

Forbes

FORBES.CZ



WWW.FORBES.CZ
FORBES ESPRESSO | COCKTAIL | KRYPTO
FORBES PODCASTS



WHY ADVERTISE WITH US?

- ▶ **THE FORBES LOVEBRAND**
- ▶ **100 YEARS OF TRADITION**
- ▶ **1,100,000 USERS A MONTH – MEASURED BY NETMONITOR**
 - ▶ **FINANCIALLY SOLID A/B TARGET GROUP**
 - ▶ **THE TOP NAMES IN CZECH JOURNALISM**
 - ▶ **READERS THAT STAY: >6 MIN. PAGE TIME**
- ▶ **BRANDVOICE LAB – NATIVE CONTENT ADVERTISING**
 - ▶ **SOCIAL MEDIA (>360,000 USERS)**
 - ▶ **HIGH READER LOYALTY**
- ▶ **TARGETED ADVERTISING (BY REGION OR SITE SECTION)**

MONTHLY TRAFFIC:

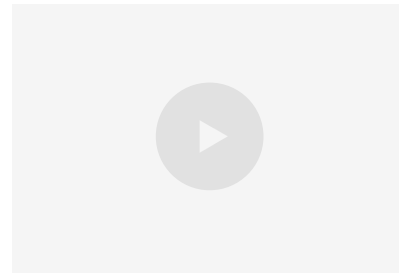
2.3 MIL

REAL USERS: 1,100,000



AGE GROUP

+35



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ESPRESSO,
COCKTAIL,
MONO



35,000
SUBSCRIBERS

3 www.forbes.cz

VIEWS
PER MONTH
4.6 MIL

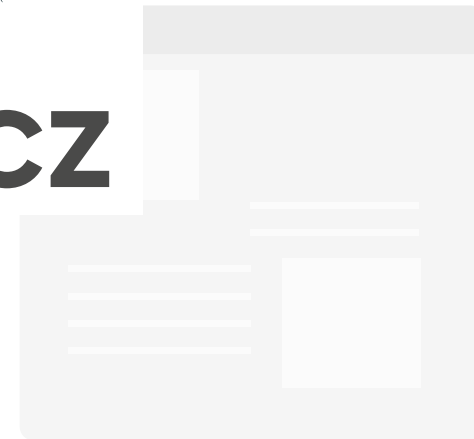
>6 mins

READERS' TIME
ON PAGE

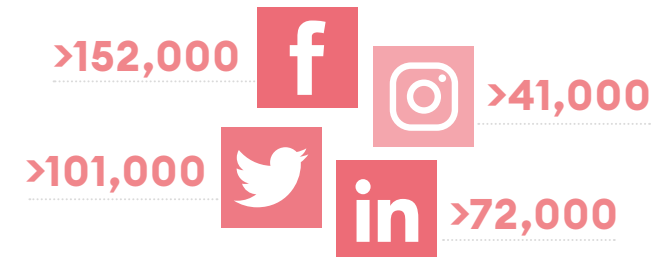
SOCIOECONOMIC
GROUP



TOP MANAGERS,
MIDDLE
MANAGEMENT,
AND COMPANY
OWNERS



SOCIAL NETWORKS



STANDARD FORMATS

▶ **LEADERBOARD**

▶ **BRANDING**

▶ **SKYSCRAPER STICKS**

▶ **ADVOICE / ADVOICE PLUS**

