

IN ENGLISH

# Forbes

# PRINT

PRINT KIT

2026

# PARTNER WITH FORBES

► The #1 Business Media in Czechia With an audited readership of **200,000**.

► **High-Net-Worth Audience** - A,B segments: readers with decision-making power.

► **80%** of our readers are business owners or hold top-level executive positions.

► Seamless integration across print, digital, audio, and high-profile events.

► Targeted reach at premium gala dinners and Forbes conferences, engaging over **6,000** guests annually.

► Celebrating **15 Years** in the Czech Republic.

► Meaningful engagement, beyond fleeting impressions.

► **70%** of our advertisers work with us repeatedly.

► **Every association** with the Forbes brand enhances perceived quality and builds trust.

► Bespoke advertising concepts and the ability to implement tailor-made projects.



FORBES PODCASTS • ESPRESSO • COCKTAIL • KRYPTO • DIGEST



FORBES ČESKO



@FORBESCESKO



@FORBESCESKO



FORBES ČESKO



FORBES ČESKO



OBCHOD@FORBES.CZ



# Forbes

MONTHLY READERSHIP\*

200 000



PRINT  
RUN



AGE  
GROUP

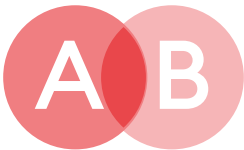


MONTHLY  
SALES\*



SUBSCRIBERS

TARGET SOCIOECONOMIC  
GROUP



- C-SUITE & TOP EXECUTIVES
- MID-LEVEL MANAGEMENT
- BUSINESS OWNERS & FOUNDERS

SOCIAL NETWORKS



120 000



115 000



63 000



4 000

SUBSCRIBERS



165 000

\*SOURCE: MEDIA PROJEKT, ABC ČR (SEPT 2025)



## EDITORIAL CALENDAR

## JANUARY

- Longevity – tips for a longer life
- Top doctors
- Investing in health

## JULY

- Top creators
- KVIFF (Karlovy Vary International Film Festival)

## FEBRUARY

- 30 under 30, Young Czechia
- Alumni stories
- Education

## AUGUST

- Successful Czech athletes + Highest-paid athletes RANKING
- Sport and business

## MARCH

- Family businesses + RANKING
- EY Entrepreneur of the year
- + MIT Sloan Management Review issue

## SEPTEMBER

- Investment bible / FALL
- + Forbes Next Fall issue
- + MIT Sloan Management Review issue

