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

A B

- TOP MANAGERS
- MIDDLE MANAGEMENT
- BUSINESS OWNERS

## NEWSLETTERS

ESPRESSO, DIGEST, CRYPTO, COCKTAIL

**32 000**
SUBSCRIBERS

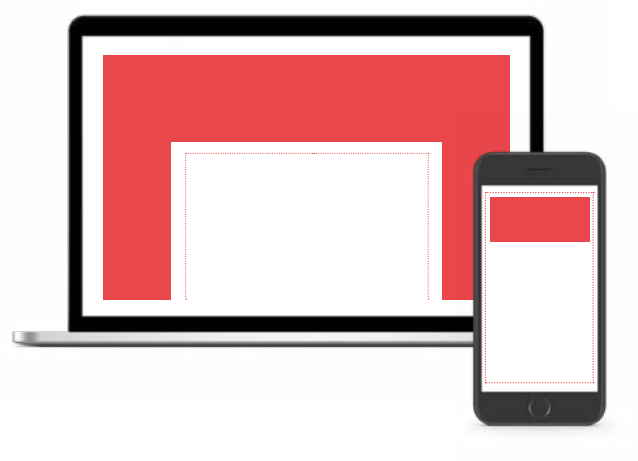
# DIRECT BUY

- LEADERBOARD
- BRANDING
- SKYSCRAPER STICKY
- NEWSLETTERS
- PODCAST SPONSOR
- PARTNER OF A RANKING / SELECTION
- NEWSLETTER MONO ESPRESSO
- NEWSLETTER FORBES DIGEST
- MOBILE INTERSCROLLER
- MOBILE SQUARE
- OUTSTREAM

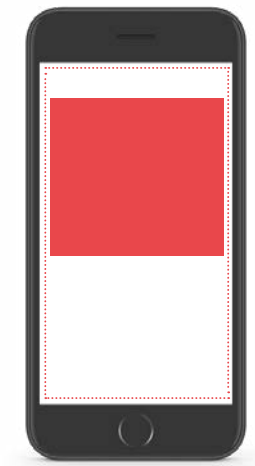
# DIRECT BUY

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 |
| 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<br>right banner 1020 × 2880 px<br>A top 2256 × 420 px<br>B top 2668 × 420 px<br>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.

