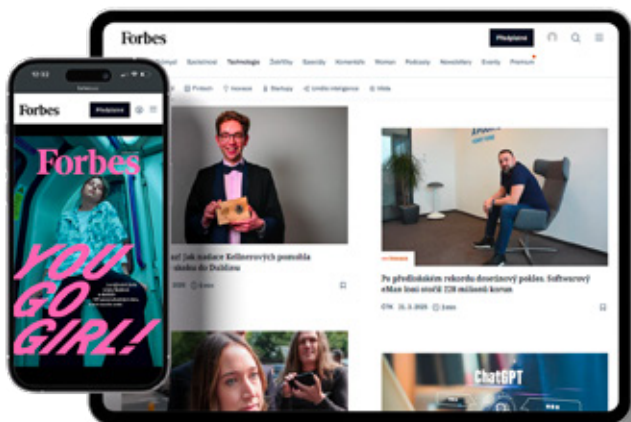
**NUMBER
OF DOWNLOADS:** 6.000+/PER PODCAST

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.

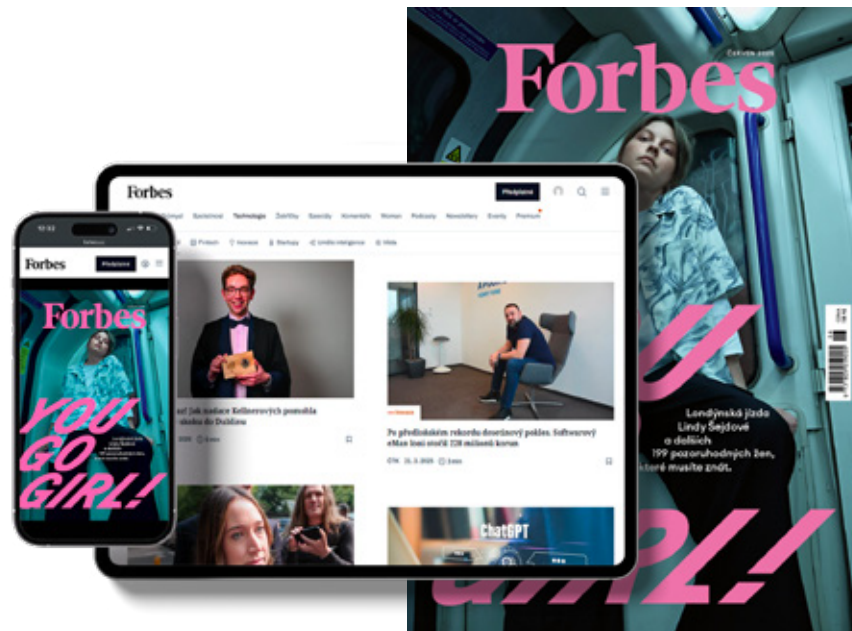
SUBSCRIPTIONS



BASIC

- UNLIMITED ACCESS TO DIGITAL CONTENT
- UNLOCK 3 ARTICLES PER MONTH FOR FRIENDS
- FULL ARCHIVE OF ALL PUBLISHED MAGAZINES

► 1668 CZK / YEAR



GOLD

- PRINT EDITION OF FORBES MAGAZINE
- UNLOCK 6 ARTICLES PER MONTH FOR FRIENDS
- EXCLUSIVE NEWSLETTERS
- AUDIO VERSIONS OF ARTICLES
- LESS ADVERTISING, MORE CONTENT
- 20% DISCOUNT ON SELECTED FORBES EVENTS

► 2 520 CZK / YEAR

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