

# Forbes

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FORBES ESPRESSO | COCKTAIL | KRYPTO  
FORBES PODCASTS



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# WHY ADVERTISE WITH US?

## ▶ THE FORBES LOVEBRAND

▶ OVER 100 YEARS OF TRADITION WORLDWIDE, 11 YEARS IN THE CZECH REPUBLIC

▶ 1,000,000 USER'S A MONTH – MEASURED BY NETMONITOR

▶ FINANCIALLY SOLID A/B TARGET GROUP

▶ TOP CZECH JOURNALIST

▶ STAY MORE THAN 6 MIN. PAGE TIME

▶ BRANDVOICE LAB – NATIVE CONTENT ADVERTISING

▶ SOCIAL MEDIA (> 387,000 USERS)

▶ LOYAL READERS

▶ TARGETED ADVERTISING (BY REGION OR SITE SECTION)

MONTHLY TRAFFIC:

**1.7 MIL**

**REAL USERS: 1,000,000**

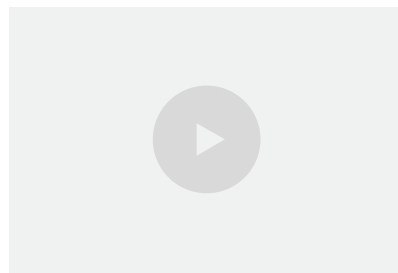
**52 % men**



**48 % women**

AGE  
GROUP

**+35**



**Forbes.cz**

ESPRESSO,  
COCKTAIL,  
MONO



**32,000**

**SUBSCRIBERS**

**3** [www.forbes.cz](http://www.forbes.cz)

**VIEWS  
PER MONTH**

**4 MIL**

**>6 mins**

**READERS' TIME  
ON PAGE**

**SOCIOECONOMIC  
GROUP**



**TOP MANAGERS,  
MIDDLE  
MANAGEMENT,  
AND COMPANY  
OWNERS**



**SOCIAL NETWORKS**

**> 150,000**



**> 45,000**

**> 110,000**



**> 82,000**

# STANDARD FORMATS

- ▶ **LEADERBOARD**
- ▶ **BRANDING**
- ▶ **SKYSCRAPER STICKY**
- ▶ **ADVOICE / ADVOICE PLUS**
- ▶ **NEWSLETTERS**
- ▶ **MONO ESPRESSO NEWSLETTER**
- ▶ **MOBILE INTERSCROLLER**
- ▶ **MOBILE SQUARE**
- ▶ **OUTSTREAM**

