

Forbes

FORBES.CZ



WWW.FORBES.CZ
FORBES ESPRESSO | COCKTAIL
FORBES PODCASTS



FORBES ČESKO



@FORBESCESKO



@FORBESCESKO



FORBES ČESKO



FORBES ČESKO



OBCHOD@FORBES.CZ

WHY ADVERTISE WITH US?

▶ **LOVEBRAND FORBES**

▼ **100 YEARS OF TRADITION**

▶ **>900,000 READERS – MEASURED BY NETMONITOR**

▶ **FINANCIALLY SECURE A/B TARGET GROUP**

◀ **THE TOP NAMES IN CZECH JOURNALISM**

▶ **LONG SITE VISITS (>6 MIN)**

▶ **BRANDVOICE LAB – NATIVE CONTENT ADVERTISEMENTS**

▶ **SOCIAL NETWORKS (>300,000 USERS)**

▼ **HIGH READER LOYALTY**

◀ **TARGETED ADVERTISING (GEOGRAPHICAL AREA OR MAGAZINE SECTION)**

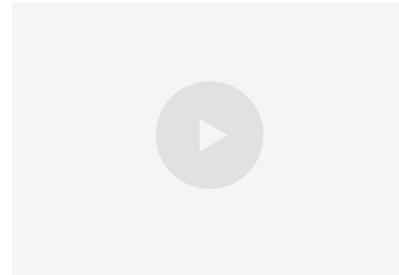
MONTHLY READERSHIP

2,6 MIL.
1 300,000 REAL USERS

54 % MEN 46 % WOMEN

AGE GROUP

+35



Forbes.cz

ESPRESSO,
COCKTAIL,
MONO



35,000
SUBSCRIBERS

3 www.forbes.cz

VIEWS
PER MONTH
4,5 MIO.

>6 min

VISITOR TIME
ON SITE

SOCIOECONOMIC
GROUP



TOP MANAGERS,
MIDDLE MANAGEMENT,
AND COMPANY OWNERS



SOCIAL NETWORKS

>137 TIS.



>55 TIS.

>95 TIS.

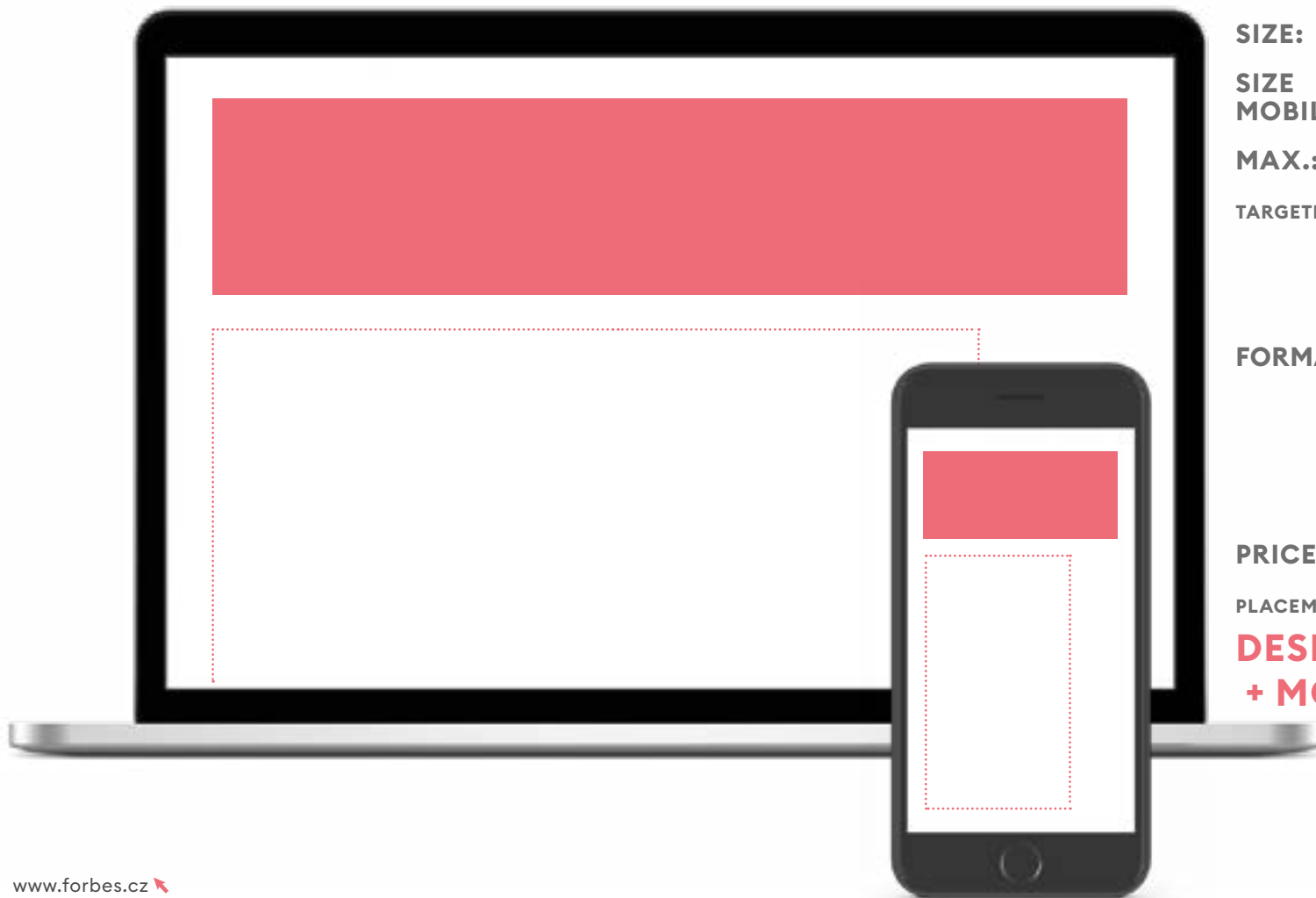


>36 TIS.

