

IN ENGLISH

FORBES.CZ

Forbes
WWW

WEB KIT

2026

PARTNER WITH FORBES

- **An average of 1.3 million real** users per month
- **Affluent** target group A,B = a reader who makes decisions
- **80% of Forbes readers** are in leadership positions or own a business
- **Possibility of cross-media** cooperation with events, online, and the Forbes audio ecosystem
- **Forbes Česko** is followed by over 413 thousand users on social media
- **15 years** on the Czech market
- **Long-term impact**, not just short-term reach
- **70% of advertisers** cooperate with us repeatedly
- **Every connection** with the Forbes brand strengthens the perception of quality and increases trust
- **Creative solutions** 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.CZ

MONTHLY TRAFFIC

1 mil.
visits

REAL USERS

642 000

57% male



43% female

AGE GROUP:

35–54 years

AVERAGE
VISIT

6+ min.

SOCIAL MEDIA



120 000



4 000

SUBSCRIBERS



81 000



165 000



115 000

SOCIOECONOMIC
GROUP

- TOP MANAGERS
- MIDDLE MANAGEMENT
- BUSINESS OWNERS

NEWSLETTERS

ESPRESSO, DIGEST, CRYPTO,
COCKTAIL

32 000

SUBSCRIBERS

DIRECT BUY

• LEADERBOARD

• BRANDING

• SKYSCRAPER STICKY

• NEWSLETTERS

• PODCAST SPONSOR

• PARTNER OF A RANKING
/ SELECTION

• NEWSLETTER MONO ESPRESSO

• NEWSLETTER FORBES DIGEST

• MOBILE INTERSCROLLER

• MOBILE SQUARE

• OUTSTREAM

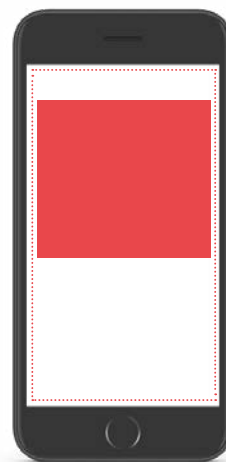
DIRECT BUY

1. Above-average visibility
2. Placement next to exclusive content
3. Associating your brand with a premium medium
4. Start of the client's conversion path

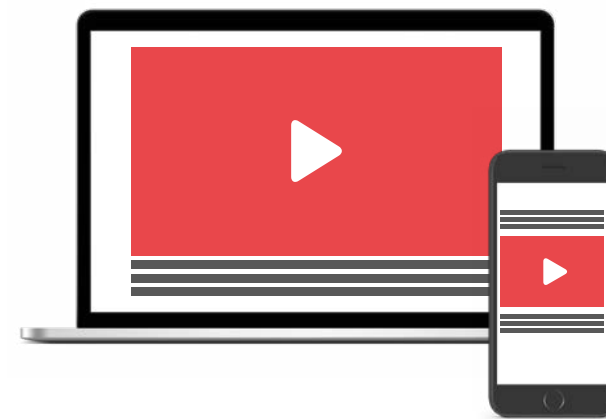
BRANDING



MOBILE SQUARE



OUTSTREAM



PRICE LIST

forbes.cz

AD TYPE	PRICE
LEADERBOARD	900 CZK
BRANDING	900 CZK
SKYSCRAPER STICKY	750 CZK
SKYSCRAPER 2	650 CZK
MOBILE INTERSCROLLER	650 CZK
MOBILE SQUARE 2	300 CZK
OUTSTREAM	450 CZK
NATIVE AD	250 CZK

forbes.cz

CONTENT FORMAT	PRICE
BRANDVOICE	220,000 CZK
ADVOICE PLUS	140,000 CZK
ADVOICE	90,000 CZK
BRANDVOICE PODCAST	180,000 CZK
BV PODCAST VIDEO	250,000 CZK
BV PODCAST 3IN1	350,000 CZK
MONO NEWSLETTER – 100,000 CZK	100 000 CZK
BRANDVOICE EXTENSION (INSTAGRAM STATIC)	100,000 CZK
BRANDVOICE EXTENSION (INSTAGRAM VIDEO)	160,000 CZK
SPECIAL PROJECT (STARTING AT)	500,000 CZK
ADDITIONAL FORMATS	PRICE
Product placement (VIDEO PODCAST)	30,000 CZK
Partner of the ranking on forbes.cz (STARTING AT)	250,000 CZK
Partner of the ranking on social media + content (STARTING AT)	100,000 CZK
Product placement (STARTING AT)	100,000 CZK
Partnership of Flying cover section (1 MONTH)	100,000 CZK
Article branding	25,000 CZK