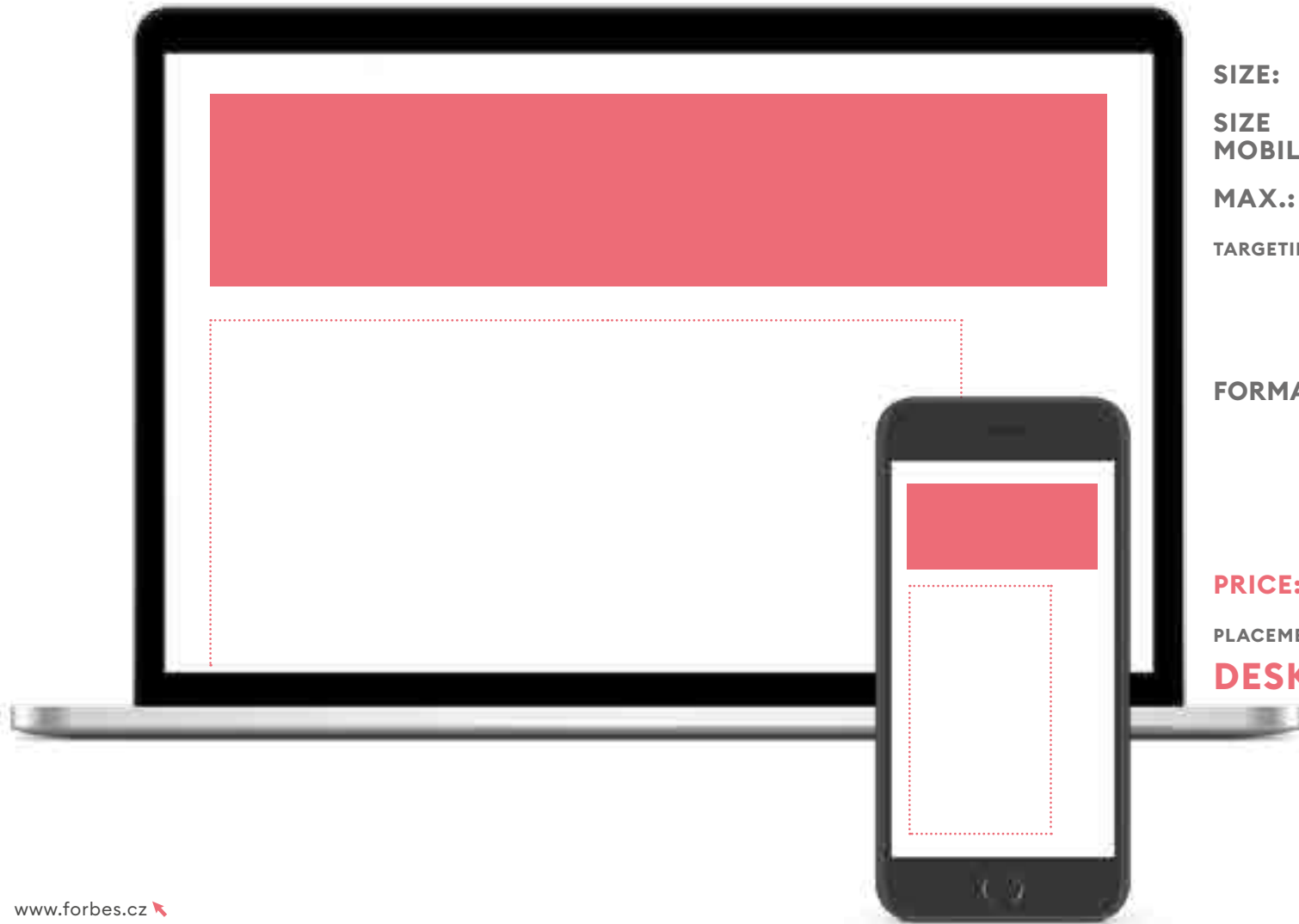
▶ **NEWSLETTERS**

▶ **MONO ESPRESSO NEWSLETTER**

▶ **MOBILE INTERSCROLLER**

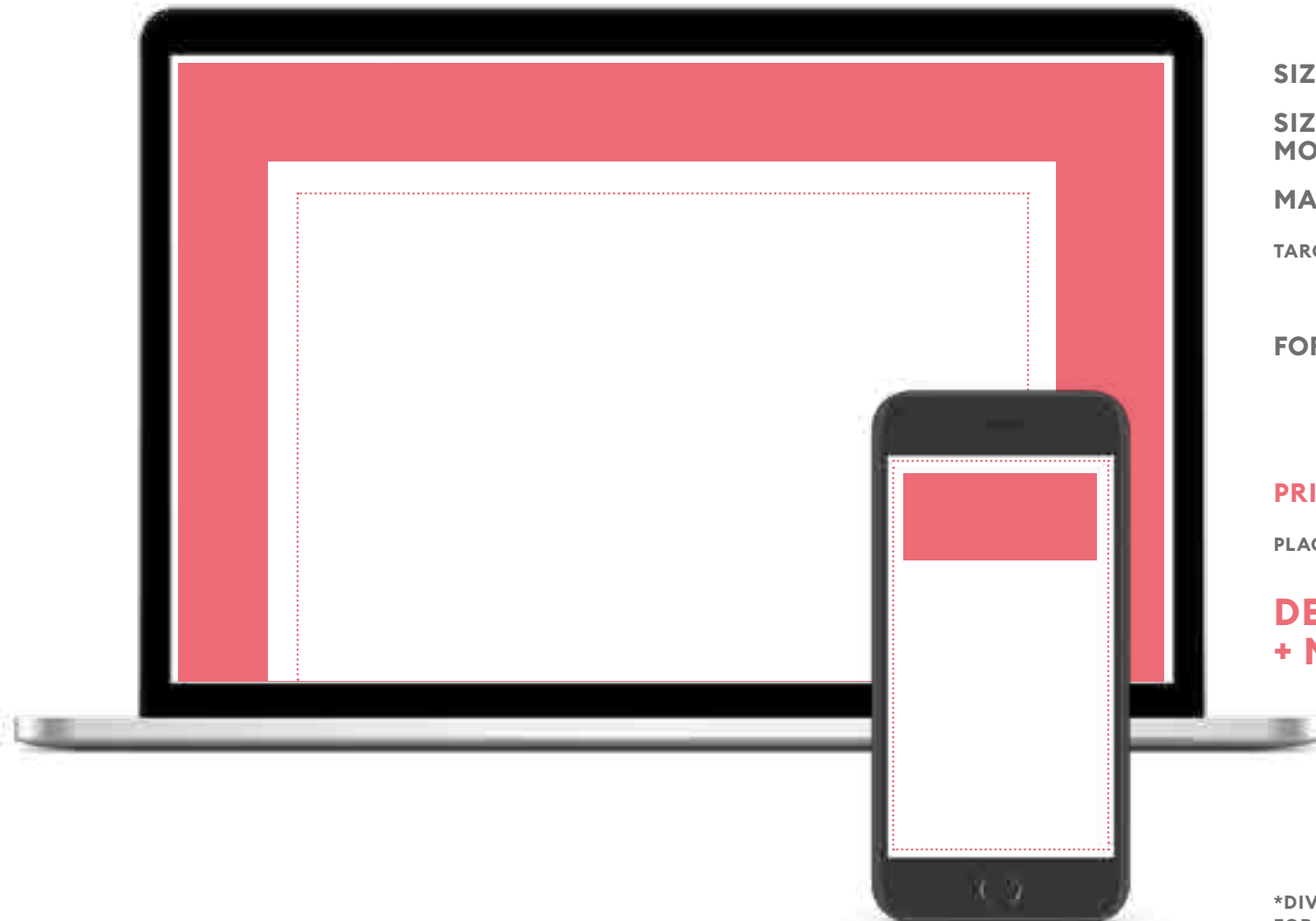
▶ **MOBILE SQUARE**

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: 4100 X 2880 PX*

SIZE MOBIL: 640 X 240 PX

MAX.: 500 KB

TARGETING: REGION /
SITE SECTION +30%

FORMAT: STATIC JPEG/
PNG/GIF IMAGE,
ANIMATED GIF

PRICE: 850 CZK CPT GROSS

PLACEMENT: ENTIRE WEBSITE

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

*DIVIDED UP INTO SERIES OF SEVERAL IMAGES.
FOR INDIVIDUAL IMAGES' DIMENSIONS,
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

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.



NEWSLETTER

ESPRESSO + COCKTAIL + CRYPTOSHOT



SIZE: 1,350 X 660 PX
REACH: 35,000 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 ALL THE WORLD'S MOST INTERESTING THINGS—ITEMS YOU SURELY SHOULDN'T MISS. THE CLIENT PURCHASES A BANNER, A LINK, AND A SHORT DESCRIPTION, FOR ONE DAY.

CRYPTOSHOT

AN OVERVIEW OF THE LATEST IN THE WORLD OF CRYPTOCURRENCIES. GRAPH OFF THE WEEK, STORY OF THE WEEK, AND ALWAYS SOMETHING MORE – EVERY WEDNESDAY AFTERNOON.

