

THE LEADING BUSINESS PUBLICATION  
IN ROMANIA



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THE HISTORY OF  
Forbes



ABOUT  
Forbes Romania



OUR  
Readers



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DIGITAL

MEDIAKIT



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the most relevant business media brand in the world

# 106

years of history

# 40

international editions

➔ The 40 international editions of Forbes are A GATEWAY for the entrepreneurs and business leaders in the world.

➔ The international editions provide **EXTENSIVE OPPORTUNITIES FOR ADVERTISERS** to reach and connect with an audience of global players and decision makers.

➔ Each edition provides **RELEVANT INFORMATION** and insight to business people in the respective areas of the world.

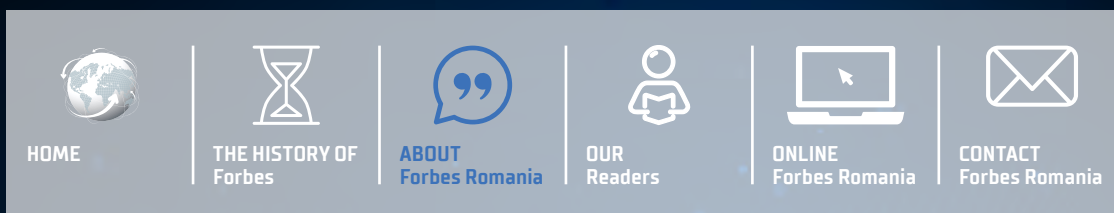


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“For one hundred years now, Forbes has brought before the public the visionaries, the innovators, the rebels, the big dreamers, the entrepreneurs, the artisans, the thinkers, the workers, the brave and the fighters – all the people who have transformed the business environment, the society and sometimes even the entire humanity. And Forbes readers have responded with enthusiasm, constantly raising their expectations, coming up with new challenges, requiring depth and clarity, critical thinking and objectivity, sound reasoning and neutrality. Thus, excellence has become our main priority, which we have constantly pursued for one hundred years.

**Raluca Michailov**

owner & general manager BP Publishing Media

“People want to know, to learn, to understand what lies behind success, behind great transformations and ideas that change the world. The lessons taught by great entrepreneurs, by great capitalists are our favorite subjects, since, after all, this is the legacy they leave behind: thoughts, ideals, principles, theories, practices, processes, instruments – all of inestimable value.

**Ionuț Bonoiu**

editor-in-chief Forbes România



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## 4,445,223

unique viewers in 2022

covering

# 100%

of the business and professional  
environment in Romania

## 53.3%

WOMEN

## 46.7%

MEN

Main  
target

are aged between 25-44

Medium-high income  
Urban

- entrepreneurs
- middle and top management positions
- IT specialists
- sales & marketing specialists

### Top interests:

Real Estate / Residential / Properties  
Financial Services / Banking Services  
Autos & Vehicles / Motor Vehicles  
Employment  
Education / Primary & Secondary Schools  
Financial Services / Investment Services  
Consumer Electronics / Mobile Phones  
Law & Governm  
Shoppers / Luxury Shopper  
Travel & Transportation / Hotels &  
Accommodations