PARTNER OF THE RANKING



SIZE	left banner 1020 × 2880 px right banner 1020 × 2880 px A top 2256 × 420 px B top 2668 × 420 px C top 3080 × 420 px*
SIZE MOBIL	640 × 240 px
MAX.	2,5 MB
PRICE	OD 250 000 CZK GROSS
	DESKTOP + MOBILE

Unique content of regular rankings which can only be found on Forbes. An overview of the richest and most successful people in Czechia and worldwide, family businesses, or the most expensive properties on the market.

* DIVIDED INTO SEVERAL INTERLOCKING IMAGES. THE DIMENSIONS OF INDIVIDUAL IMAGES CAN BE FOUND UNDER THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

FOR 2026

TIMELINE OF RANKINGS

TOP DOCTORS SELECTION

30 UNDER 30

FAMILY BUSINESSES

TOP LAW FIRMS SELECTION

RICHEST CZECHS

RICHEST PEOPLE IN THE WORLD

RANKING OF THE MOST INFLUENTIAL WOMEN IN CZECHIA

HIGHEST-EARNING YOUTUBERS AND STREAMERS

BEST-PAID ATHLETES

WOMEN IN SCIENCE

MOST EXPENSIVE PROPERTIES

BEST CEO

JANUARY

FEBRUARY

MARCH

APRIL

MAY

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DATA AS OF 09/2025

ARTICLE BRANDING



SIZE	left banner 1020 × 2880 px right banner 1020 × 2880 px A top 2256 × 420 px B top 2668 × 420 px C top 3080 × 420 px*
SIZE MOBILE	640 × 240 px
MAX.	2,5 MB
TARGETING	Geographical area, section + 30%
FORMAT	Static image JPEG/PNG/GIF, animated GIF
PRICE	25 000 CZK CPT GROSS
PLACEMENT	selected article
	DESKTOP + MOBILE (1st pos.)

* DIVIDED INTO SEVERAL INTERLOCKING IMAGES. THE DIMENSIONS OF INDIVIDUAL IMAGES CAN BE FOUND UNDER THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

ESPRESSO + COCKTAIL + KRYPTOSHOT NEWSLETTERS

SIZE	1350 × 660 px
REACH	32.000 subscribers
PRICE	40.000 CZK GROSS

ESPRESSO

A concise, witty, and punchy selection of the most essential news from the world of business, technology, and pop culture. Six times a week, early in the morning in your email. The client purchases a banner, a link, and a short description for 1 day.

COCKTAIL

Every Thursday afternoon, we mix a cocktail of the most interesting things you definitely shouldn't miss. The client purchases a banner, a link, and a short description for 1 day.

KRYPTOSHOT

An up-to-date overview from the world of cryptocurrencies. Graph of the week, stories of the week, and always something extra. Published every Wednesday afternoon.



NEWSLETTER

FORBES DIGEST



SIZE	1350 × 660 px
REACH	52.000 subscribers
PRICE	45.000 CZK GROSS

Every Sunday, we serve the best of Forbes Premium.