## APRIL

- Investment bible / SPRING
- Lawyers
- Travel
- + Forbes Next Spring issue

## OCTOBER

- Most expensive homes in Czechia
- Real estate developers

## MAY

- Richest Czechs + RANKING
- World's billionaires + RANKING

## NOVEMBER

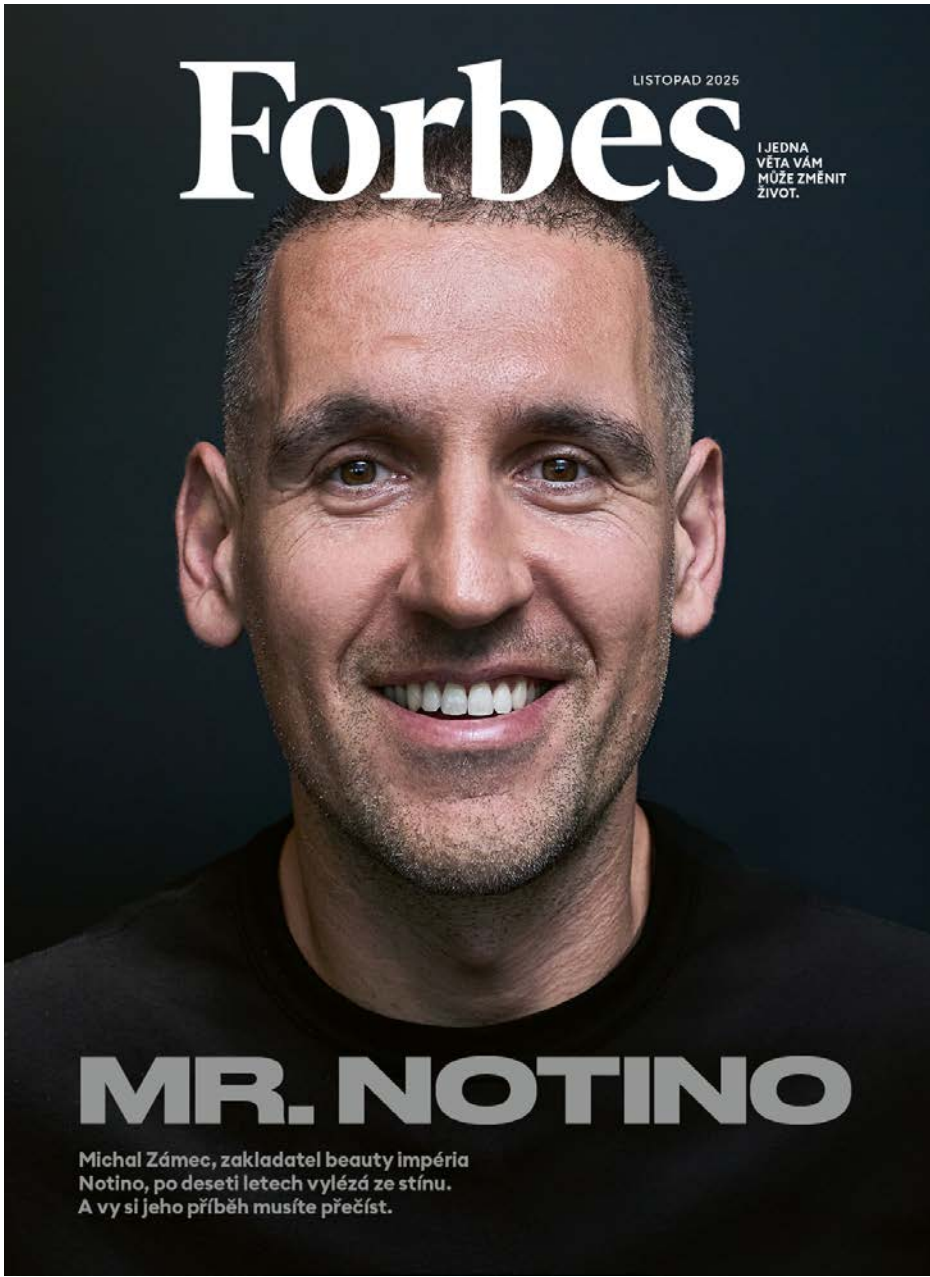
- Top CEO
- Lepší Česko (A better Czechia)
- + Forbes Woman Special issue

## JUNE

- Most powerful women + RANKING
- + Forbes Life issue
- + MIT Sloan Management Review issue

## DECEMBER

- Forbes allstars
- Philanthropy
- Christmas inspiration
- + MIT Sloan Management Review issue



ISSUES

ISSUE	AD BOOKING DEADLINE	MATERIALS DEADLINE	PUBLICATION DATE (THURSDAY)
1.	05. 12. 2025	12. 12. 2025	05. 01. 2026
2.	16. 01. 2026	23. 01. 2026	05. 02. 2026
3.	13. 02. 2026	20. 02. 2026	05. 03. 2026
MIT SLOAN SPRING	20. 02. 2026	27. 02. 2026	12. 03. 2026
4.	13. 03. 2026	20. 03. 2026	02. 04. 2026
NEXT SPRING	03. 04. 2026	10. 04. 2026	23. 04. 2026
5.	17. 04. 2026	24. 04. 2026	07. 05. 2026
6.	15. 05. 2026	22. 05. 2026	04. 06. 2026
MIT SLOAN SUMMER	22. 05. 2026	29. 05. 2026	11. 06. 2026
LIFE	29. 05. 2026	05. 06. 2026	18. 06. 2026
7.	12. 06. 2026	19. 06. 2026	02. 07. 2026
8.	17. 07. 2026	24. 07. 2026	06. 08. 2026
9.	14. 08. 2026	21. 08. 2026	03. 09. 2026
MIT SLOAN FALL	21. 08. 2026	28. 08. 2026	10. 09. 2026
NEXT FALL	28. 08. 2026	04. 09. 2026	17. 09. 2026
10.	11. 09. 2026	18. 09. 2026	01. 10. 2026
11.	16. 10. 2026	23. 10. 2026	05. 11. 2026
WOMAN	30. 10. 2026	06. 11. 2026	19. 11. 2026
12.	13. 11. 2026	20. 11. 2026	03. 12. 2026
MIT SLOAN WINTER	20. 11. 2026	27. 11. 2026	10. 12. 2026
1/2027	04. 12. 2026	11. 12. 2026	07. 01. 2027

## FORBES SPECIALS

FORBES  
NEXT

A special issue covering topics such as technology, innovation, and new challenges in science, gadgets, and IT.