# LEADERBOARD



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

# BRANDING



**SIZE:** 4100 × 2880 PX\*

**SIZE MOBIL:** 640 × 240 PX

**MAX.:** 500 KB

**TARGETING:** GEO

**FORMAT:** WEB SECTION, +30%  
STATIC JPEG/  
PNG/GIF IMAGE,  
ANIMATED GIF

**PRICE:** 850 CZK CPT GROSS

**PLACEMENT:** ENTIRE WEBSITE

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

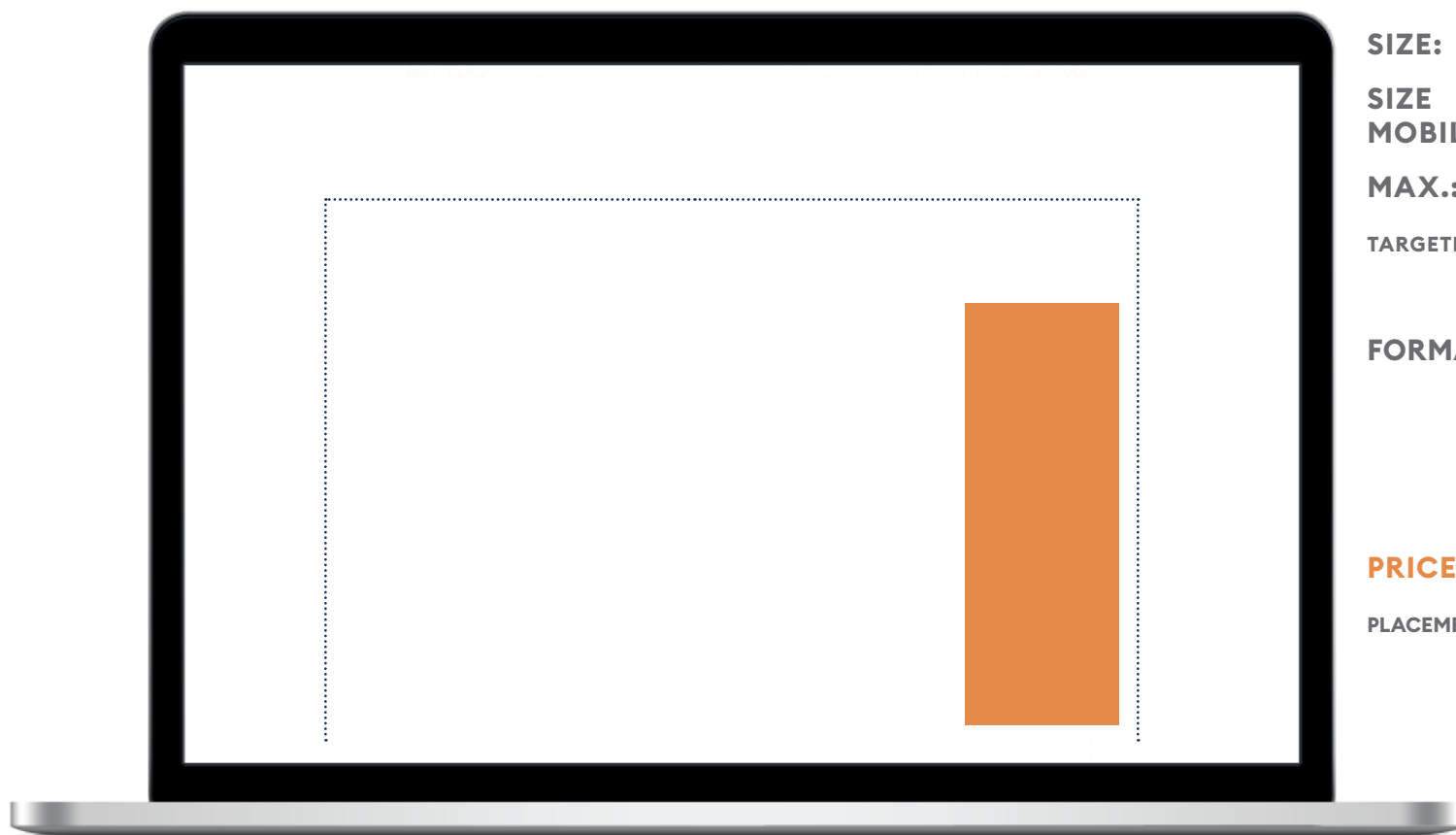
\*DIVIDED UP INTO SERIES OF SEVERAL IMAGES.  
FOR INDIVIDUAL IMAGES' DIMENSIONS,  
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

# SKYSCRAPER STICKY



SIZE:	<b>600 × 1,200 PX</b>
SIZE MOBIL:	<b>500 × 500 PX</b>
MAX.:	<b>500 KB</b>
TARGETING:	<b>GEO</b> <b>WEB SECTION, +30%</b>
FORMAT:	<b>STATIC IMAGE</b> <b>JPEG/PNG/GIF,</b> <b>ANIMATED GIF,</b> <b>HTML5 (+ 20 %)</b>
PRICE:	<b>750 CZK CPT GROSS</b>
PLACEMENT:	<b>ARTICLE DETAILS</b> <b>DESKTOP + MOBILE</b> <b>(2ND POSITION)</b>

# SKYSCRAPER STICKY (2. POSITION)



SIZE:	<b>600 × 1,200 PX</b>
SIZE MOBIL:	<b>500 × 500 PX</b>
MAX.:	<b>500 KB</b>
TARGETING:	<b>GEO</b>
FORMAT:	<b>WEB SECTION, +30%</b>
	<b>STATIC IMAGE</b>
	<b>JPEG/PNG/GIF,</b>
	<b>ANIMATED GIF,</b>
	<b>HTML5 (+ 20 %)</b>
PRICE:	<b>650 CZK CPT GROSS</b>
PLACEMENT:	<b>ARTICLE DETAILS</b>
	<b>DESKTOP</b>
	<b>2ND POSITION</b>



# 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 × 660 PX**  
REACH: **32,000 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