NEWSLETTER MONO ESPRESSO



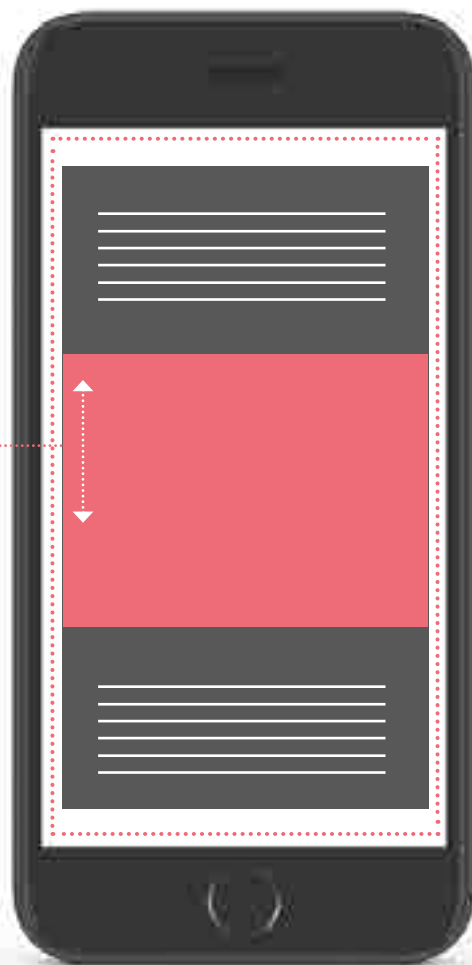
SIZE: **1,350 X 660 PX**
REACH: **35,000 SUBSCRIBERS**
PRICE: **50,000 GROSS**

A SPECIAL SINGLE-TYPE ESPRESSO. A SINGLE TOPIC CHOSEN BY THE CLIENT WITH MULTIPLE POINTS OF VIEW ELABORATED BY THE FORBES TEAM AND MARKED "POWERED BY." IDEAL FOR COMMUNICATING SPECIAL OFFERS, FOR BOTH THE B2B AND B2C SEGMENTS.



MOBILE INTERSCROLLER

2ND POSITION



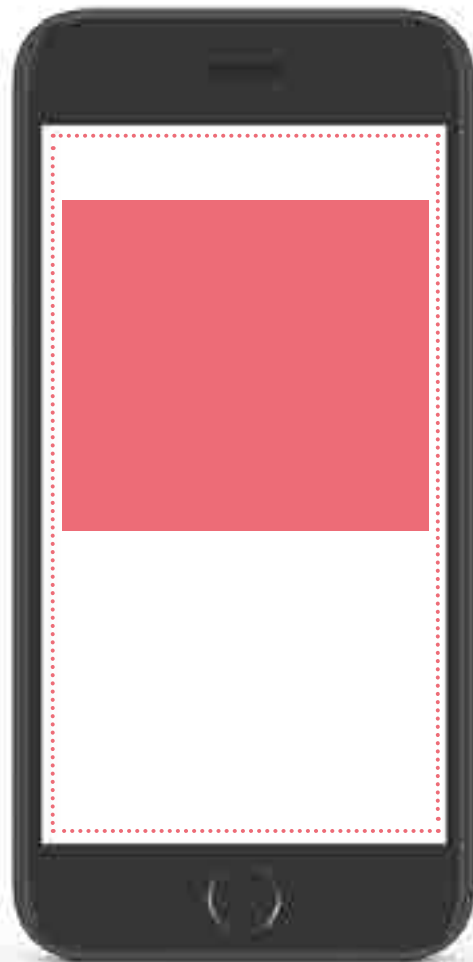
ADVERTISEMENT
IS PLACED
ON THE PAGE
BACKGROUND,
WHERE
SCROLLING
UNCOVERS IT

SIZE: **500 X 900 PX**
MAX.: **200 KB**
TARGETING: **REGION /
SITE SECTION +30%**
FORMAT: **JPEG/PNG/
NON-ANIMATED GIF**
PRICE: **600 CZK CPT GROSS**
PLACEMENT: **ARTICLE BODY**

MOBILE
(2ND POSITION)

