

A collection of luxury lifestyle items is arranged on a black leather background. At the top, a coiled black leather strap with a silver-toned buckle is visible. To its right is a small, rectangular object with a crocodile-embossed pattern and the word "SPORT" printed vertically. Below the strap is a sleek, black pen with silver-toned accents. To the right of the pen is a black leather pouch with white stitching. In the center, a pair of black, wrap-around sunglasses with silver-toned frames lies horizontally. To the right of the sunglasses are a pair of silver-toned cufflinks. At the bottom left, a black car key fob with three buttons (lock, unlock, and a car icon) is shown. A small portion of a black leather wallet is visible at the bottom left corner.

# ForbesLife

2023  
MEDIA KIT



# 2023 ForbesLife

The lifestyle magazine  
by BP Publishing Media



## to know us

**WHO** The same amazing, independent publishing company that has been delivering to you top-notch, compromise-free, products (like Forbes România, Forbes Life, Forbes 500, Up by Forbes & al.).

**WHAT** Proudly presents the new **Forbes Life** – an already much-appreciated title, which, while preserving its inborn, natural connections with the mother-magazine (Forbes România), becomes a fully-fledged, stand-alone title, separately printed out/ displayed/sold, featuring:

- a bigger, superior format = a larger layout size on thicker, better quality paper, both for its cover and all pages inside (see "RATECARD" section below)
- a richer content = more pages, more areas of interest, more info, more stories, more voices, more experiences, more adventure (see "DEPARTMENTS").

**WHEN** Starting March 2017, with a monthly frequency.

**WHERE** In the same areas – offices, upscale hotels, airport terminals' newsstands – where it's already been present, and even more as such.

**HOW** Did we say "proudly"? "Gracefully" is extremely appropriate, too.

**WHY** Because our sophisticated readers do evolve in many respects, and we are evolving together with them, expanding our editorial universe in order to better fulfill their informational & lifestyle-related needs. And... well, for we simply can. We rely on an extraordinary pool of readers, with a unique profile among business publications: an almost 50%-50% distribution among genders, within the most sought-after target-audience.

**THEREFORE** We kindly invite you to be part of this tremendous publishing endeavor. Oh, and we are not asking you more money for it.

## Departments



**WATCHES & JEWELRY** First-class, perennial timepieces, necklaces, bracelets, rings and other accessories of imperishable value.

**STYLE & FASHION** One-of-a-kind attires & accessories for ladies and gents, trends and versatile pieces, plus a breathtaking pictorial.



**GADGETS & MACHINERY & CUTTING-EDGE TECHNOLOGIES** Everything that's buzzing, doing, calculating, writing, measuring, teleporting something or somebody, at the same time incredibly helpful and cool, with or without a cord, battery, solar cell or uranium core.

**GOURMET & FINE DINING** Upscale culinary trends, restaurants reviews, tasty conversations over a lunch or just a coffee, unheard of spices & ingredients, limited-edition products and ranges.



**COLLECTIBLES & MEMORABILIA** What's worth investing in/keeping/selling, from aged wines & spirits to even older toys, from impressionist paintings to silver medals & coins, and so on.

## Departments



**TRAVEL** Alps private chalets, Indian Ocean seven (OK, maybe just five superior) star resorts, Vietnam cruises (Rambo's path), Kenyan safaris, small-town secret sightseeing, round-the-world exclusive tours, best places to grow... experienced, with or without children, leisure, awe, adventure, you name it.

**DESIGN & HOME & REAL ESTATE** From the vintage piece of furniture to the nowadays tiny item that each make your house look great, from sterling houses worth being watched to old & newly developed properties worth being acquired, prize-winning, limited-editions, bespoke objects to be surrounded by.

**BEAUTY & GROOMING & WELLNESS** Outstanding cosmetics, rare and made-to-measure perfumes & colognes, 1-hour to 1-day spa, in other words – both sexes' pampering resources.

**SPORTS** Action, heroes, action heroes, from courts and courses to rivers and seas, from tracks to, well, gym mats.

**DRIVE** Two-, three- or four- (expected more?) wheeled, it just needs to be of outstanding quality and beautifully crafted.





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## Departments



**COVER STORY & INTERVIEWS**  
Who's who and brilliantly doing what, besides what's long time known, within and beyond motherland's borders.

**SPECIAL COLUMNS**  
Expert-signed, highly opinionated pieces, no matter it's about finance & business, social responsibility, luxury, arts & culture or any other field of everyday life.