- Technologies changing the world
- Electromobility
- Smart home/city
- Digitalization, cybersecurity

► **PUBLICATION DATE:** 23. 4., 17. 9. 2026  
 ► **PRINT RUN:** 19 000  
 ► **DISTRIBUTION:** 3 months

FORBES  
LIFE

A standalone magazine about lifestyle, gastronomy, art, fashion, travel, and architecture. It offers a guide on how to best enjoy hard-earned money.

- Interviews with personalities from the world of art, film, sports, etc.
- Stories of successful brands
- Tips, gadgets, and apps
- Travel, gastronomy

► **PUBLICATION DATE:** 18. 6. 2026  
 ► **PRINT RUN:** 19 000  
 ► **DISTRIBUTION:** 3 months

FORBES  
WOMAN

For the fifth time, we bring a special issue about successful and inspiring women.

- Unconventional stories of women who changed the world
- I wish I knew – practical advice from women in business
- Promising female world-class scientists
- Female startup founders and aspiring entrepreneurs

► **PUBLICATION DATE:** 19. 11. 2026  
 ► **PRINT RUN:** 19 000  
 ► **DISTRIBUTION:** 3 months

MIT SLOAN  
MANAGEMENT REVIEW

- Business trends
- Case studies
- Management guides
- Economic analyses

► **PUBLICATION DATE:** Quarterly  
 ► **PRINT RUN:** 10 000  
 ► **DISTRIBUTION:** 3 months



# ADVERTISING RATES


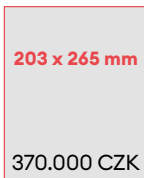
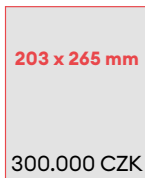



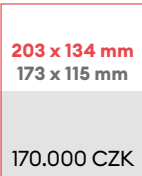



## FORBES

The advertising prices are assigned to individual ad dimensions (width x height) in two versions: bleed and type area.

### TECHNICAL PARAMETERS OF ADVERTISEMENT

Files in PDF format (CMYK/300 dpi, no ICC profiles), text converted to curves.  
Each of the specified advertising dimensions must include a +5 mm bleed on all sides.  
Advertising images must not contain more than 30% text.

## FORBES

2. cover	2. 2. cover	3. cover	4. cover	Gatefold cover (V-GATE)	
 <p>203 x 265 mm</p> <p>370.000 CZK</p>	 <p>203 x 265 mm</p> <p>370.000 CZK</p>	 <p>203 x 265 mm</p> <p>300.000 CZK</p>	 <p>203 x 265 mm</p> <p>450.000 CZK</p>	 <p>372 x 265 mm</p> <p>600.000 CZK</p>	
1/1	2/3	1/2	1/2	1/3	1/3
 <p>203 x 265 mm 175 x 240 mm</p> <p>290.000 CZK</p>	 <p>126 x 265 mm 115 x 240 mm</p> <p>200.000 CZK</p>	 <p>97 x 265 mm 85 x 240 mm</p> <p>170.000 CZK</p>	 <p>203 x 134 mm 173 x 115 mm</p> <p>170.000 CZK</p>	 <p>67 x 265 mm 55 x 240 mm</p> <p>110.000 CZK</p>	 <p>203 x 88 mm 173 x 73 mm</p> <p>110.000 CZK</p>
1/4	1/4	2/1	1/6		
 <p>97 x 134 mm 85 x 115 mm</p> <p>95.000 CZK</p>	 <p>203 x 70 mm 173 x 54 mm</p> <p>95.000 CZK</p>	 <p>406 x 265 mm 376 x 265 mm</p> <p>500.000 CZK</p>	 <p>68 x 135 mm</p> <p>55.000 CZK</p>		
<div><div>!</div><div>INSERTS AND TIP-ONS: Individual calculation</div></div>					

**!**  
**INSERTS  
AND  
TIP-ONS:**  
Individual  
calculation

SEND MATERIALS TO E-MAIL: [podklady@forbes.cz](mailto:podklady@forbes.cz)

### SURCHARGES

1st and 2nd page inside – 20% surcharge on advertising price  
Placement in the first 1/3 of the magazine – 10% surcharge on advertising price