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

▼ NON-STANDARD FORMATS

▼ BRANDVOICE

▼ ONE-PAGE

▼ PARTNER FOR SPECIAL

▼ PARTNER FOR RANKING

▼ ARTICLE BRANDING

▼ NATIVE AD

▼ BRANDVOICE PODCAST

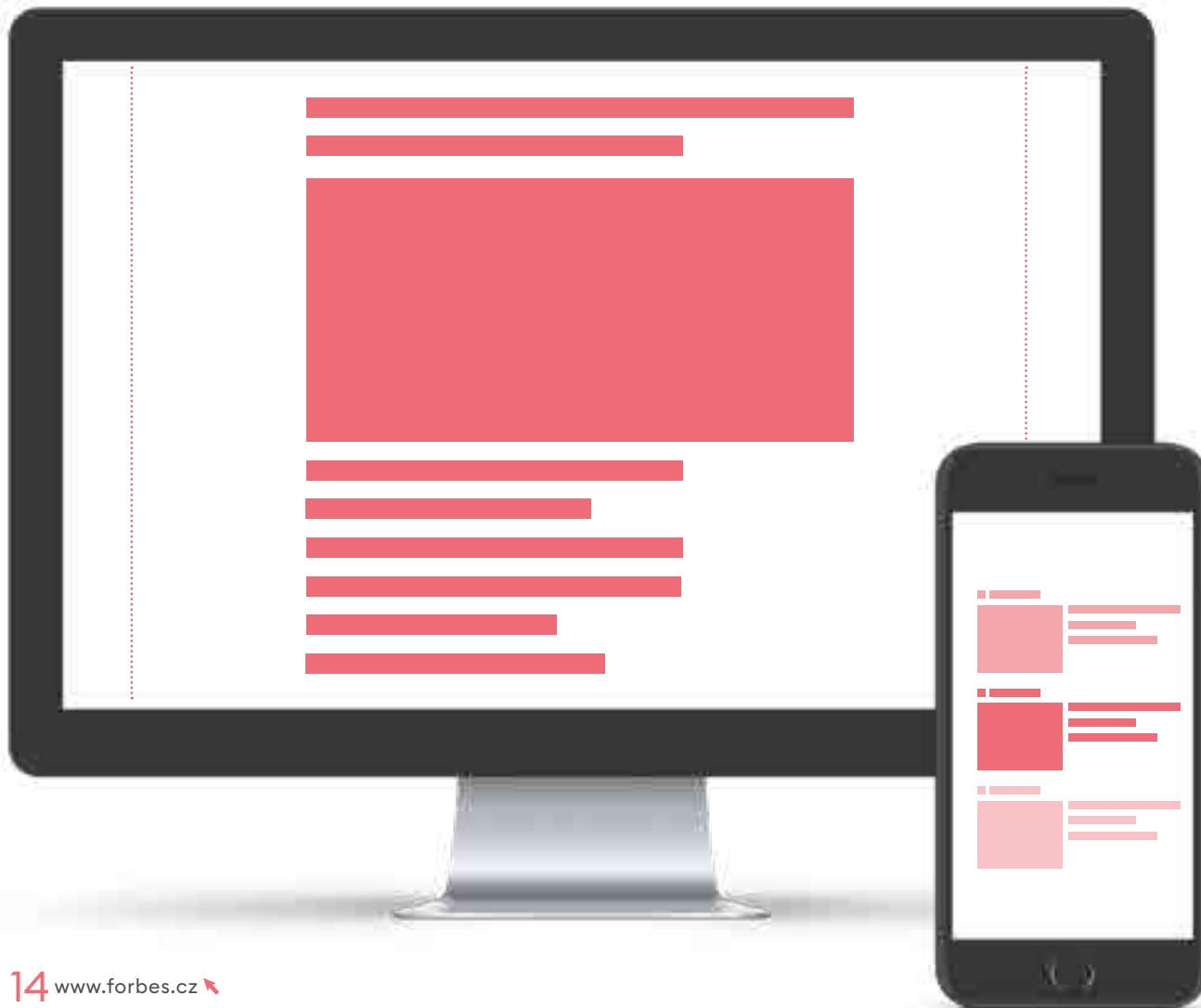
▼ PODCAST SPONSOR

▼ VIDEO

▼ RICH MEDIA

▼ SOCIAL MEDIA

BRANDVOICE



SIZE: MIN. 3,000 CHARS
MAX.: MAX. 8,000 CHARS
TARGETING: BUSINESS,
TECH, LIFESTYLE
SHOWN: 8,000 TIMES AND UP
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 STANDARD FOR FORBES TEXTS WITH THE CLIENT'S COMMUNICATION GOAL SO AS TO MAXIMIZE THE ARTICLE'S REACH.

ONE PAGE



PRICE:

**300,000 CZK
AND UP GROSS**

SHOWN:

**10,000 TIMES
AND UP**

DESKTOP + MOBILE

A SPECIAL PAGE THAT'S CUSTOM-DESIGNED FOR THE CLIENT AS A PART OF FORBES.CZ. WE TAKE ONE TOPIC AND DRAW EYES TO IT. A CHANCE TO PROVIDE A UNIQUE APPROACH, SIMPLE READER CONTROLS, ACCESS TO INTERACTIVE ELEMENTS, AND IMAGINATIVE TEXTS. CLEAR AND ATTRACTIVE MESSAGING FOR CLIENTS. IDEAL FOR SMALL AND MEDIUM ENTERPRISES THAT WANT A UNIQUE WAY TO ADDRESS THEIR AUDIENCE.