STANDARD FORMATS

- ▼ **LEADERBOARD**
- ▶ **BRANDING**
- ▶ **STICKY SKYSCRAPER**
- ▶ **BANNER UNDER ARTICLE**
- ▶ **ADVOICE / ADVOICE PLUS**
- ▶ **NEWSLETTER ESPRESSO**
- ▶ **NEWSLETTER MONO ESPRESSO**
- ▶ **NEWSLETTER COCKTAIL**
- ▼ **MOBILE SQUARE, 2ND
POSITION / 3RD POSITION**

LEADERBOARD



- SIZE:** 1,940 X 420 PX
- SIZE MOBILE:** 640 X 240 PX
- MAX.:** 500 KB
- TARGETING:** GEOGRAPHICAL AREA OR MAG. SECTION, + 30 %
- FORMAT:** STATIC IMAGE JPEG/PNG/GIF, ANIMATED GIF, HTML5 (+20%)
- PRICE:** 700 CZK CPT GROSS
- PLACEMENT:** ENTIRE WEBSITE
- DESKTOP**
+ MOBILE STICKY
(1ST POSITION)

BRANDING



- SIZE:** 4,100 X 2,880 PX*
- SIZE MOBIL:** 640 X 240 PX
- MAX.:** 2,5 MB
- TARGETING:** GEOGRAPHICAL AREA OR MAG. SECTION, +30%
- FORMAT:** STATIC IMAGE JPEG/PNG/GIF, ANIMATED GIF
- PRICE:** 850 CZK CPT GROSS
- PLACEMENT:** ENTIRE WEBSITE

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

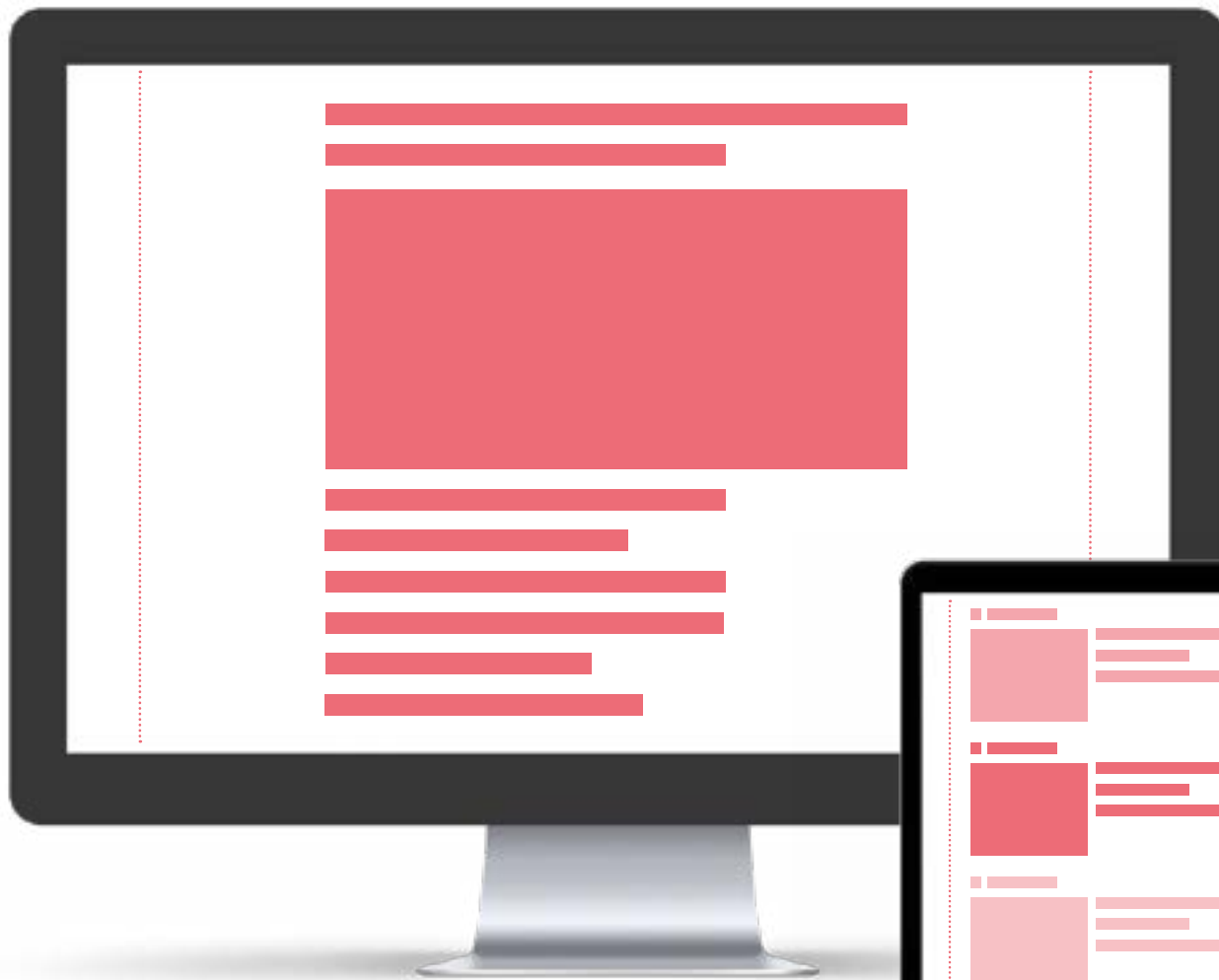
SKYSCRAPER STICKY



SIZE: 600 X 1,200 PX
SIZE MOBIL: 500 X 500 PX
MAX.: 500 KB
TARGETING: GEOGRAPHICAL AREA OR MAG. SECTION, +30%
FORMAT: STATIC IMAGE JPEG/PNG/GIF, ANIMATED GIF, HTML5 (+ 20 %)
PRICE: 750 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

**DESKTOP
+ MOBILE (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 + MOBIL

BRIEF TEXT PRESENTING THE COMPANY'S ACTIVITIES, PRODUCTS, OR SERVICES. CONTENT IS FULLY MANAGED BY THE CLIENT - FORBES' SOLE INPUTS ARE PROOFREADING AND, IF NEEDED, TITLE RECOMMENDATION. UNLIKE ADVOICE PLUS AND BRANDVOICE, ADVOICE IS NOT PROMOTED VIA SOCIAL NETWORKS OR THE ESPRESSO NEWSLETTER.