NEWSLETTER

MONO ESPRESSO

12

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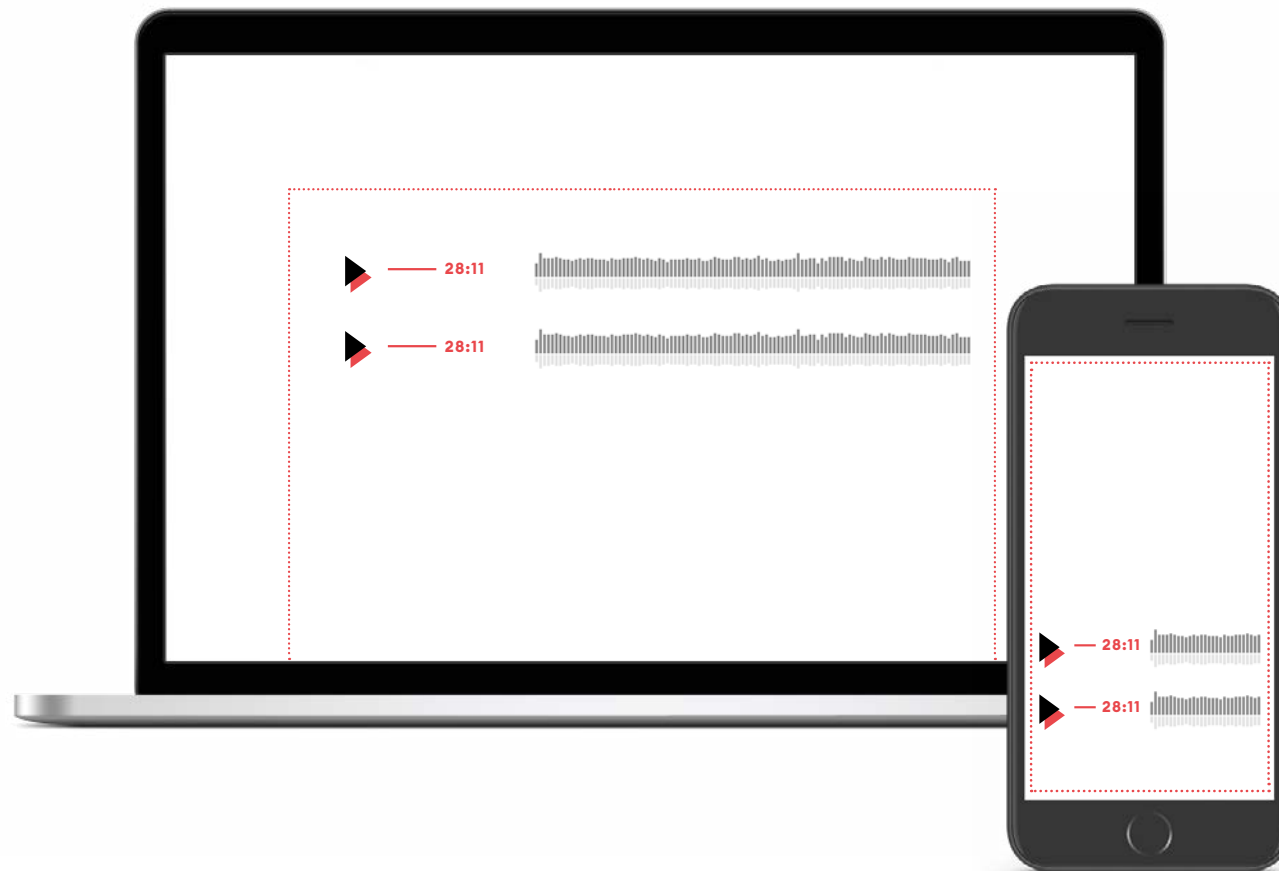
SIZE	1350 × 660 px
REACH	32.000 subscribers
PRICE	100.000 CZK GROSS

Single-topic special Espresso. One topic selected by the client, processed by the editorial team from multiple perspectives. Possibility of color processing and „powered by“ designation. Ideal for communicating special offers for the B2B and B2C segments.

PODCAST SPONSOR

13

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SIZE	15/20 sec. before and after or 40 sec. in the middle
NUMBER OF DOWNLOADS	from 6.000 / 1 podcast
PRICE	35.000 CZK GROSS / SPOT
	DESKTOP + MOBILE

Regular editorial Forbes podcast on a selected topic from the fields of business, lifestyle, or 30 under 30.

COMMERCIAL PACKAGES

INSTAGRAM

FORBES SPARK

Agile campaign – fast reach

1× Reels + 1× Storytelling Set

Lofi:	95,000 CZK
Profi:	175,000 CZK
REQUIRED LEAD TIME	Min. 1,5 months (6 weeks)

★ RECOMMENDED

FORBES LEADER

Flagship package – comprehensive brand building

1× Reels + 1× Carousel
+ 2× Storytelling

Lofi:	170,000 CZK
Profi:	250,000 CZK
REQUIRED LEAD TIME	Min. 1,5 months (6 weeks)

FORBES ICON

Absolute dominance – Joint Post

2× Reels + Joint Post
+ 2× Carousel + 3× Storytelling

Lofi:	415,000 CZK
Kombo:	495,000 CZK
Profi:	575,000 CZK
REQUIRED LEAD TIME	Min. 3 months (12 weeks)

* Note on Production & Travel Costs: > Package and format prices include production within the Forbes office and premises. For shoots at client locations or outside our office, the price does not include travel expenses (transportation) and potential additional costs associated with traveling to the client's location (e.g., accommodation, per diems). These costs will be recharged based on actual travel expenses or by prior agreement.