PARTNER SPECIAL



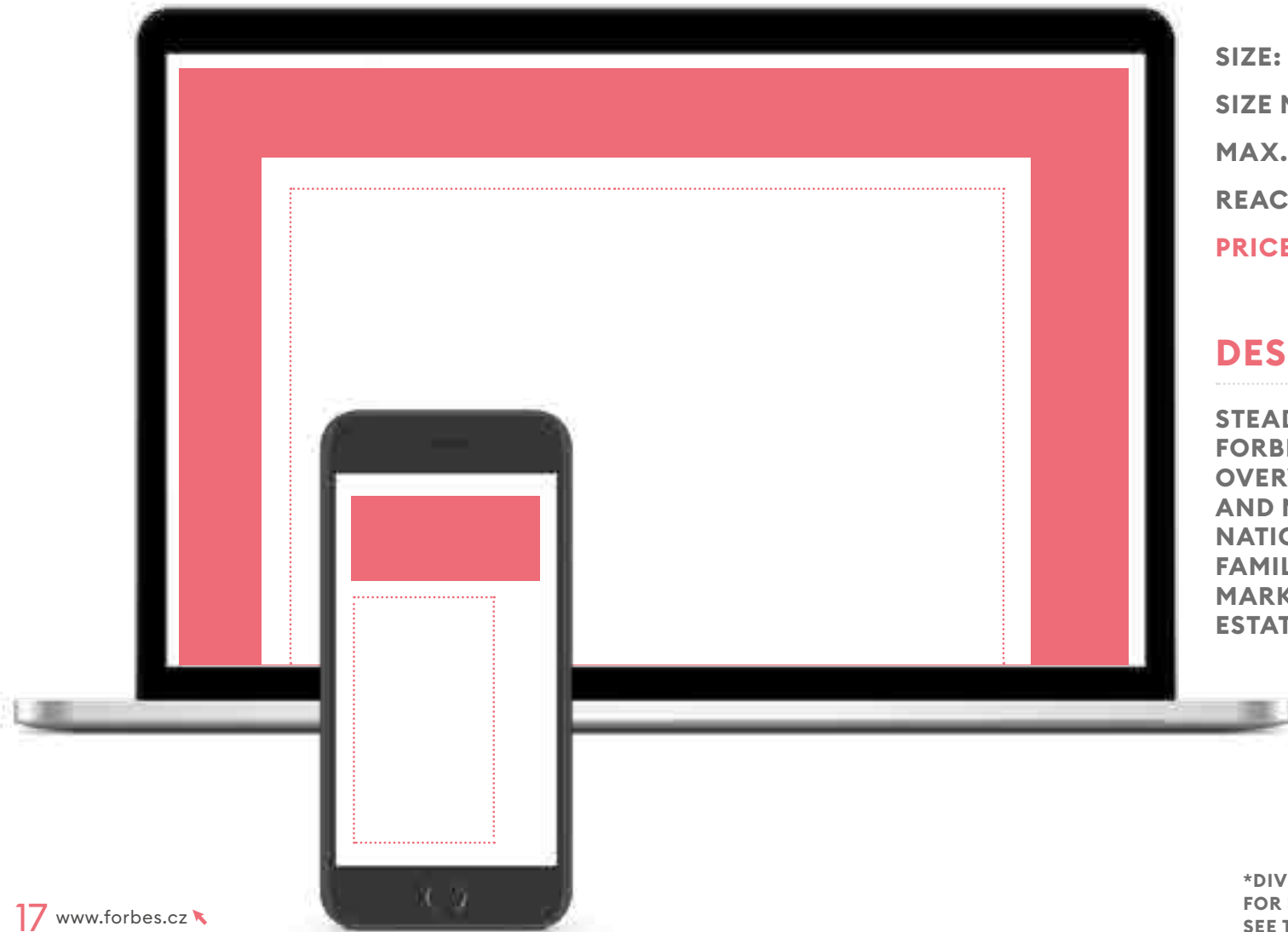
**YOUR OWN PAGE
ON FORBES.CZ**

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

DESKTOP + MOBILE

**SPECIAL FREE-STANDING
MICROSITES IN COOPERATION
BETWEEN FORBES AND
PARTNERS. A WIDE RANGE
OF TOPICS, FROM GUIDES ON
INVESTING OR 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.**

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.

*DIVIDED UP INTO SERIES OF SEVERAL IMAGES. FOR INDIVIDUAL IMAGES' DIMENSIONS, SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

TIMELINE OF OUR 2022 RANKINGS

30 UNDER 30

THE MOST EXPENSIVE REAL ESTATE

THE WORLD'S BILLIONAIRES

FAMILY FIRMS

THE CZECH REPUBLIC'S MOST INFLUENTIAL WOMEN

THE WORLD'S AND CZECH'S MOST INFLUENTIAL CELEBRITIES

THE HIGHEST EARNING ATHLETES

THE CZECH REPUBLIC'S BEST INVESTORS

THE CZECH REPUBLIC'S BILLIONAIRES

THE CZECH REPUBLIC'S BEST CEO MANAGERS

FEBRUARY 2022

MARCH 2022

APRIL 2022

MAY 2022

JUNE 2022

JULY 2022

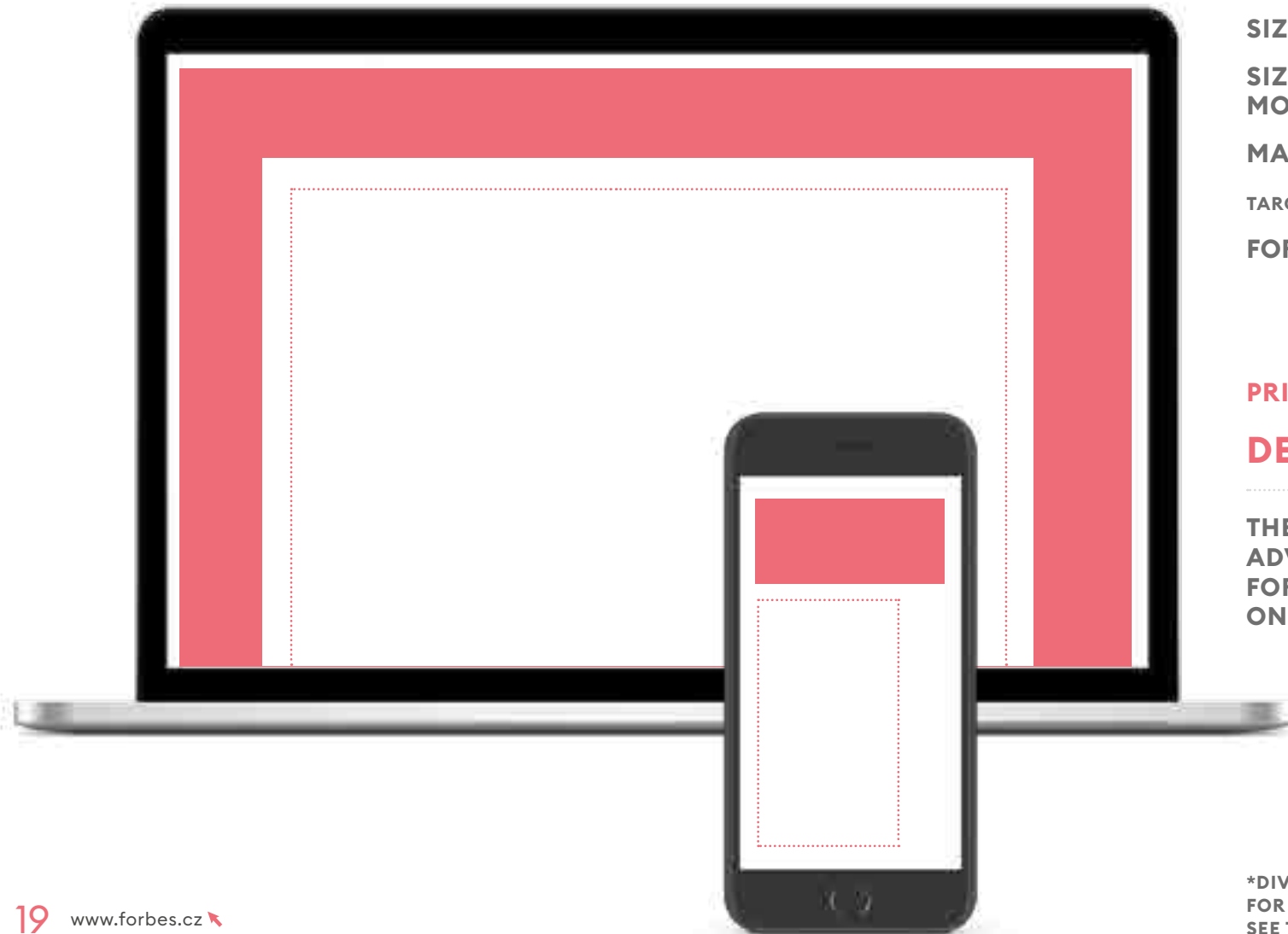
AUGUST 2022

SEPTEMBER 2022

OCTOBER 2022

NOVEMBER 2022

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.