BANNER UNDER ARTICLE



SIZE: 1,940 X 420 PX
SIZE MOBIL: 600 X 200 PX
MAX.: 500 KB
TARGETING: GEOGRAPHICAL AREA OR MAG. SECTION, +30%
FORMAT: STATIC IMAGE JPEG/PNG/GIF, ANIMATED GIF, HTML5 (+ 20 %)
PRICE: 750 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

**DESKTOP
+ MOBILE (3RD POSITION)**

NEWSLETTER ESPRESSO



SIZE: **1,350 X 660 PX**
REACH: **35,000 SUBSCRIBERS**
PRICE: **35,000 CZK GROSS**

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 WEEK. THE CLIENT PURCHASES BANNER, LINK, AND SHORT DESCRIPTION, FOR ONE DAY.

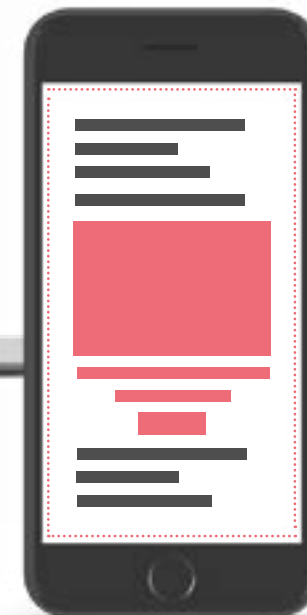


NEWSLETTER MONO ESPRESSO



SIZE: **1,350 X 660 PX**
REACH: **35,000 SUBSCRIBERS**
PRICE: **50,000 CZK GROSS**

ONE TYPE OF ESPRESSO COFFEE. ONE TOPIC SELECTED BY CLIENT FROM DIFFERENT POINTS OF VIEW CREATED BY EDITORIAL STAFF. VARIETY OF COLORS, TAGGED AS „POWERED BY“. IDEAL FOR SPECIAL OFFERS FOR B2B AND B2C CLIENTS.



NEWSLETTER COCKTAIL



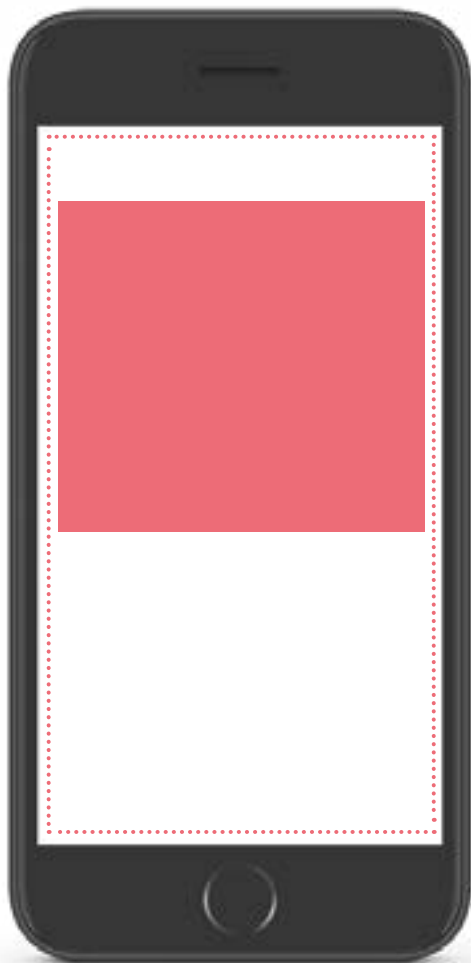
SIZE: **1,350 X 660 PX**
REACH: **35,000 SUBSCRIBERS**
PRICE: **35,000 CZK GROSS**

EVERY THURSDAY AFTERNOON, WE MIX COCKTAIL OF ALL THE WORLD'S MOST INTERESTING THINGS—ITEMS YOU SURELY SHOULDN'T MISS. THE CLIENT PURCHASES BANNER, LINK, AND SHORT DESCRIPTION, FOR ONE DAY.



MOBILE SQUARE

2ND POSITION / 3RD POSITION



SIZE: 500 X 500 PX
MAX.: 100 KB
TARGETING: GEOGRAPHICAL
AREA OR MAG.
SECTION, +30%
FORMAT: STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF,
HTML5 (+ 20 %)
PRICE: 300 CZK CPT GROSS
PLACEMENT: ARTICLE DETAILS

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

NON-STANDARD FORMATS

▼ **BRANDVOICE**

▶ **ONE PAGE**

▶ **PARTNER – SPECIAL**

▶ **PARTNER – RANKING**

▶ **ARTICLE BRANDING**

▼ **BRANDVOICE PODCAST**

▶ **PODCAST SPONSOR**

▶ **VIDEO**

▶ **RICH MEDIA**

▶ **SOCIAL NETWORKS**

BRANDVOICE



SIZE: MIN. 3,000 CHARS.
MAX.: MAX. 8,000 CHARS.
TARGETING: BUSINESS,
TECHNOLOGY, LIFE
REACH: 10,000
PRICE: 180,000 CZK GROSS

DESKTOP + MOBILE

AN AUTHENTIC ARTICLE, INTERVIEW, INFOGRAPHIC, OR OTHER CONTENT FORMAT CREATED BY THE BRANDVOICE LAB CONTENT TEAM. CREATIVE FORBES-STYLE CLIENT-TAILORED SOLUTION. IT FUSES THE HIGH STANDARD FOR FORBES TEXTS WITH THE CLIENT'S COMMUNICATION GOAL SO AS TO MAXIMIZE THE ARTICLE'S REACH.