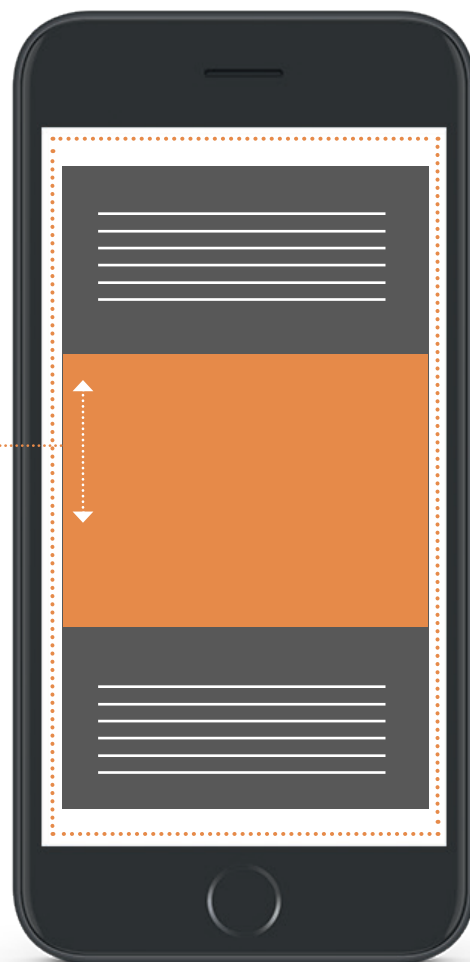
**SIZE:** 1,350 × 660 PX  
**REACH:** 32,000 SUBSCRIBERS  
**PRICE:** 100,000 CZK GROSS

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



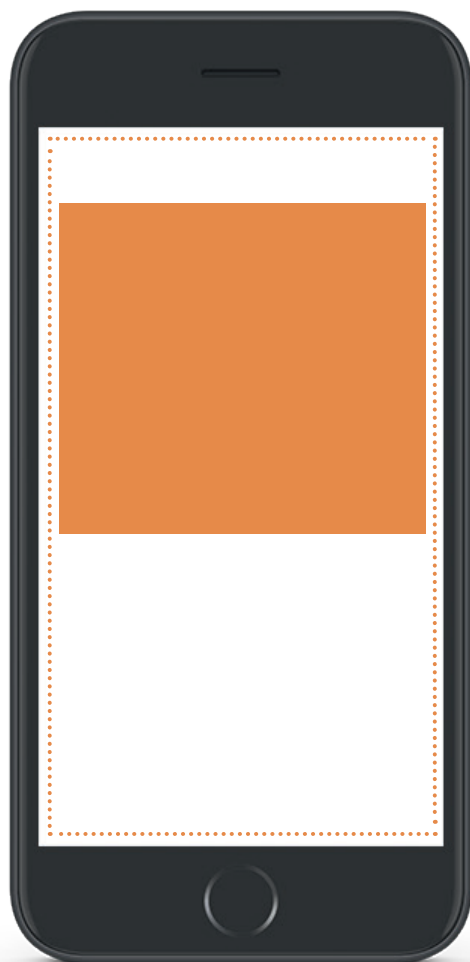
ADVERTISEMENT  
IS PLACED  
ON THE PAGE  
BACKGROUND,  
WHERE  
SCROLLING  
UNCOVERS IT

SIZE: **500 × 900 PX**  
MAX.: **200 KB**  
TARGETING: **GEO**  
**WEB 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 × 500 PX  
**MAX.:** 100 KB  
**TARGETING:** GEO  
**FORMAT:** WEB SECTION, +30%  
STATIC IMAGE  
JPEG/PNG/GIF,  
ANIMATED GIF,  
HTML5 (+ 20 %)  
**PRICE:** 300 CZK CPT GROSS  
**PLACEMENT:** ARTICLE DETAILS

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

# OUTSTREAM



**SIZE:** 720P 1280 × 720 PX  
**RATIO:** 16:9  
**MAX.:** 10 MB  
**FORMAT:** MP4  
**LENGHT:** MAX. 30 SECONDS  
**CODEC:** H.264 (AUDIO CODEC AAC)  
**TARGETING:** GEO  
WEB SECTION + 30 %  
**PRICE:** 890 CZK CPT GROSS  
**PLACEMENT:** WHOLE SITE,  
WHOLE DESKTOP  
+ MOBILE

# 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:** 4,000 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:

SHOWN:

**DESKTOP + MOBILE**

**300,000 CZK  
AND UP GROSS  
10,000 TIMES  
AND UP**

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



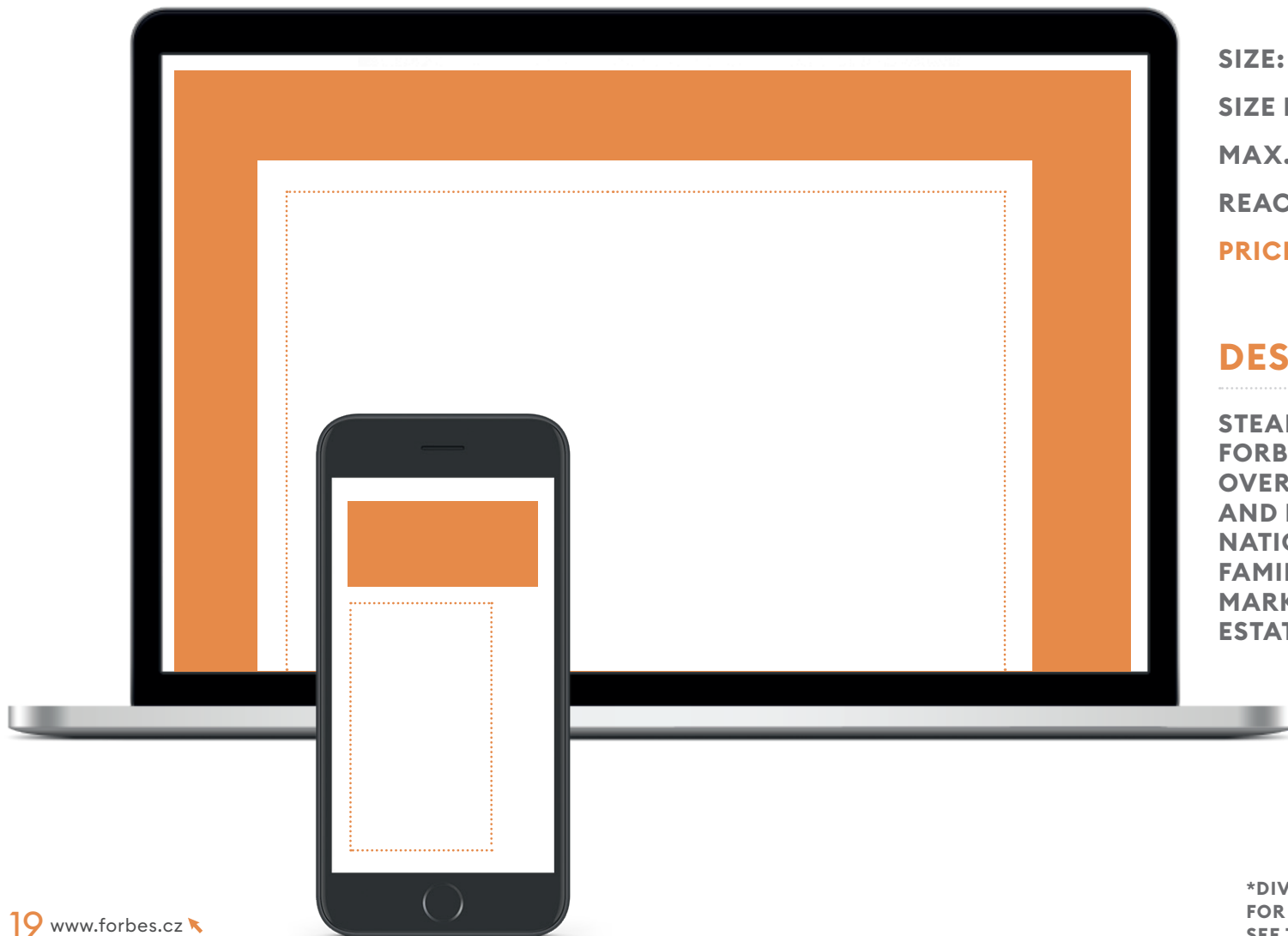
**YOUR OWN PAGE  
ON FORBES.CZ**

**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 × 2,880 PX\*  
**SIZE MOBIL:** 640 × 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 2023 RANKINGS