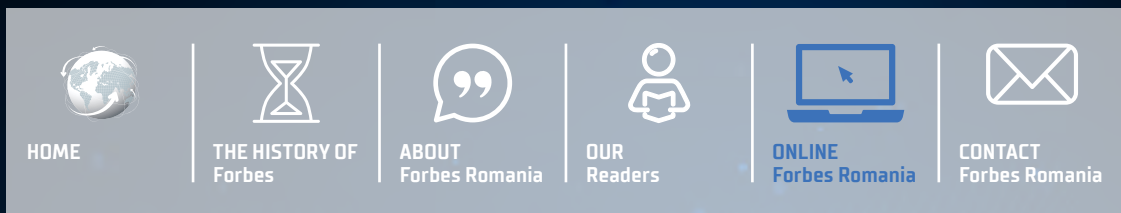


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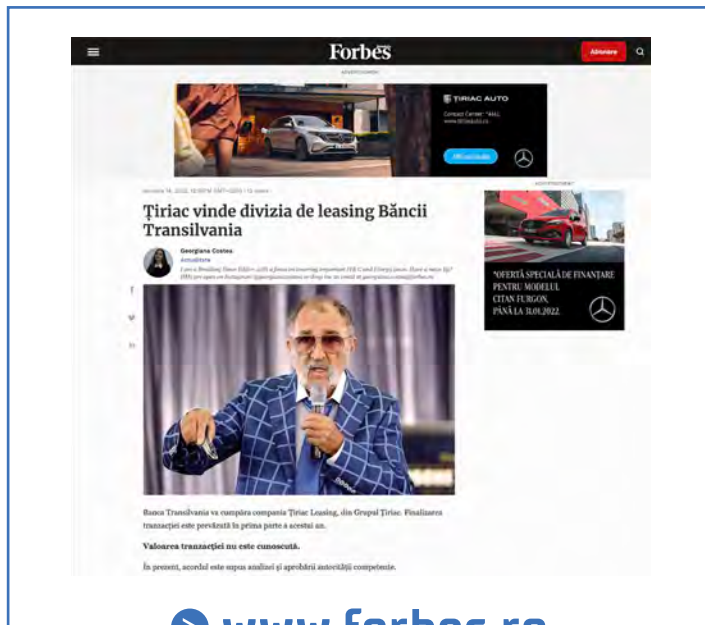


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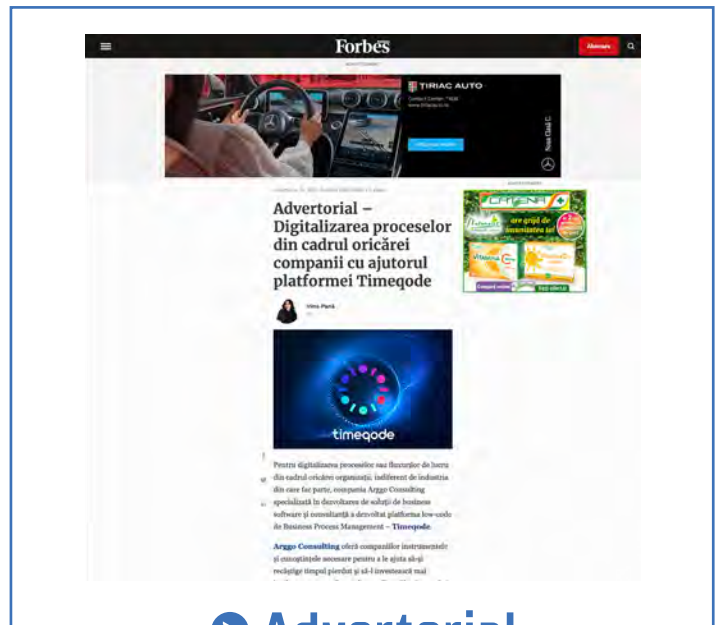
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➤ [www.forbes.ro](http://www.forbes.ro)



➤ **Advertorial**

### BANNERS

interactive banners

➤ 960 x 250 px

➤ 300 x 300 px

➤ 300 x 600 px



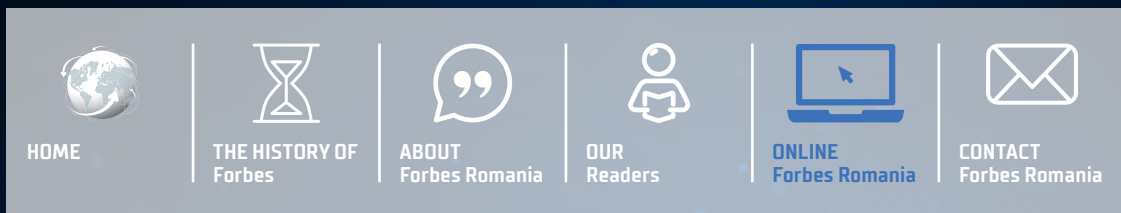
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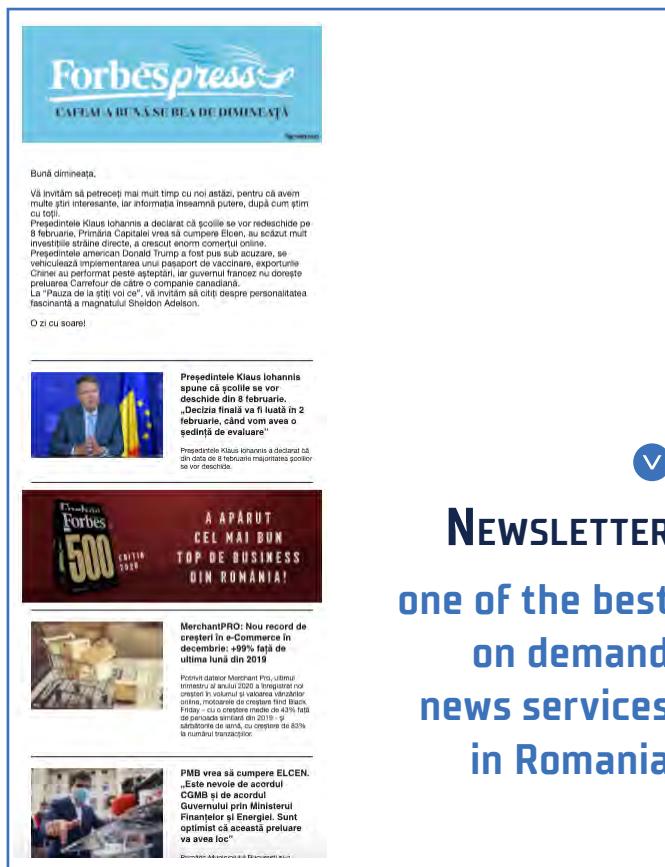