ONE PAGE



PRICE: **FROM 250,000 CZK
AND UP GROSS**

DESKTOP + MOBIL

SPECIAL ONE PAGE TAILORED TO CUSTOMER'S NEEDS AS A PART OF FORBES.CZ. FOCUS ON ONE TOPIC. WAY OF ORIGINAL PREPARATION, USER-FRIENDLY EXPERIENCE, VARIETY OF MORE INTERACTIVE ELEMENTS, ORIGINAL TEXTS. SIMPLE AND ATTRACTIVE MESSAGE TO THE CLIENTS. IDEAL FOR SMALL OR MIDDLE SIZE COMPANIES SEEKING FOR ORIGINAL WAY OF APPROACHING THE AUDIENCE.

PARTNER – SPECIAL



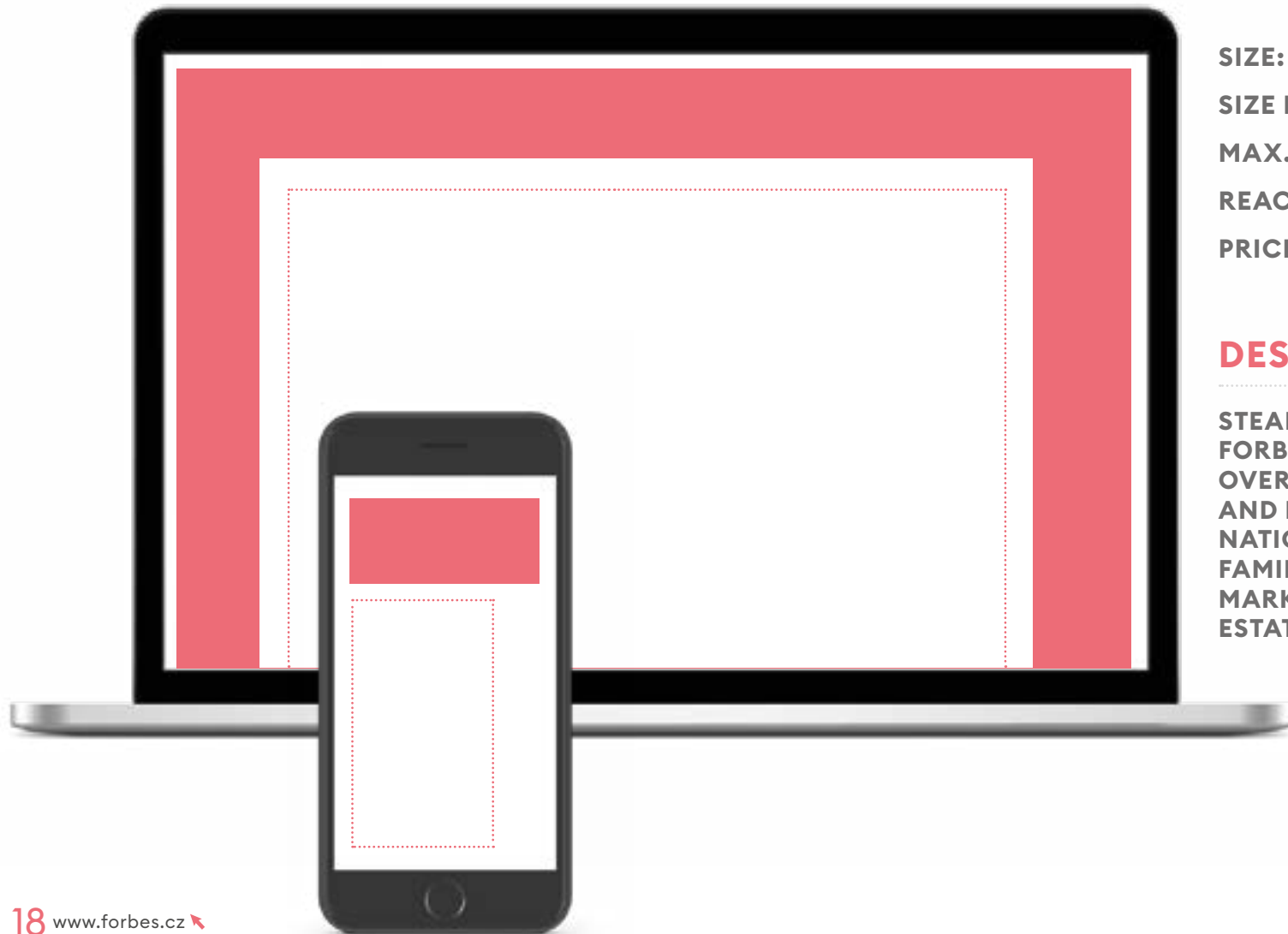
**PARTNER PAGE
ON FORBES.CZ**

**PRICE: 500,000 CZK
AND UP GROSS**

DESKTOP + MOBILE

SPECIAL FREE-STANDING
MICROSITES IN COOPERATION
BETWEEN FORBES AND
PARTNERS. WIDE RANGE
OF TOPICS, FROM GUIDES
ON INVESTMENTS AND
CHOOSING THE RIGHT SUIT
TO THE “FORBES ON THE
ROAD” VIDEO TALK SHOW.
REFRESHING APPROACH,
WITH OPPORTUNITIES FOR
INTERACTIVE AND PLAYFUL
ELEMENTS LIKE QUIZZES,
TESTS, AND INFOGRAPHICS.

PARTNER – RANKING



SIZE: 4,100 X 2,880 PX*
SIZE MOBIL: 640 X 240 PX
MAX.: 2,5 MB
REACH: 300,000 AND UP
PRICE: 250,000 CZK
AND UP GROSS

DESKTOP + MOBILE

STEADY FLOW OF UNIQUE FORBES-ONLY RANKINGS. OVERVIEWS OF THE RICHEST AND MOST SUCCESSFUL PEOPLE NATIONWIDE AND WORLDWIDE, FAMILY FIRMS, AND THE MARKET'S MOST EXPENSIVE REAL ESTATE.