**TOP DOCTORS**

**JANUARY 2023**

**30 UNDER 30**

**FEBRUARY 2023**

**THE MOST EXPENSIVE REAL ESTATES**

**MARCH 2023**

**TOP ATTORNEY'S OFFICES**

**APRIL 2023**

**FAMILY FIRMS**

**MAY 2023**

**THE BEST CHEFS IN CZECH REPUBLIC**

**JUNE 2023**

**TOP EARNING YOUTUBERS AND STREAMERS**

**JULY 2023**

**THE MOST INFLUENTIAL PEOPLE OF CZECH E-SPORT**

**AUGUST 2023**

**THE BEST CZECH INVESTORS**

**SEPTEMBER 2023**

**THE CZECH BILLIONAIRES**

**OCTOBER 2023**

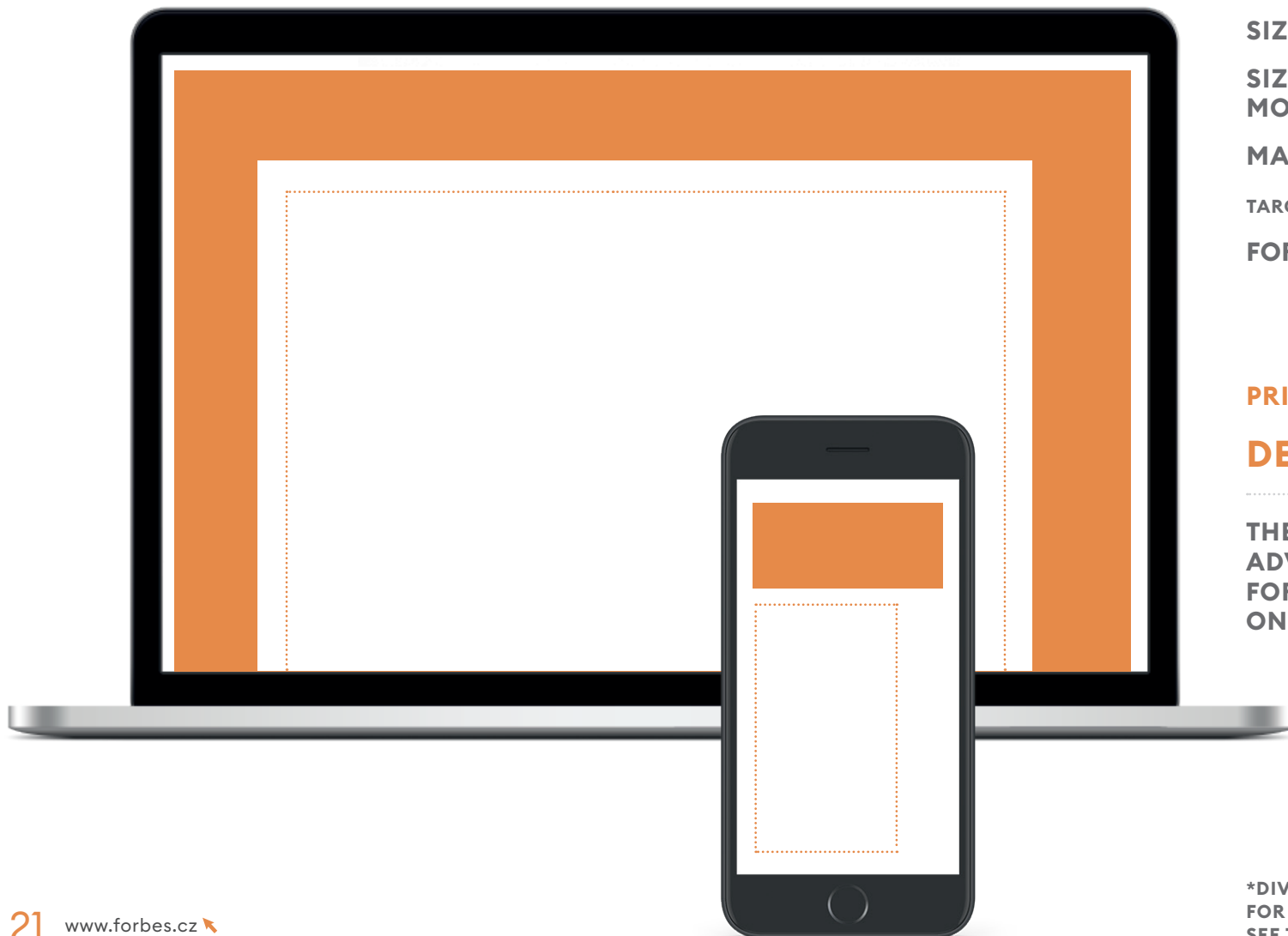
**THE BEST TOP MANAGERS**

**NOVEMBER 2023**

**THE BIGGEST PHILANTHROPISTS IN THE CZECH REPUBLIC**

**DECEMBER 2023**

# ARTICLE BRANDING



SIZE: **4,100 × 2,880 PX\***

SIZE  
MOBIL: **640 × 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 BANNERS.  
FOR INDIVIDUAL IMAGES' DIMENSIONS,  
SEE THE ADVERTISING LINK IN THE FORBES.CZ FOOTER.