### VOLUME DISCOUNTS

Individual – based on total volume

## FORBES NEXT, FORBES LIFE, FORBES WOMAN

2. cover	3. cover	4. cover	Gatefold cover (V-GATE)
203 x 265 mm	203 x 265 mm	203 x 265 mm	372 x 265 mm
350.000 CZK	300.000 CZK	380.000 CZK	550.000 CZK
1/1	1/2	1/2	2/1
203 x 265 mm	203 x 265 mm 85 x 240 mm	203 x 265 mm 173 x 115 mm	372 x 265 mm
275.000 CZK	155.000 CZK	155.000 CZK	485.000 CZK

## BRANDVOICE | ADVoice

1/1	2/1
330.000 CZK	580.000 CZK

## ADVERTORIAL

1/1	2/1
310.000 CZK	540.000 CZK

# CONTENT PRESENTATION

## BrandVoice

An interview, article, infographic, or other content format crafted so that the piece acts as editorial content of the magazine. An individual solution is created for each client, combining their communication goals with the proven editorial style of Forbes articles. The aim is for the resulting content to appear natural yet attractive, thus achieving the greatest possible reach. Forbes handles the entire preparation; the advertiser has the option of three content reviews.

► **EXTENT: 1–4 pages** (based on the communicated content and client preference)

2/1



1/1



## AdVoice

A direct content presentation by the advertiser, prepared tailor-made by Forbes magazine staff. This format is particularly suitable for presenting specific products and services. The goal is for the resulting content to deliver the maximum client message in a language and form that Forbes readers value and seek out. Preparation is handled by Forbes based on client materials; the advertiser has the option of three content reviews.

► **EXTENT: 1–2 pages** (based on the communicated content and client preference)

2/1



## Advertorial

Text advertising provided by the client, without the company logo. The editorial staff performs only linguistic proofreading but reserves the right to edit the headline, perex, and graphic design of the article to be compatible with the style of Forbes magazine and achieve the greatest readership.

► **EXTENT: 1/2–2 pages**

2/1



1/1



### DOUBLE PAGE

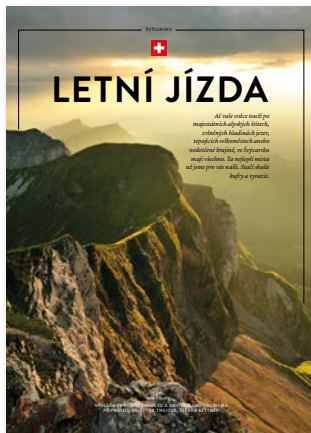
- **Headline:** approx. 35 characters
- **Perex:** 300–400 characters
- **Text:** 5,500–6,500 characters
- **Total:** 6,000–7,000 characters including spaces, depending on the required number of photos

### FULL PAGE

- **Headline:** approx. 35 characters
- **Perex:** 200–300 characters
- **Text:** 2,500–3,500 characters
- **Total:** 2,800–3,800 characters including spaces, depending on the required number of photos



# SPECIAL PROJECTS



## JOINT PROJECT/SUPPLEMENT/TIP-ON

An exclusive opportunity to present a client's area of expertise through reports, interviews, engaging articles, photographs, and illustrations, and to naturally integrate their message into editorially conceived, reader-valuable content spanning multiple pages. This format requires higher cooperation but has a significant impact on an affluent target group. It is listed in the magazine's table of contents as equivalent to editorial formats.

- **EXTENT:** 6–16 pages
- **PRICE:** On request

# Forbes MEMBERSHIP



## FAN

Do you enjoy reading Forbes mostly on a screen? Become a Fan. You will get access to everything we offer digitally. Including the complete content of our famous magazine and all locked premium articles. In short, a good deal. Inspirational reading!

**1.777 CZK / YEAR**



## MEMBER

Instant information consumption in digital form is fantastic. But if you are the type of person who dislikes scrolling and prefers flipping through pages, become a Member. That means a person with full access to our website, but also with the magazine in hand. And besides the digital world, you can also explore the physical world of Forbes thanks to cheaper entry to our selected events.

**2.670 CZK / YEAR**



## INNER CIRCLE

One handshake can change your life. Do you want that? Be in the Inner Circle. You won't find anything more exclusive and powerful here. The entire web? Yes. The magazine in hand? Yes. But also a ticket to the most sought-after event in the country: Lepší Česko (A Better Czechia). Plus, discounts on our selected events and the opportunity to personally meet our most distinguished guests. This is not just membership. This is entry into the family circle. The Inner Circle.

**37.190 CZK / YEAR**

MAKE THE FIRST STEP





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2026

Forbes

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WWW.FORBES.CZ

EVEN A SINGLE  
SENTENCE  
CAN CHANGE  
YOUR LIFE