TIMELINE OF OUR 2021 RANKINGS

30 UNDER 30

FEBRUARY 2021

THE MOST EXPENSIVE REAL ESTATE

MARCH 2021

THE WORLD'S BILLIONAIRES

APRIL 2021

FAMILY FIRMS

MAY 2021

THE CZECH REPUBLIC'S MOST INFLUENTIAL WOMEN

JUNE 2021

THE WORLD'S AND CZECH'S MOST INFLUENTIAL CELEBRITIES

JULY 2021

THE HIGHEST EARNING ATHLETES

AUGUST 2021

THE CZECH REPUBLIC'S BEST INVESTORS

SEPTEMBER 2021

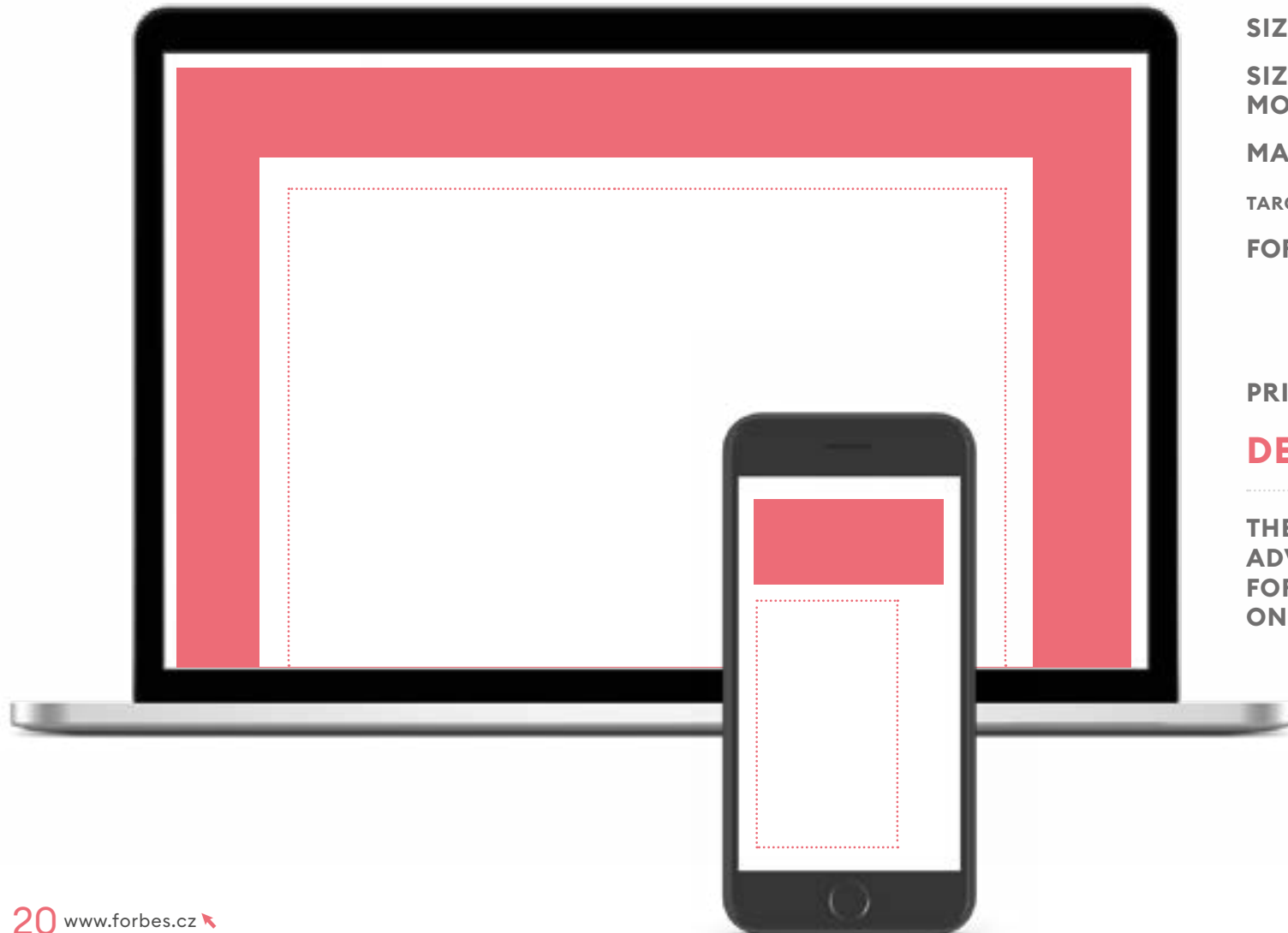
THE CZECH REPUBLIC'S BILLIONAIRES

OCTOBER 2021

THE CZECH REPUBLIC'S BEST CEO MANAGERS