*DIVIDED UP INTO SERIES OF SEVERAL IMAGES.
FOR INDIVIDUAL IMAGES' DIMENSIONS,
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

NATIVE AD

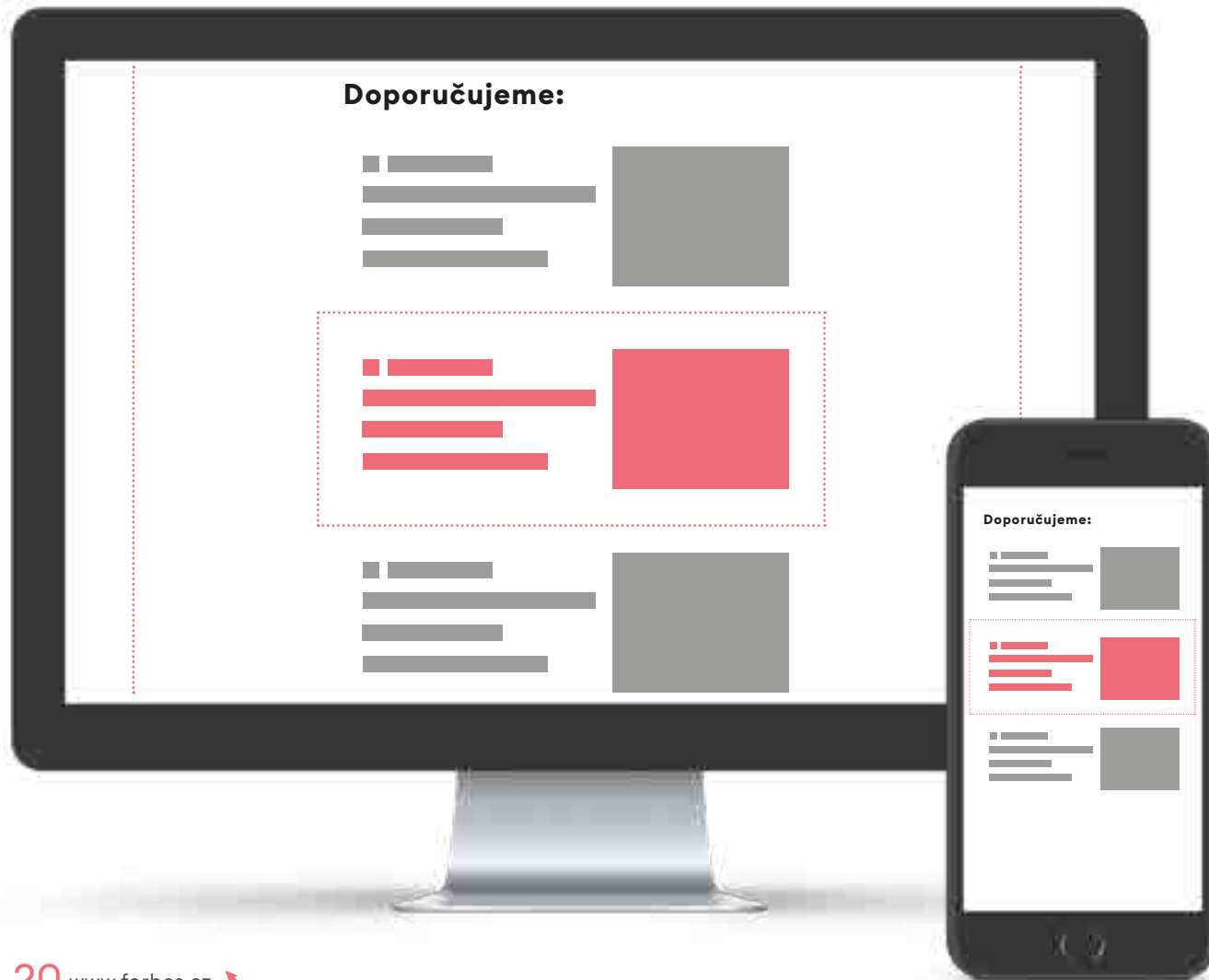
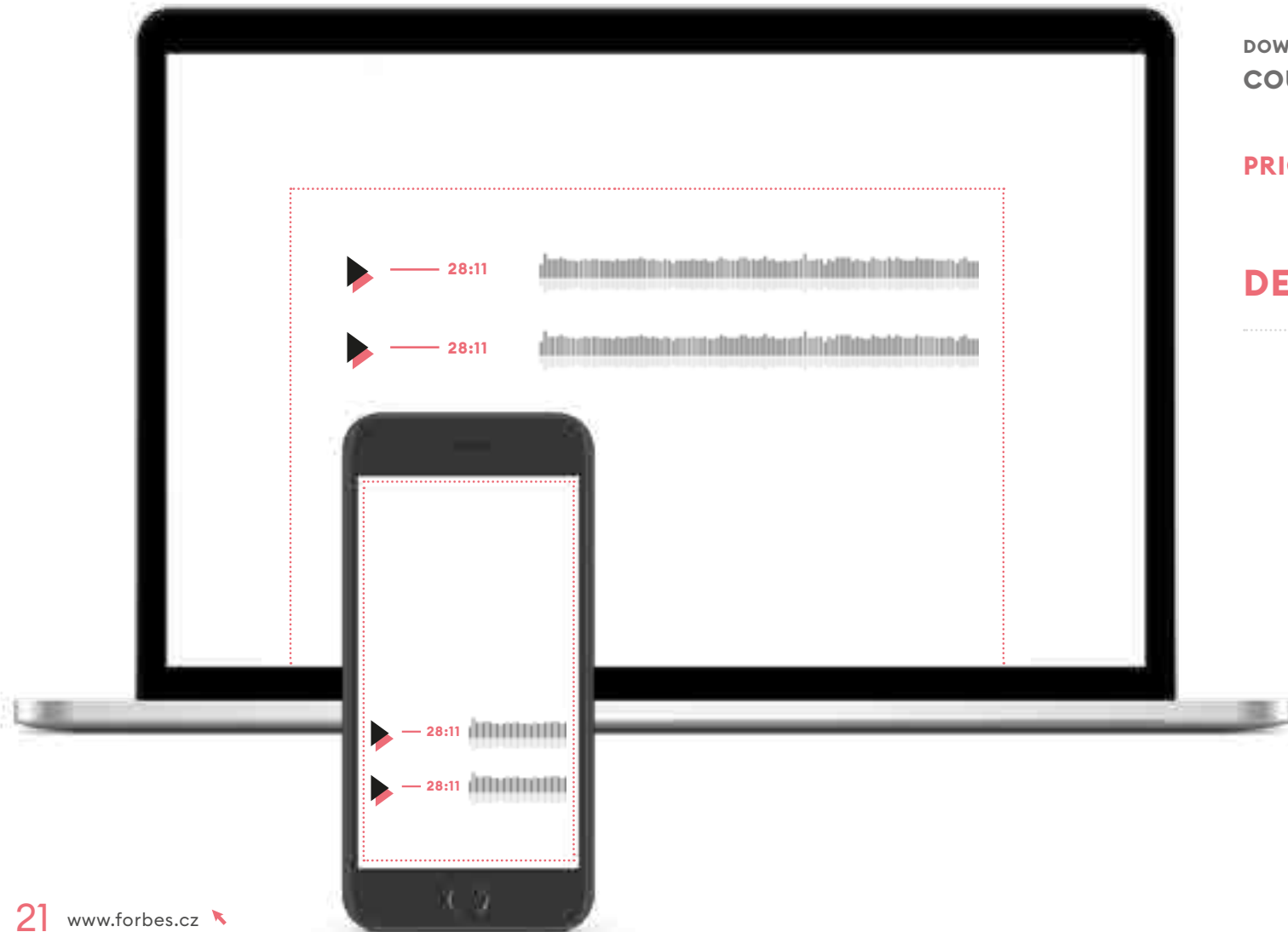