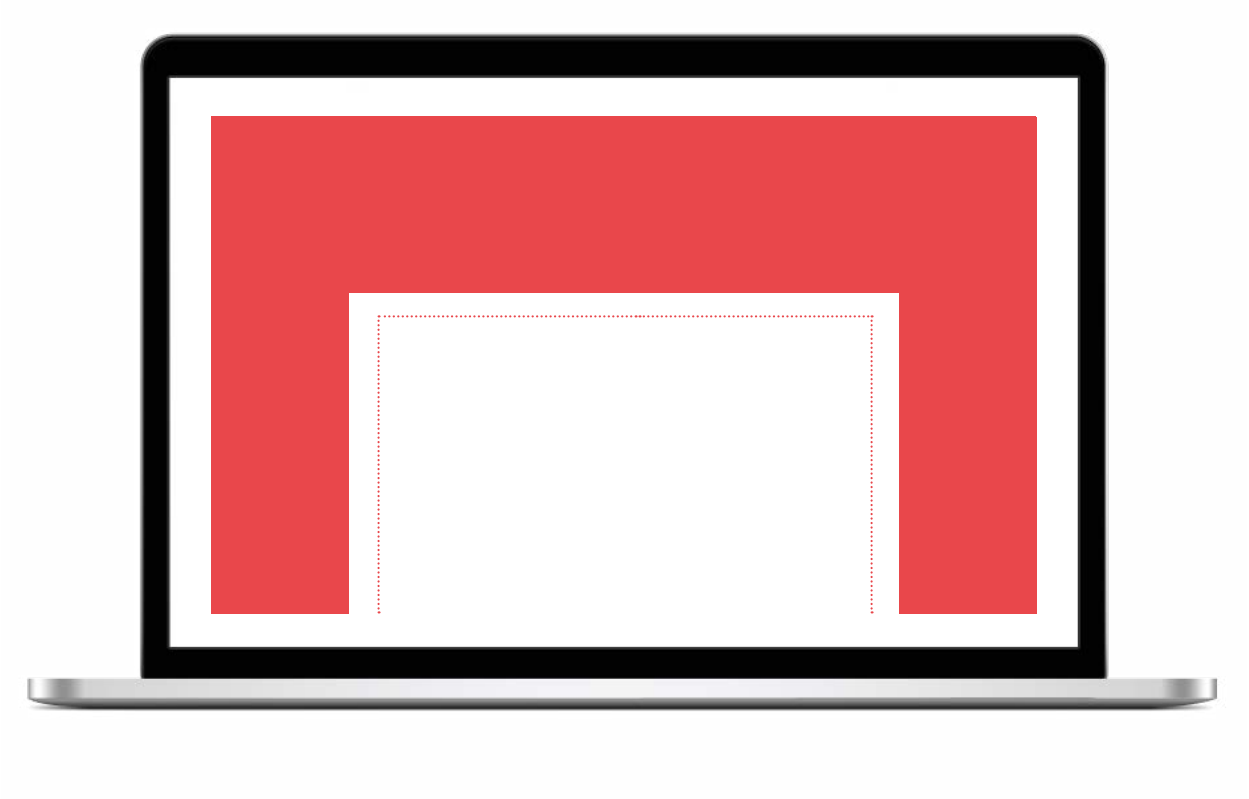
FOR 2026

# TIMELINE OF RANKINGS

| | |
|---|---|
| TOP DOCTORS SELECTION | JANUARY |
| 30 UNDER 30 | FEBRUARY |
| FAMILY BUSINESSES | MARCH |
| TOP LAW FIRMS SELECTION | APRIL |
| RICHEST CZECHS | MAY |
| RICHEST PEOPLE IN THE WORLD | MAY |
| RANKING OF THE MOST INFLUENTIAL WOMEN IN CZECHIA | JUNE |
| HIGHEST-EARNING YOUTUBERS AND STREAMERS | JULY |
| BEST-PAID ATHLETES | AUGUST |
| WOMEN IN SCIENCE | SEPTEMBER |
| MOST EXPENSIVE PROPERTIES | OCTOBER |
| BEST CEO | NOVEMBER |

DATA AS OF 09/2025

# ARTICLE BRANDING



| | |
|---|---|
| SIZE | left banner 1020 × 2880 px<br>right banner 1020 × 2880 px<br>A top 2256 × 420 px<br>B top 2668 × 420 px<br>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

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

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



RECOMMENDED

## 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) |

## 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

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

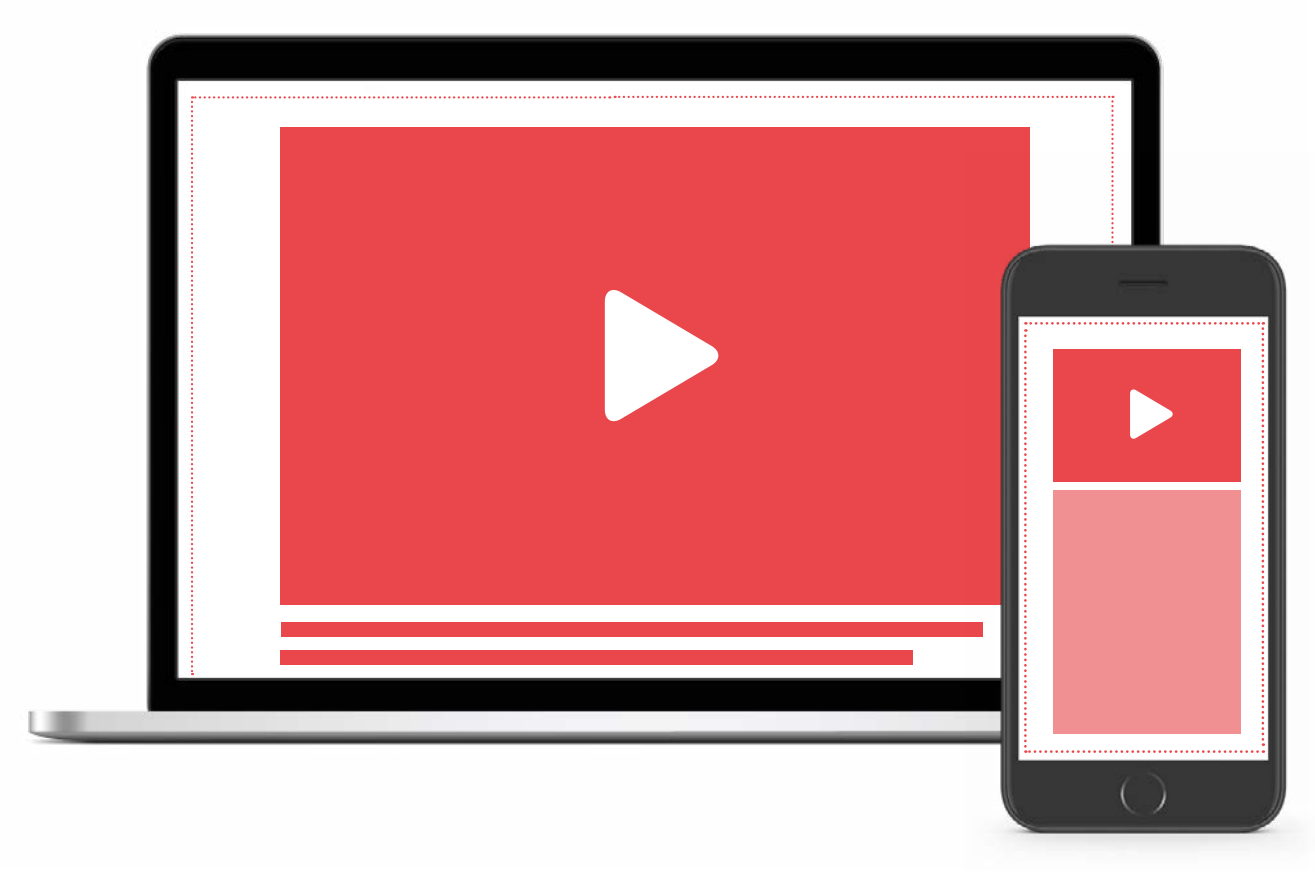
| | |
|---|---|
| NUMBER OF DOWNLOADS | from 8.000 / 1 podcast |
| PRICE | 180.000 CZK GROSS |
| | DESKTOP + MOBILE |