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## Audience



*Our accomplished, wealthy readers... shop, travel and live life with gusto*

**Forbes Life** Readers travel often and in style

**Forbes Life** Readers pay attention to fashion and shop at top retailers

**Forbes Life** Readers are connoisseurs and collectors of fine timepieces and jewelry

**Forbes Life** Readers enjoy fine wines and spirits

**Forbes Life** Readers spend heavily on top consumer electronics and gadgets

**Forbes Life** Readers drive luxury cars

MEDIA KIT

# partners & friends

Abbyy • Admiral Market • AdNet • Adrem • AEM • AFI Europe • Agricola • Air France • Airbus Helicopters Romania • Albalact • Allianz Tiriatic • Alpha Bank • Alukönigstahl SRL • AMCOR Grup • Anchor • ApaNova • Argo • Artmark • Austrian Airlines • Auto Bavaria • Auto Italia • Autoklass • Automobile Bavaria • B&B Collection • Banc Post • Banca Transilvania • Bancpost • Baunit • BCR • Bentley • Benvenuti • Bilka Steel • Billa • Black Style Fashion • BMF • BMW • Boiron • BRD • BricoDepot • Brooks Brothers • Burberry • BVB • Canon • Carrefour • Catena • CEC • Cemacon • Certasig • Certsign • Certus Mercatus • Chef's Table • Chronolink • Chronotime • Cinema City • Collective • Concept Consult • Corporate Office Solutions • Coty • Dakota Grill • Dentestet • Destine Broker • EIT Forum Auto • Electrica • Electroalfa • Electrolux • Enel • Engie • Europolis Orhideea • Exclusive About SPA • Farmec • Farmexpert • Fin Expert Consulting SRL • FNGCMM • Ford • Gainsy • Garanti Bank • Gebruder Weiss • Genesis Development • Gothaer • GoodYear • Grand Cinema • Gras Savoye • Happy Tour • Help NET • Helvetia • Hidroelectrica • Hotel Vega • Huawei • Iconic Media • Idea Bank • imobiliare.ro • Impact Hub • Implant Expert • Impulse România • Infopress • ISO Plus • IStyle • Jack Daniels • Kaufland Romania • Kia • Kirchoff • Knight Frank • KPMG • La Fantana • Lagermax AED Romania • Lancel • Leumi Bank • Le Consul • Lidas • Lidl • Lufthansa • Maserati • MasterCard • McDonalds • MedLife • Mega Image • Mercedes • Metro • MG • Microsoft • Miele • Mitsubishi • Michelin • Mol Romania • Monsanto • MSD • Musat • Nestle • Nissan Romania • NN Romania • OMV Petrom • Orange Romania • Oscar Downstream • Paralela 45 • Pepsi • Pfizer • Philips Lighting Romania s.r.l. • Philips Romania • Platinum • Porsche Inter Auto • Porsche Romania • Praktiker • Premium Auto • Prodeko Production • PureMedia • PWC • RAA Management • Recolamp • Red Style Fashion • Regina Maria • Renault Romania • RePower • Roche Bobois • Romaqua • Rombat • Romprest • Romsys • Saint-Gobain • Samsung • Sc Petz Web Consulting srl • Scala • Sephora • Serviciile Comerciale Romane • Siemens • Siveco • SKV Properties • Smart Balance • spatiicomerciale.ro • Tchibo • Team NET • Teilor • Telekom • Teraplast • Tinmar Energy • Tiriatic Auto • Tonica Group SRL • Toshiba • Unicarm • University of Sheffield • Up Romania • UPC • Vastint • Veracomp • Vertu • Viggo • Vodafone Romania • Volvo • Vox Technology Park • Wolftheiss • Your Link • Zoot SRL

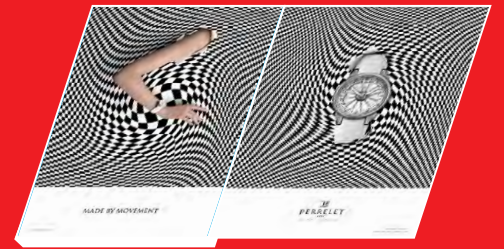


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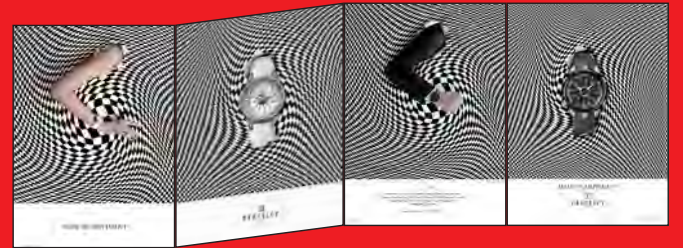
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## Special projects