COMMERCIAL B2B PACKAGES

LINKEDIN

★ RECOMMENDED

B2B
PROFESSIONAL

Quick statements

1× Static + 1× Premium Tag

PRICE	85,000 CZK
REQUIRED LEAD TIME	min. 1,5 months (6 weeks)

B2B LEADER

Thought Leadership in the market

1× Static + 1× Video + 2× Tag

PRICE	200,000 CZK
REQUIRED LEAD TIME	min. 1,5 months (6 weeks)

B2B
VISIONARY

Corporate market strength

2× PDF + 1× Video Profi
+ 1× Static + 4× Tag

PRICE	450,000 CZK
REQUIRED LEAD TIME	Min. 3 months (12 weeks)

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NON-STANDARD FORMATS

- BRANDVOICE

- ONE PAGE

- PARTNER OF THE SPECIAL

- PRODUCT PLACEMENT

- VIDEO PODCAST

- RTB

- BRANDVOICE PODCAST

- PODCAST SPONSOR

- ADVOICE / ADVOICE PLUS

- SOCIAL MEDIA

- CUSTOM SPECIAL PROJECTS

ADVOICE / ADVOICE PLUS

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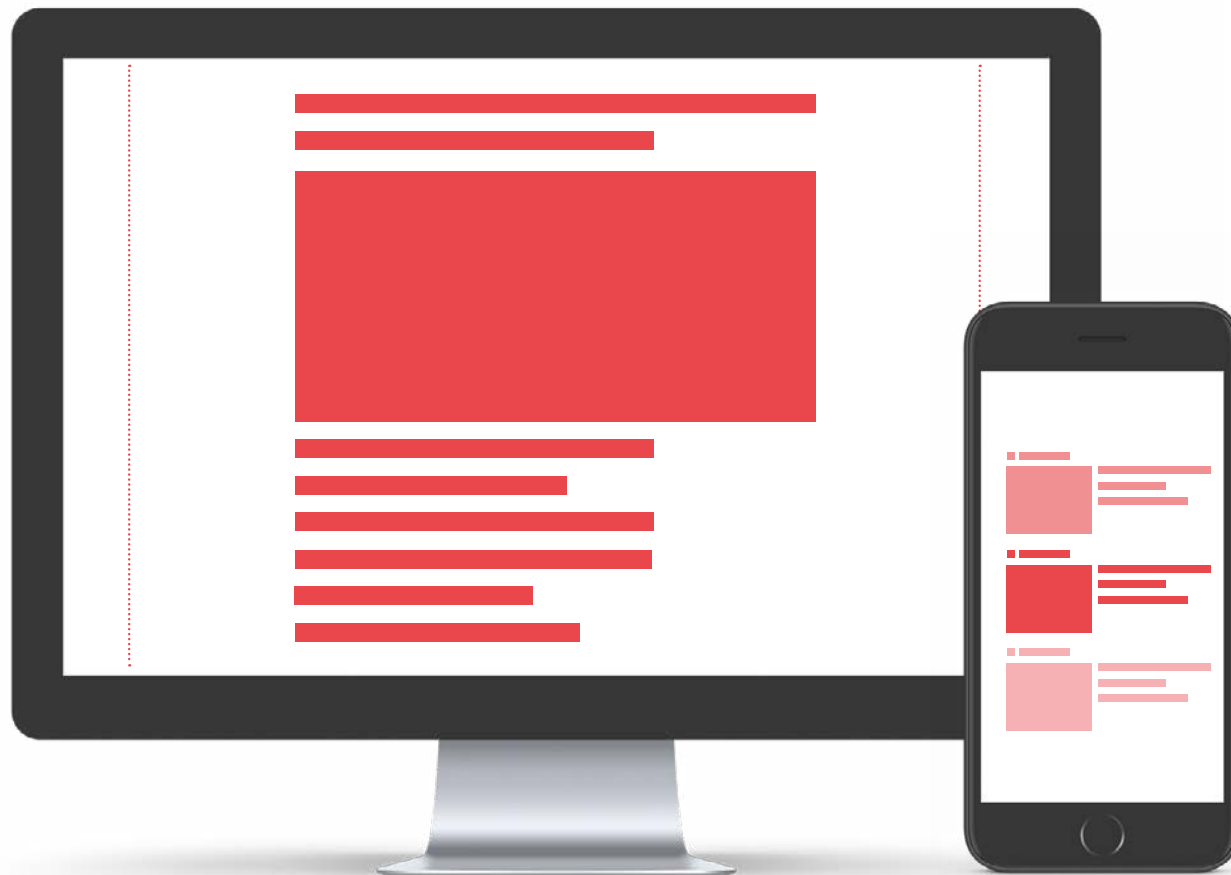
WWW · KIT 2026