NOVEMBER 2021

ARTICLE BRANDING

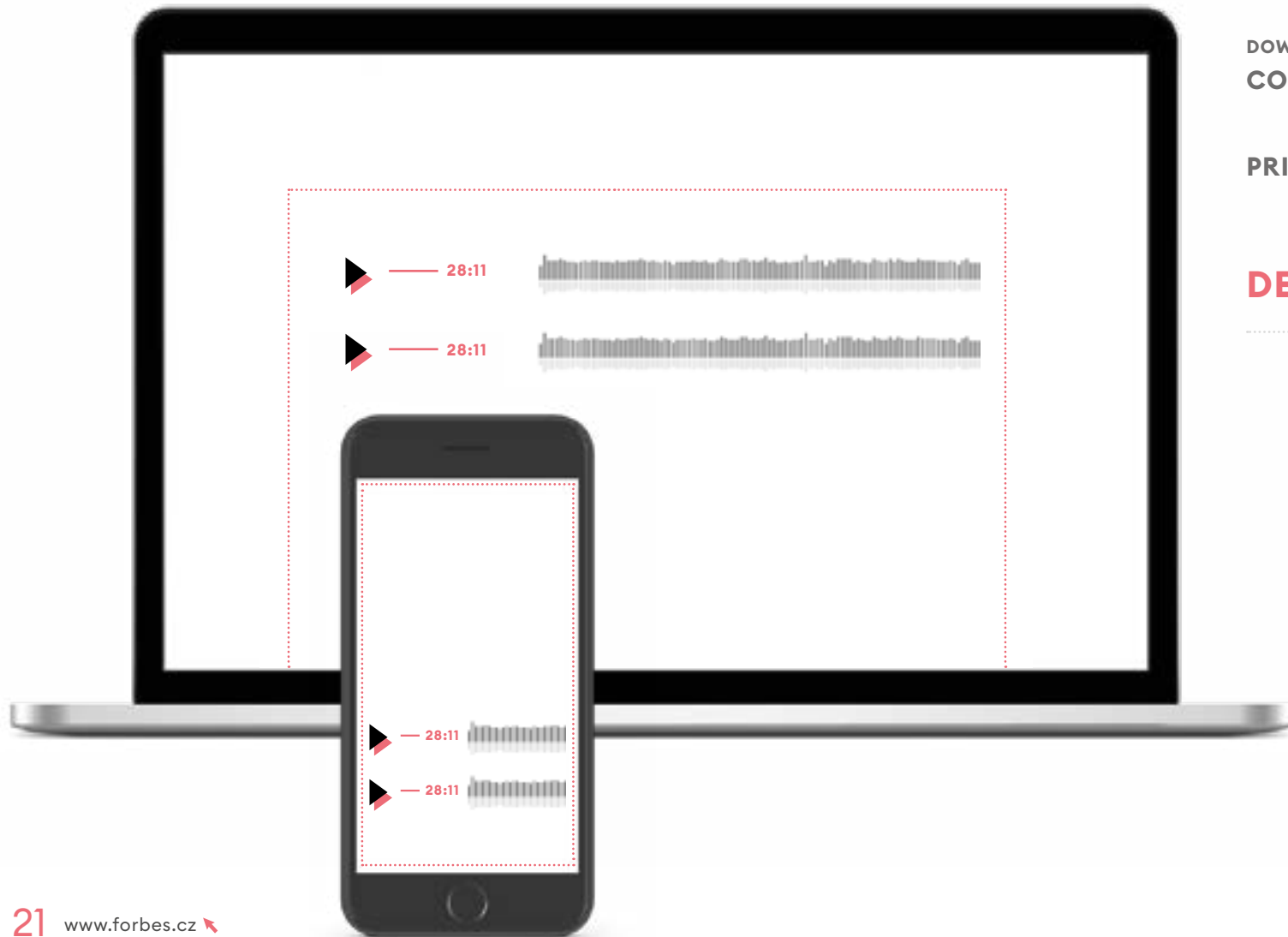


SIZE: **4,100 X 2,880 PX***
SIZE MOBIL: **640 X 240 PX**
MAX.: **2,5 MB**
TARGETING: **SPECIFIC TOPIC**
FORMAT: **STATIC IMAGE
JPEG/PNG/GIF,
ANIMATED GIF**
PRICE: **50,000 CZK GROSS**

DESKTOP + MOBILE

THE MOST EYE-CATCHING
ADVERTISING FORMAT. PREMIUM
FORMAT TARGETS TOPICS
ON FORBES ARTICLE.

BRANDVOICE PODCAST



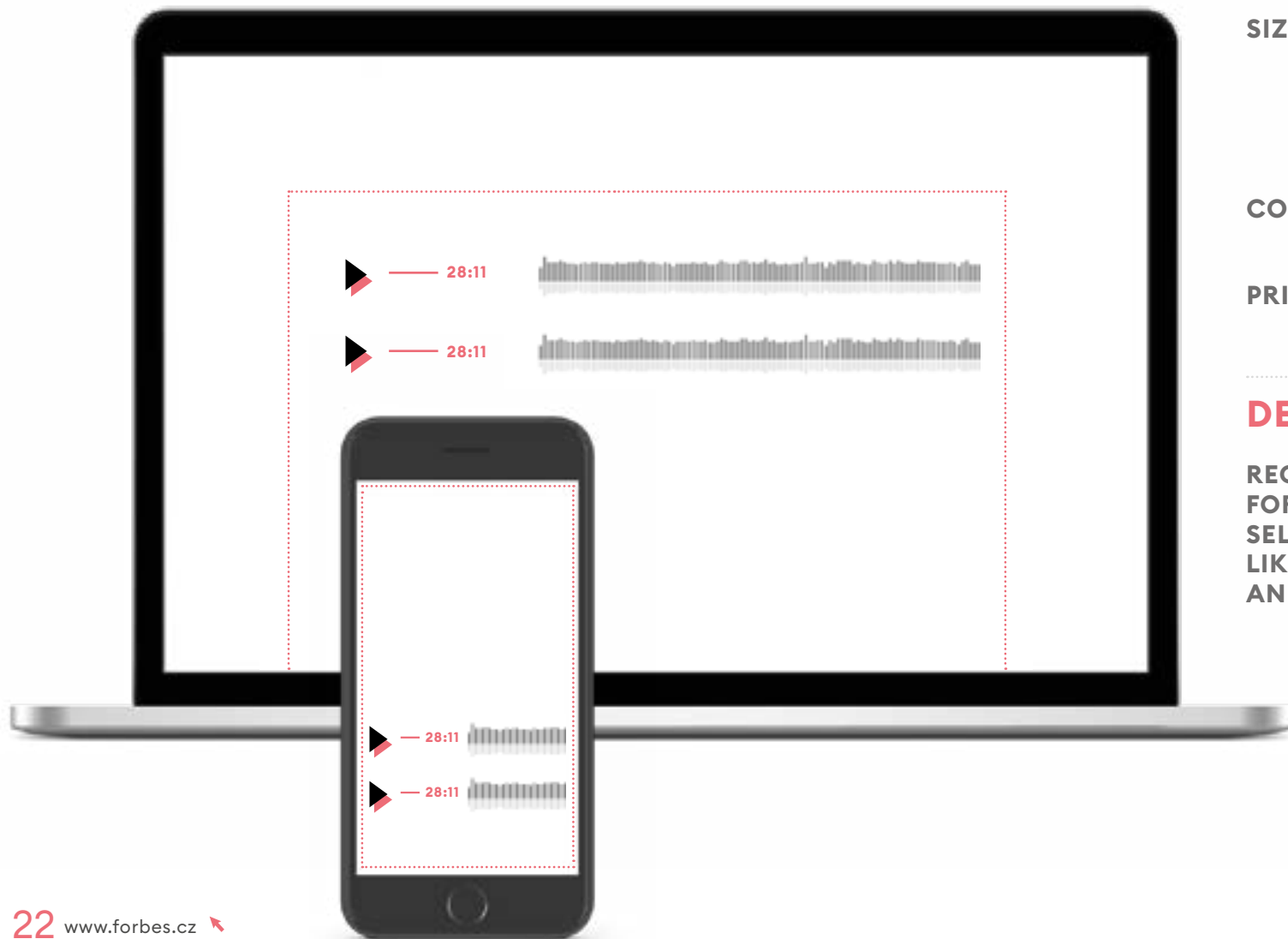
DOWNLOAD
COUNT: **FROM
100,000 + PER MONTH**