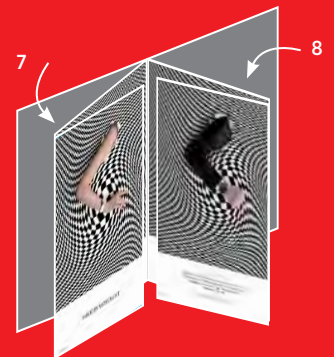
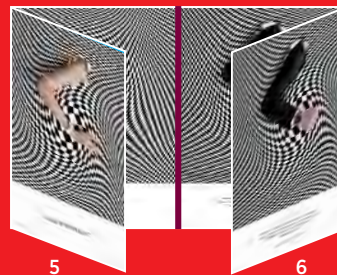
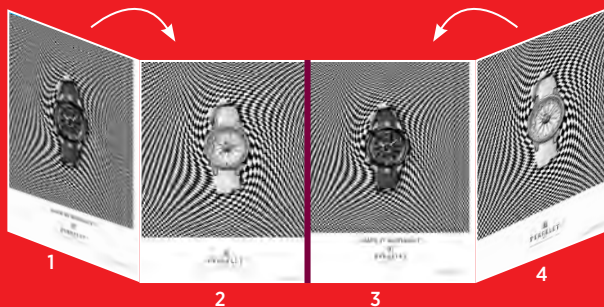
Copertă cu clapă



Gatefold copertă



gatefold interior (8 pagini)





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## Ratecard

Frequency: **monthly**  
**128 pages +**  
**4 covers**  
**full colour**

Document setup  
**240 x 335 mm**

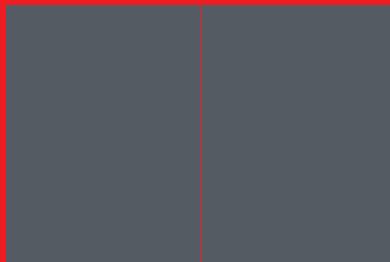
Paper - **115 g/mp galerie fine**  
Cover paper - **300 g/mp dcl**

Margins  
Top - **25 mm**  
Bottom - **13,68 mm**  
Inside - **15 mm**  
Outside - **15 mm**

Columns - **6**  
Gutter - **4,233 mm**



COV 2: **7.500 €**  
COV 3: **6.500 €**  
COV 4: **8.500 €**  
trim size: 240 mm x 335 mm  
bleed size: 250 mm x 345 mm



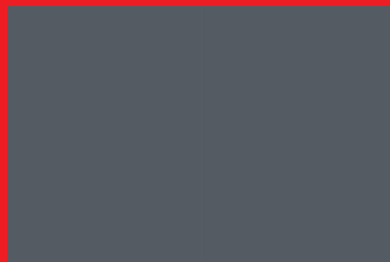
**OPENING SPREAD**  
trim size: 480 mm x 335 mm  
bleed size: 490 mm x 345 mm  
**11.500 €**



**1/2 PAGE HORIZONTALLY**  
trim size: 240 mm x 167 mm  
bleed size: 250 mm x 177 mm  
**3.500 €**



**1/2 PAGE VERTICAL**  
trim size: 118 mm x 335 mm  
bleed size: 128 mm x 345 mm  
**3.500 €**



**INTERIOR SPREAD**  
trim size: 480 mm x 335 mm  
bleed size: 490 mm x 345 mm  
**9.900 €**



**1/1 INTERIOR PAGE**  
trim size: 240 mm x 335 mm  
bleed size: 250 mm x 345 mm  
**6.000 €**



**1/2 INTERIOR SPREAD**  
trim size: 480 mm x 167 mm  
bleed size: 490 mm x 177 mm  
**6.500 €**

## ARTWORK

bleed: **5 mm**  
inner bleed: **5 mm**

### FORMATS:

- **TIFF, JPEG** –  
b/w or CMYK, at 300 dpi
- **EPS, AI** with texts converted to  
curves and preview, at 300 dpi
- **PDF** - press optimized, at 300 dpi
- **Collect collect Adobe Indesign**  
with pictures and mac fonts

\* support or documents stay at  
Forbes România (ForbesLIFE)  
within the publication time;  
\*\* a printing proof must be supplied;  
\*\*\* DEADLINE: space reservations  
must be made 4 weeks prior to  
publication artworks must be send at  
least 3 weeks prior to publication

**THE PRICES ARE FOR 1 ISSUE  
AND VAT IS NOT INCLUDED.  
SPECIAL PLACEMENT: +20%**

## Contacts

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