SIZE	min. 1.500 characters
MAX.	max. 5.000 characters
PRICE	90.000 CZK GROSS / 140.000 CZK GROSS
	DESKTOP + MOBILE

Short message presenting the activities, products, or services of a company. The content is fully managed by the client – Forbes only performs linguistic proofreading or recommends a suitable headline. Unlike BrandVoice and AdVoice plus, AdVoice is not promoted on social media or in the Espresso newsletter.

BRANDVOICE



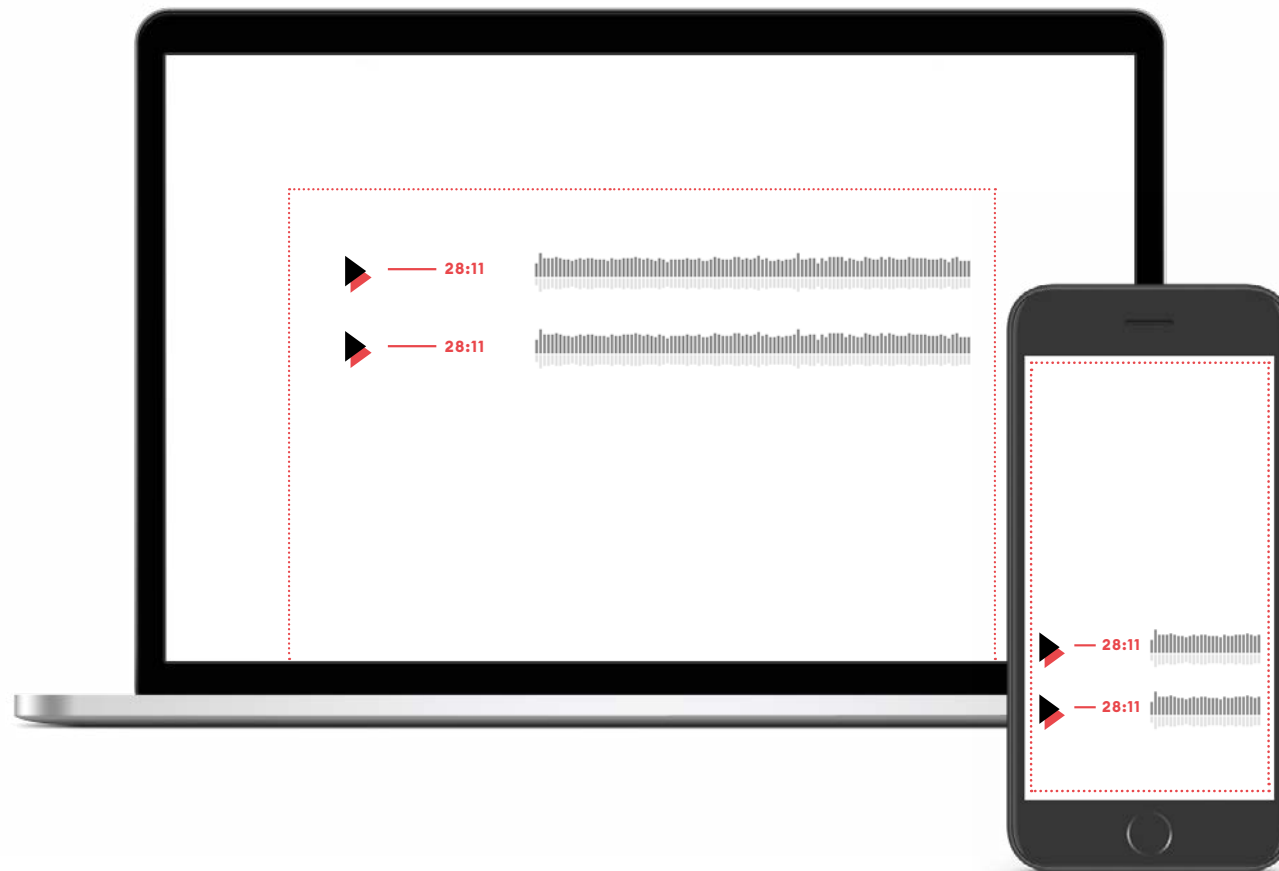
SIZE	min. 3.000 characters
MAX.	max. 8.000 characters
TARGETING	business, technology, life
VIEWS	4.000 – 8.000
PRICE	220.000 CZK GROSS
	DESKTOP + MOBILE

Authentic article, interview, infographic, or other content format created by the Brandvoice Lab editorial team. A creative solution tailored to the client in the Forbes style. It combines the high professional standard of Forbes texts with the client's communication goal so that the article achieves the greatest possible reach.