IMAGE SIZE: **768 X 440 PX**
MAX: **100 KB**
FORMAT: **JPG/PNG/RGB**
PRICE: **300 CZK CPT**

DESKTOP + MOBILE

NATIVE ADS ARE DISPLAYED IN THE 2ND POSITION, IN THE “WE RECOMMEND” SECTION OF THE ARTICLE BODY. THIS IS AN ADDED-VALUE FORMAT THAT ADDS READER TRUST TO AN AD’S MESSAGING.

BRANDVOICE PODCAST



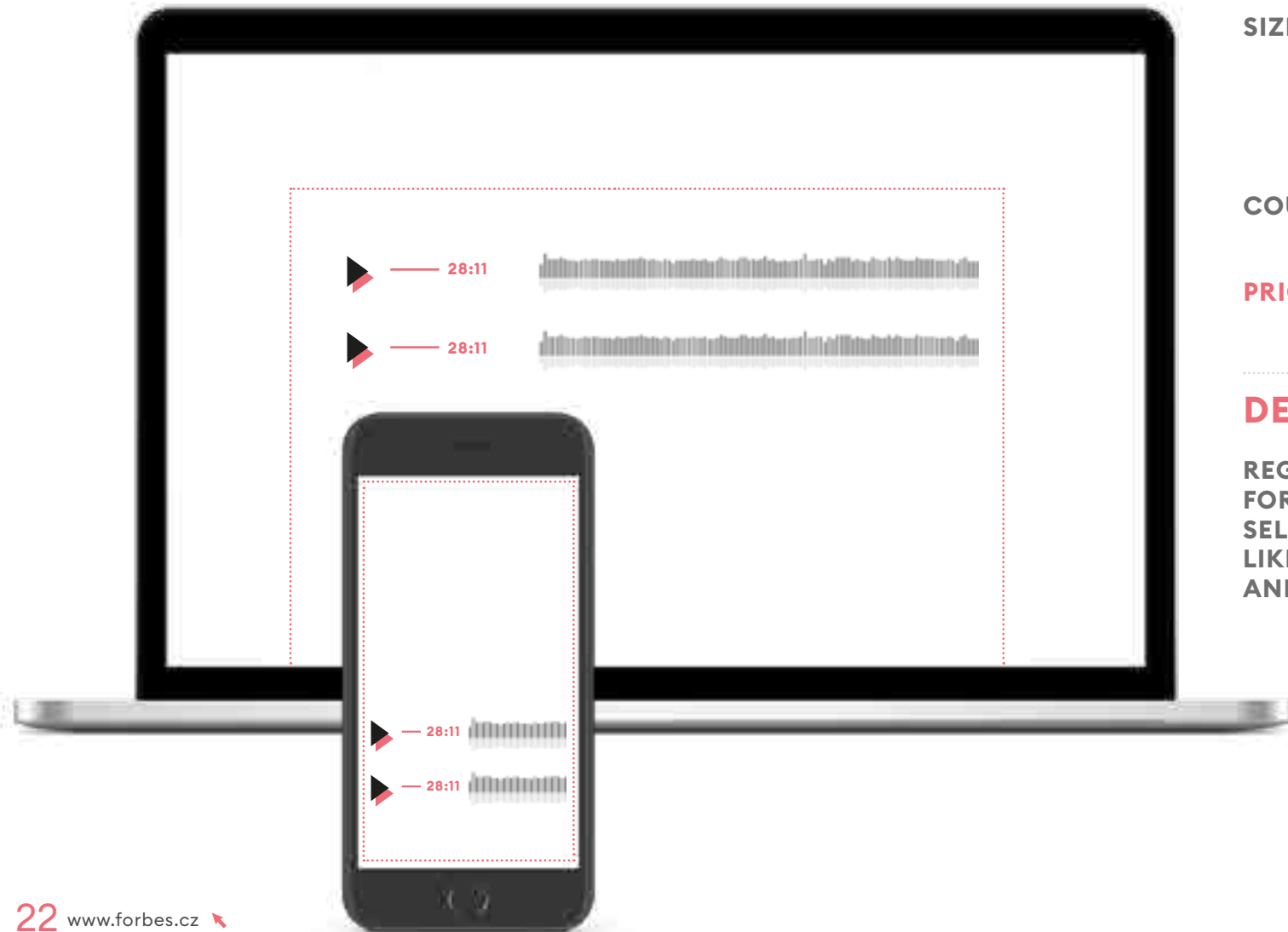
DOWNLOAD
COUNT: **FROM
100,000 + PER MONTH**

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.