PRICE: **150,000 CZK
GROSS**

DESKTOP + MOBILE

THE MOST EFFECTIVE
FORMAT IS THE TWO
GUESTS PODCAST -
EDITOR AND COMPANY
REPRESENTATIVE OR
ANOTHER PERSON SUCH
AS CURRENT/POTENTIAL
CUSTOMER OR OTHER CO-
WORKING COMPANY. THE
CHOSEN TOPIC OF THE
COMPANY IS DISCUSSED.

PODCAST SPONSOR



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

COUNT: DOWNLOAD
FROM
100,000 + PER MONTH

PRICE: 35,000 CZK
GROSS/SPOT

DESKTOP + MOBILE

REGULAR AUDIO SHOW BY THE
FORBES CONTENT TEAM ON
SELECTED TOPIC FROM AREAS
LIKE BUSINESS, LIFESTYLE
AND 30 UNDER 30.

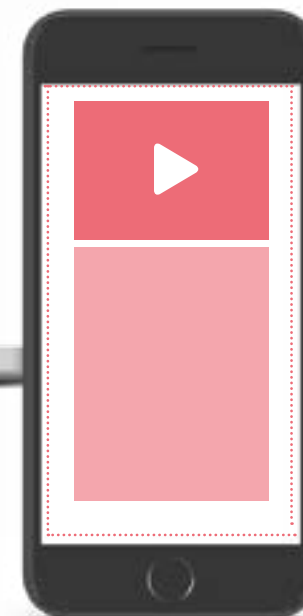
VIDEO



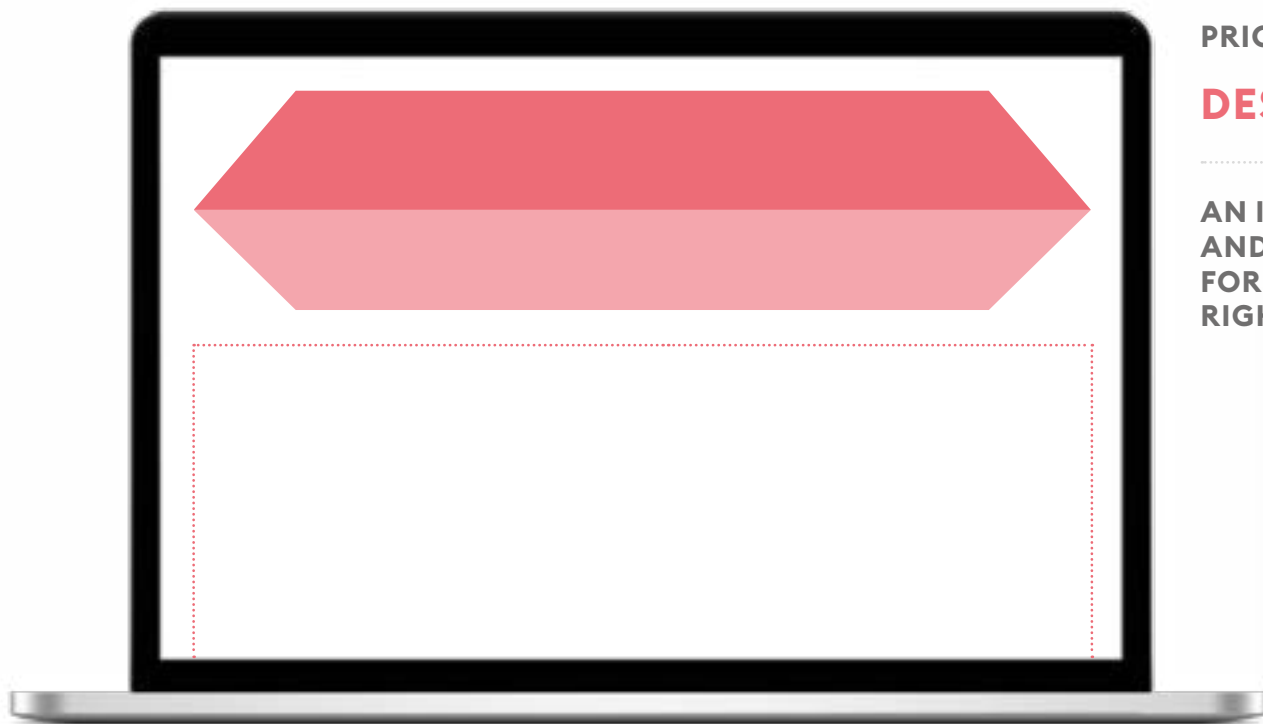
PLAYBACK
COUNT: **20,000+**

DESKTOP + MOBILE

START-TO-FINISH PRODUCTION OF
NATIVE VIDEO CONTENT, CUSTOMIZED
FOR THE CLIENT BY THE BRANDVOICE
LAB CONTENT TEAM. PRODUCT
PLACEMENTS IN VIDEOS CREATED BY
OUR CONTENT TEAM ARE AVAILABLE.