# NATIVE AD

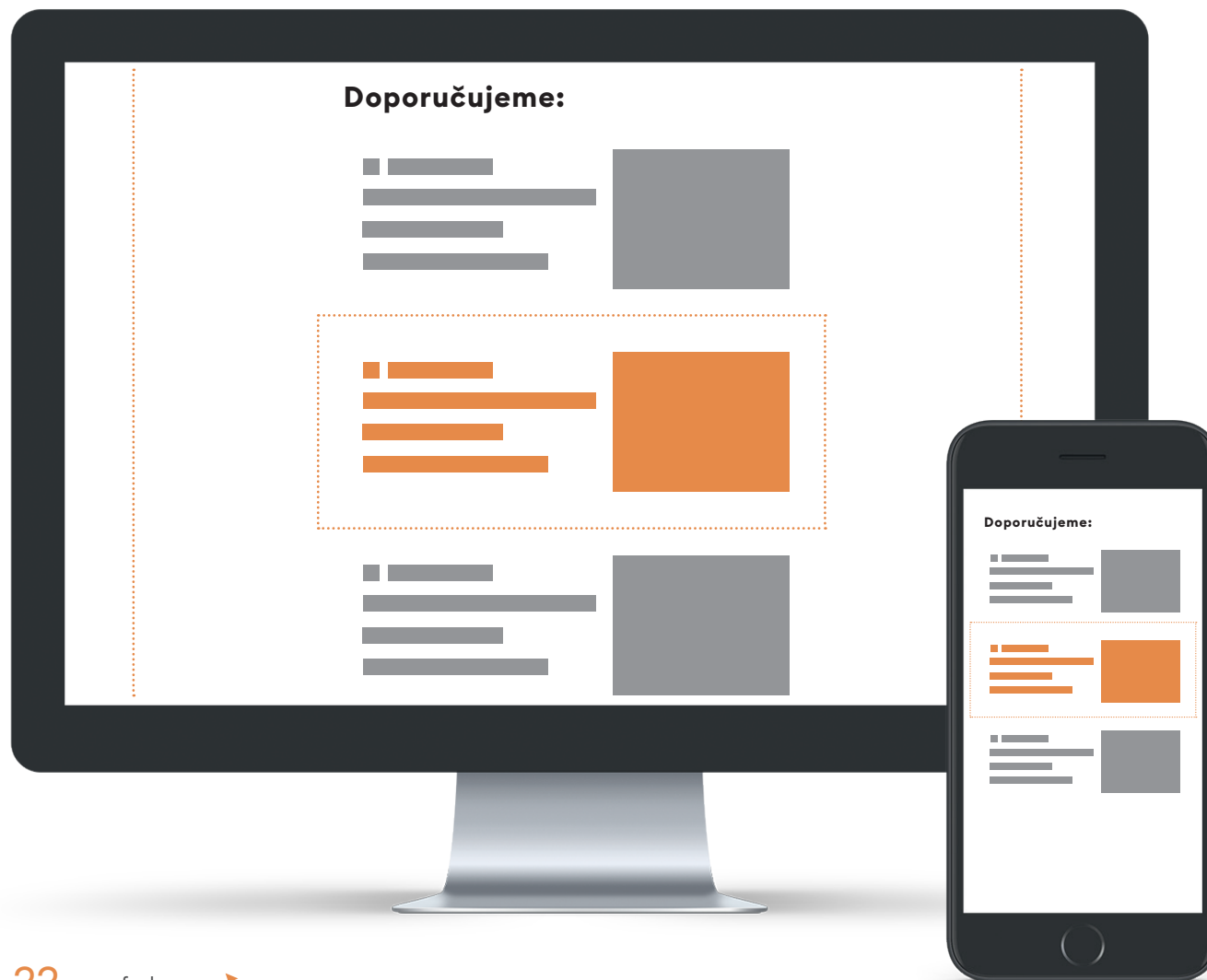


IMAGE SIZE: **320 × 180 PX**

MAX: **100 KB**

FORMAT: **JPG/PNG/RGB**

PRICE: **390 CZK CPT GROSS**

**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**  
**10,000 + PER PODCAST**

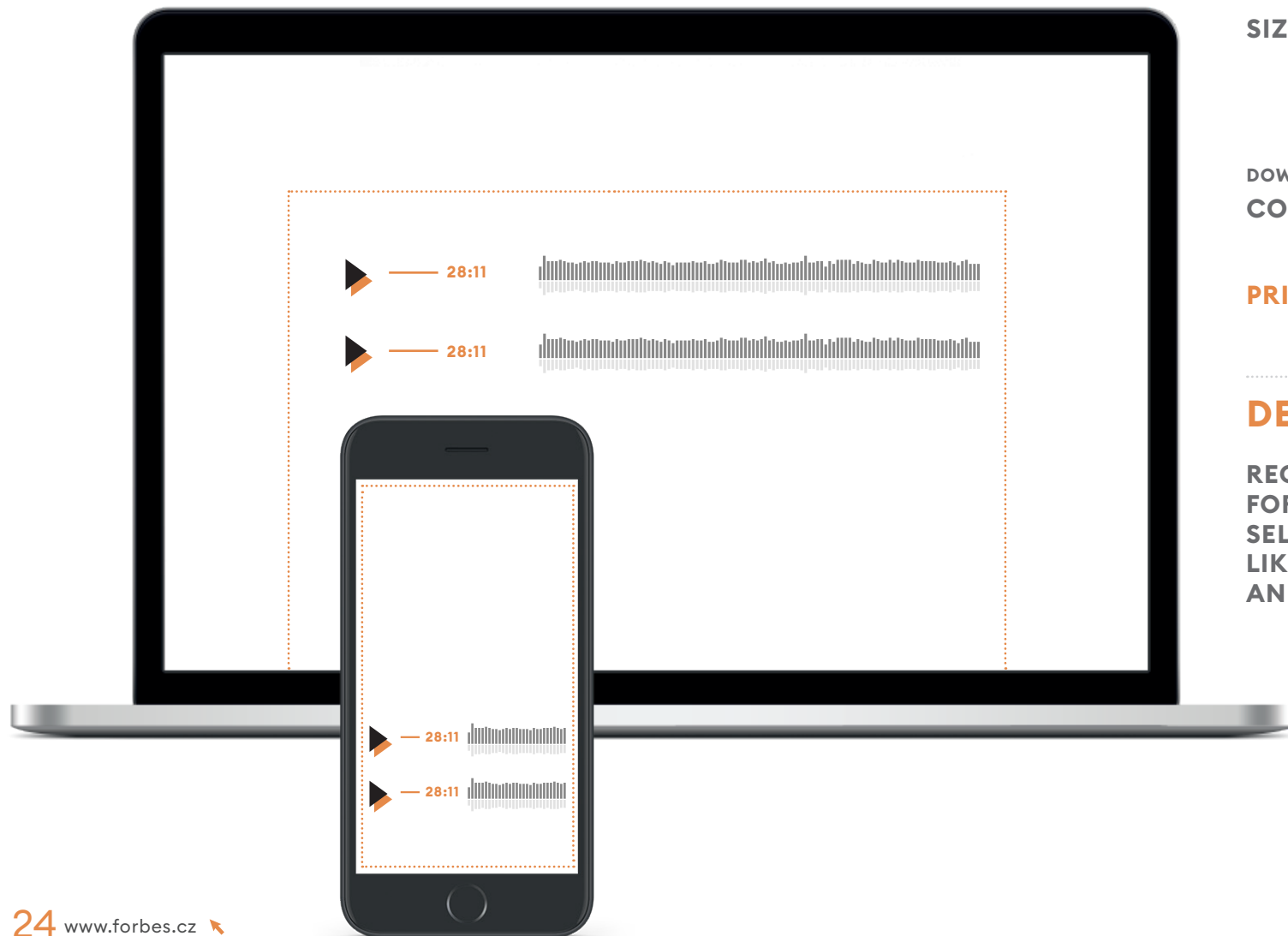
PRICE:

**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

**DOWNLOAD  
COUNT:** FROM  
10,000 + PER PODCAST

**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



PLAY  
COUNT: 20,000 AND UP

## 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.



# 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://api.forbes.cz/specifikace-inzerce/Technical%20specifications.pdf>



Forbes

LIFE IS RICH

V2/2023