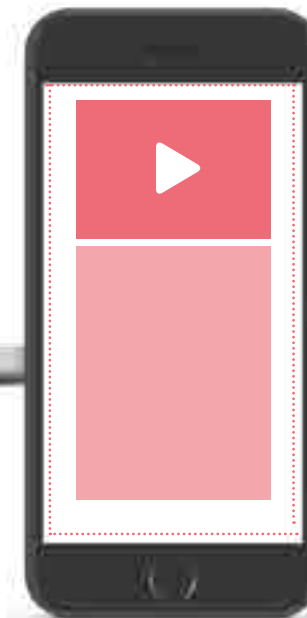
VIDEO



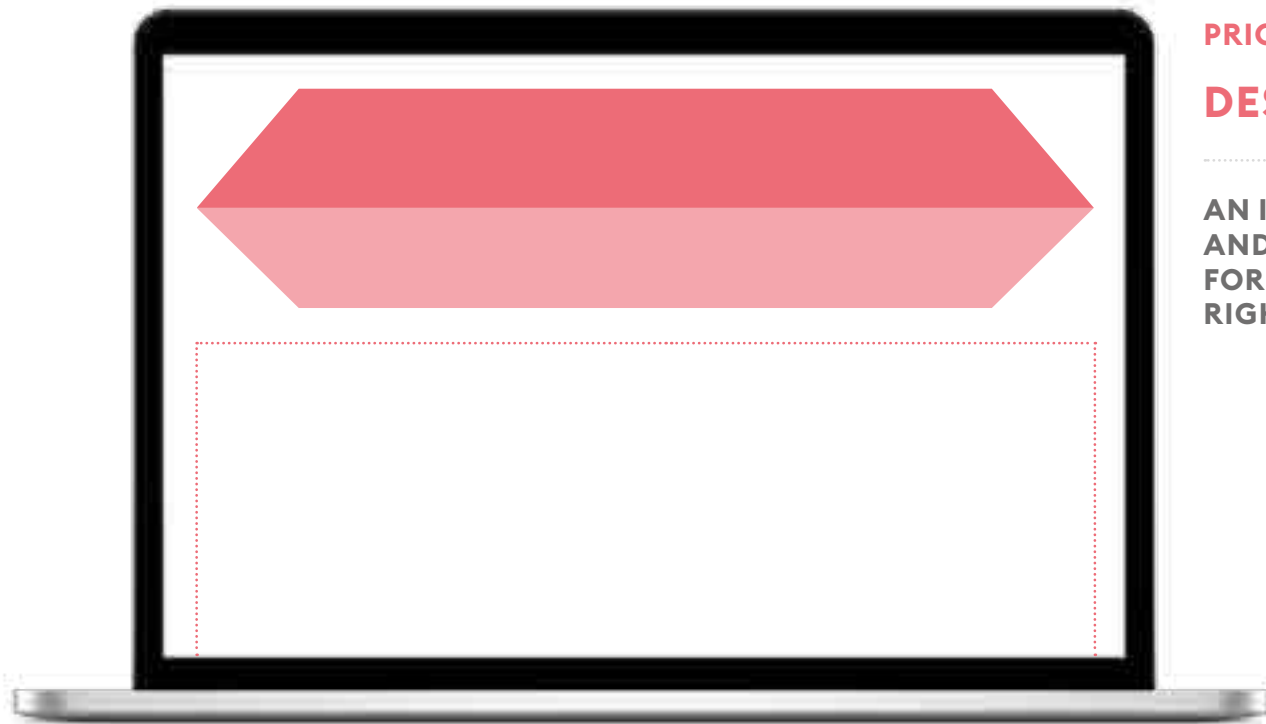
PLAYBACK
COUNT: **20,000+**

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.

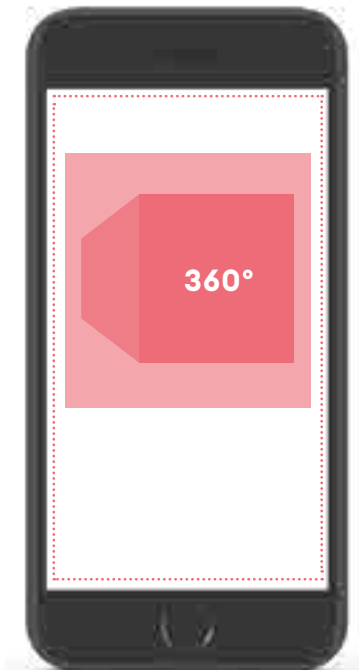
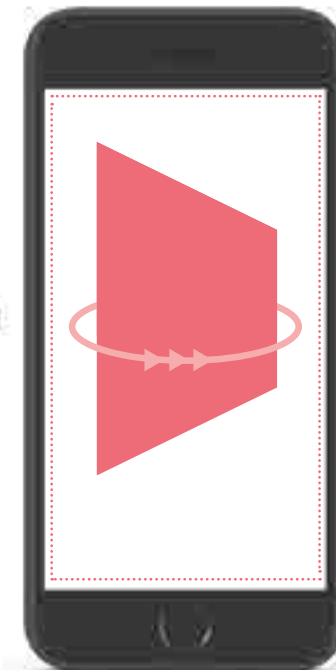


RICH MEDIA

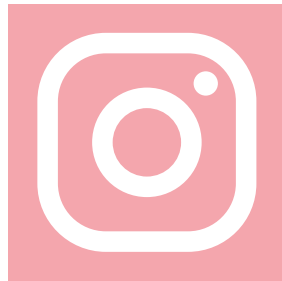


PRICE: CPT FROM PRICE LIST +100%
DESKTOP + MOBILE

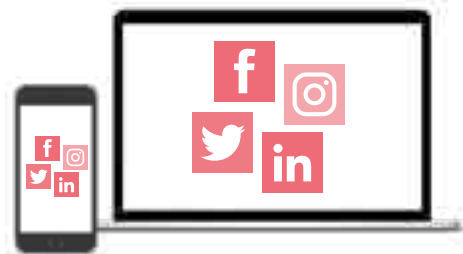
AN INTERACTIVE ADVERTISING FORMAT
AND INDIVIDUALIZED SOLUTIONS.
FORBES.CZ EDITORS POSSESS VETO
RIGHTS.



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

LINK TO TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS

<https://www.forbes.cz/technicke-specifikace-inzerce-forbes-cz/>

TERMS AND CONDITIONS

www.forbes.cz/vop-inzerce



Forbes

LIFE IS RICH

V2/2022