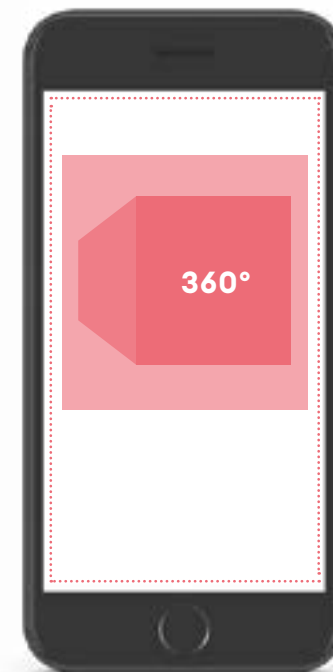
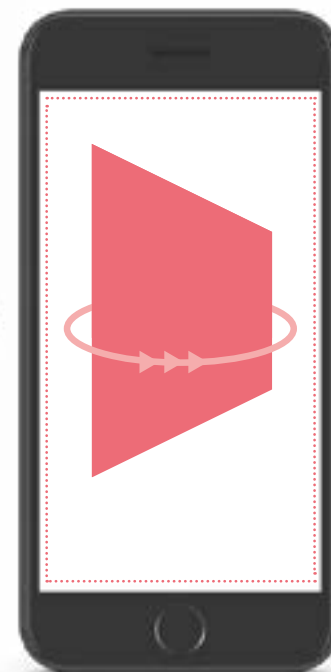
RICH MEDIA



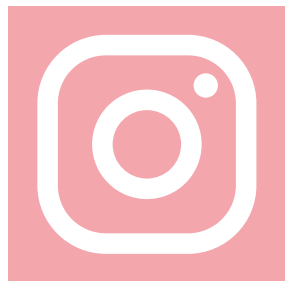
PRICE: CPT FROM PRICE LIST +100%

DESKTOP + MOBILE

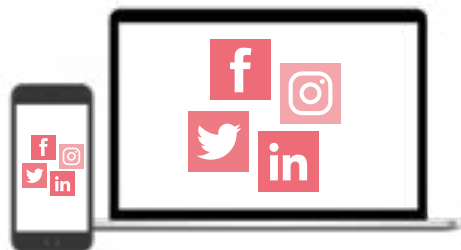
AN INTERACTIVE ADVERTISING FORMAT
AND INDIVIDUALIZED SOLUTIONS.
FORBES.CZ EDITORS POSSESS VETO
RIGHTS.



SOCIAL NETWORKS



PROMOTION ON SOCIAL NETWORKS IS ALWAYS HANDLED CASE-BY-CASE; FORBES.CZ EDITORS POSSESS VETO RIGHTS. COMMERCIAL COOPERATION IS ALWAYS MARKED AS SUCH.



FB:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

INSTAGRAM:

MARKED COOPERATION, CLIENT INDICATED IN HASHTAG

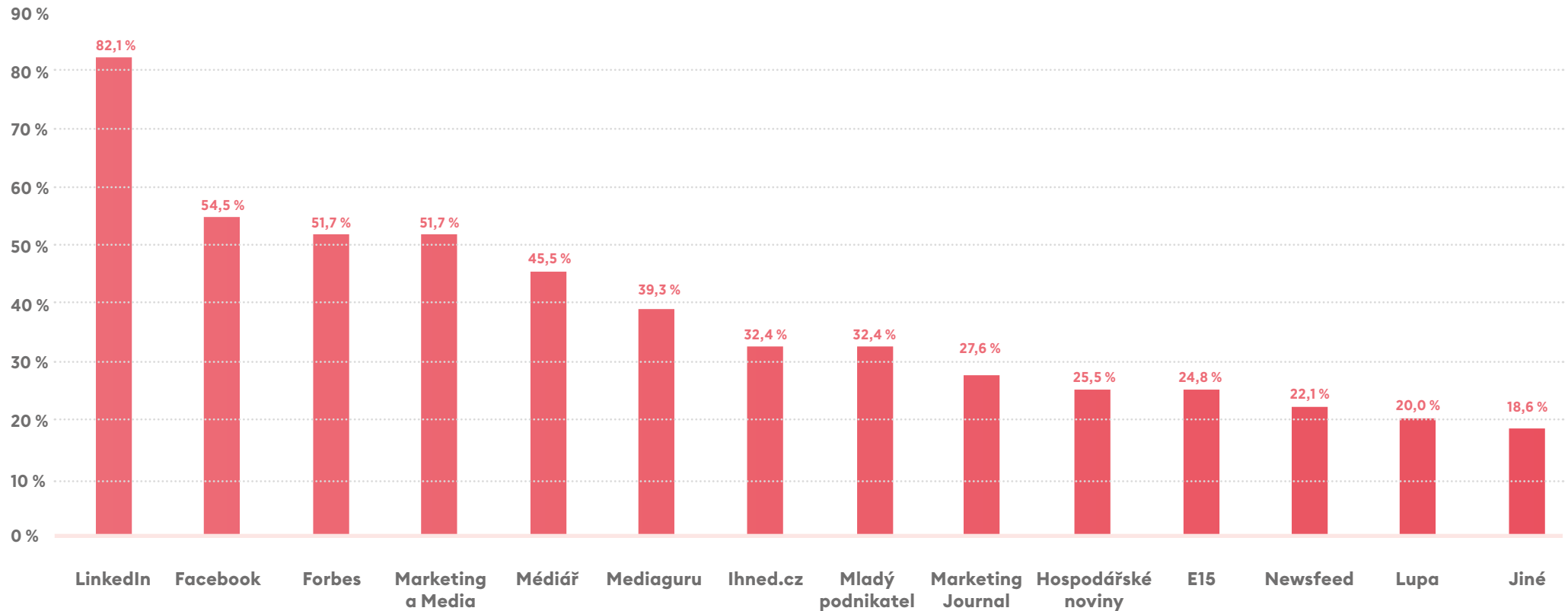
LINKEDIN:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

TWITTER:

PURCHASED-BRANDVOICE PROMO, BRANDVOICE PODCAST PROMO, ADVICE PLUS PROMO, ONE PAGE PROMO, PARTNER SPECIAL PROMO

THE MOST COMMON SOURCE OF MARKETING AND BUSINESS INFORMATION



LINK TO TECHNICAL SPECIFICATIONS



TECHNICAL SPECIFICATIONS

<https://forbes.cz/inzerce/technical-specifications/>

TERMS AND CONDITIONS

<https://forbes.cz/inzerce/general-business-terms-of-advertising/>



Forbes
LIFE IS RICH
2021 / VI