BRANDVOICE PODCAST

19

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NUMBER OF DOWNLOADS	from 8.000 / 1 podcast
PRICE	180.000 CZK GROSS
	DESKTOP + MOBILE

The most proven format is a podcast featuring a staff writer and a representative of the company or another person, who may be an existing or potential client. They discuss a topic the client wishes to communicate. It is the most natural format, allowing the client to talk about their services or products.

BRANDVOICE

VIDEO PODCAST

20

WWW · KIT 2026



NUMBER OF DOWNLOADS	from 8.000 / 1 podcast
PRICE	250.000 CZK GROSS
	DESKTOP + MOBILE

The most proven format is a podcast featuring a staff writer and a representative of the company or another person, who may be an existing or potential client. They discuss a topic the client wishes to communicate. It is the most natural format, allowing the client to talk about their services or products.

ONE PAGE



PRICE

**FROM 300.000 CZK
GROSS**

VIEWS

from 10.000**DESKTOP + MOBILE**

Special custom page for clients as part of Forbes.cz. A single topic on which we focus attention. Possibility of unique design, simple controls, option for interactive elements, and imaginative texts. A clear and attractive message for clients. Ideal for small and medium-sized companies that want to reach the audience in an original way.

TAILOR MADE

SPECIAL PROJECTS

22

WWW · KIT 2026

OWN PAGE ON
FORBES.CZ

PRICE

FROM 500.000 CZK
GROSS

DESKTOP + MOBILE

Independent special microsites in collaboration with Forbes and partners. A wide range of topics, from a guide on how to choose a suit or how to invest, to the video talk show Forbes on the Road. Non-traditional processing, possibility of interactive and playful elements such as quizzes, tests, or infographics.

RTB

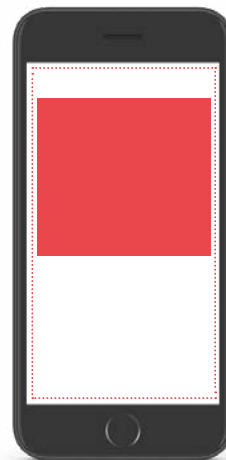
1. Option of a private deal
2. Above-average visibility

3. Connection with premium content
4. Brand safety content

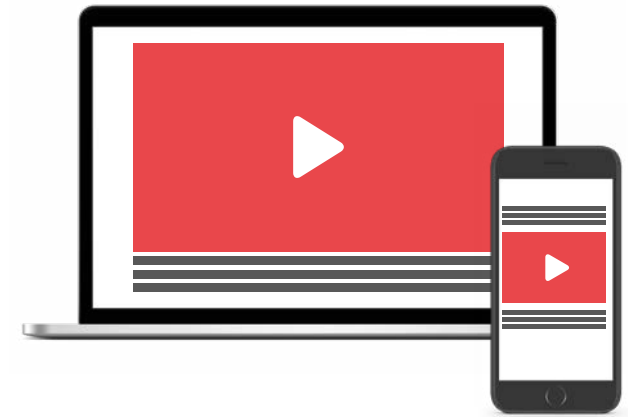
BRANDING



MOBILE SQUARE



OUTSTREAM



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



LINKS

TECHNICAL SPECIFICATIONS

[HTTPS://FORBES.CZ/TECHNICKE-SPECIFIKACE-INZERCE-NA-FORBES-CZ/](https://forbes.cz/technicke-specifikace-inzerce-na-forbes-cz/)

GENERAL TERMS AND CONDITIONS

[HTTPS://FORBES.CZ/OBCHODNI-PODMINKY-A-INFORMACE-KE-ZPRACOVANI-OSOBNICH-UDAJU/](https://forbes.cz/obchodni-podminky-a-informace-ke-zpracovani-osobnich-udaju/)

2026

Forbes

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EVEN A SINGLE
SENTENCE
CAN CHANGE
YOUR LIFE