**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

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



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# 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

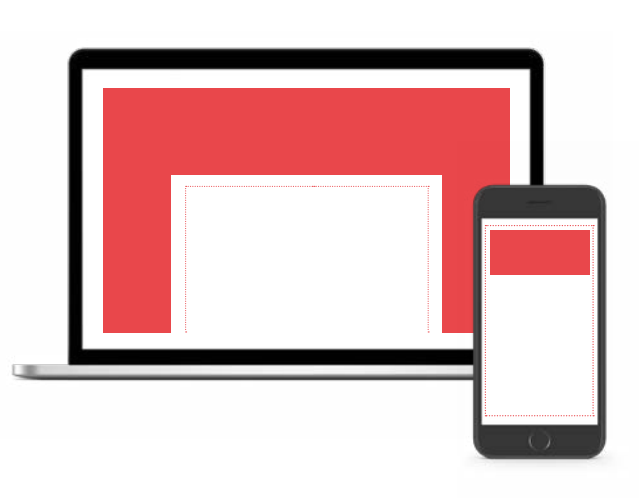
| | OWN PAGE ON FORBES.CZ |
|---|---|
| PRICE | FROM 500.000 CZK GROSS |
| | DESKTOP + MOBILE |

**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.

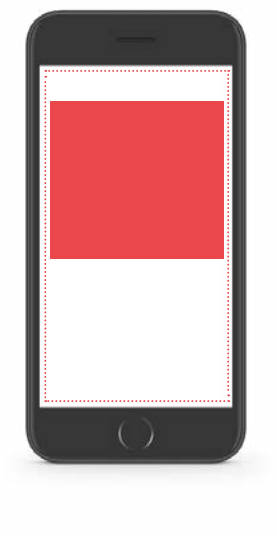
# RTB

1. Option of a private deal
2. Above-average visibility
3. Connection with premium content
4. Brand safety content

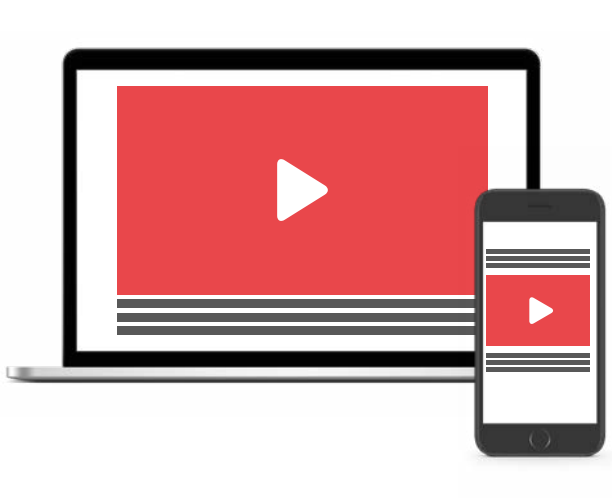
## BRANDING



## 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/

## GENERAL TERMS AND CONDITIONS

HTTPS://FORBES.CZ/OBCHODNI-PODMINKY-A-INFORMACE-KE-ZPRACOVANI-OSOBNICH-UDAJU/

# EVEN A SINGLE SENTENCE CAN CHANGE YOUR LIFE