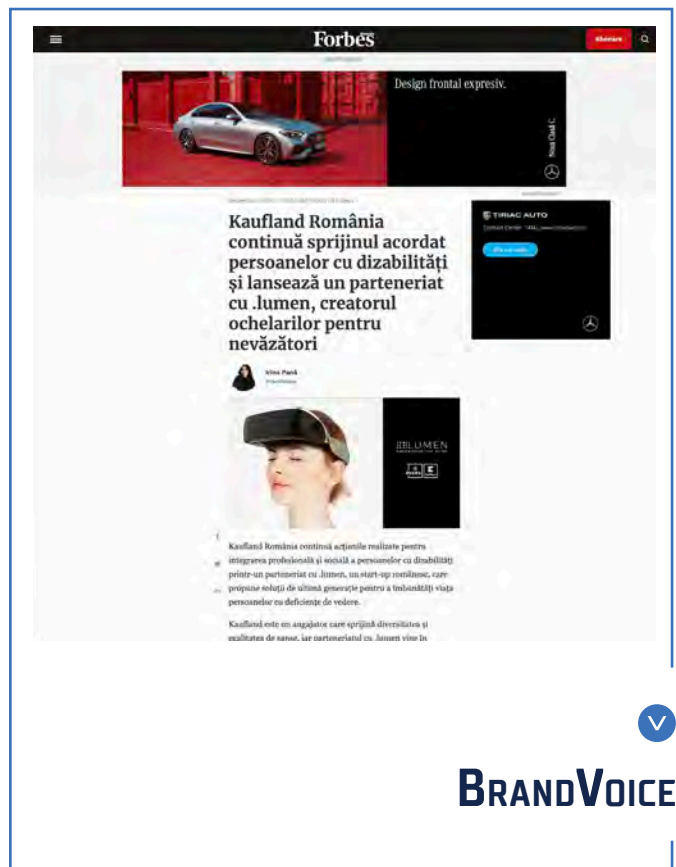
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on demand  
news services  
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**BRANDVOICE**

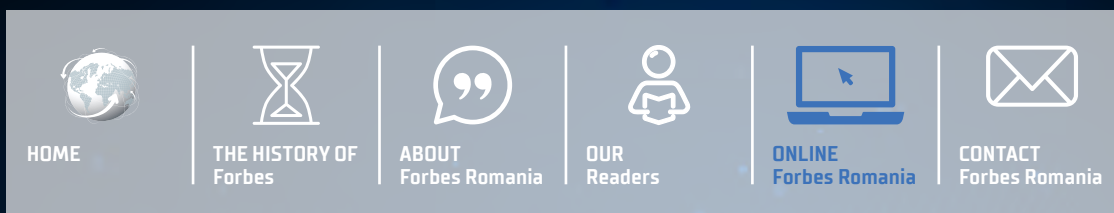


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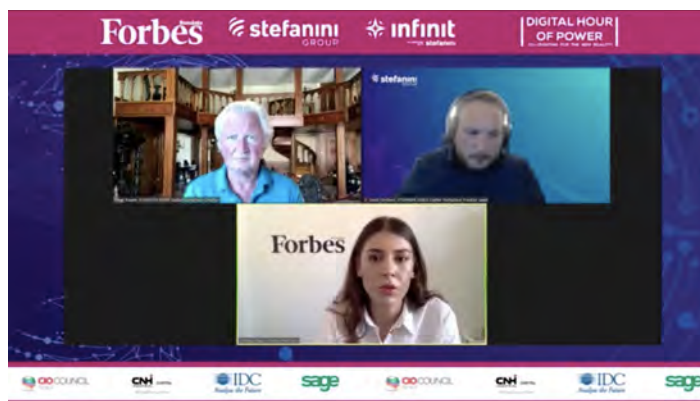
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Spawned during the acceleration of the digital transformation of the coronavirus pandemic, this fully digital and customizable **Forbes Romania** service empowers your brand to have it's own on demand events under the **Forbes Romania** brand, platforms, journalists and special support.

Global brands have used this innovative service and achieved incredible results, views, participants, up to good quality lead generation and brand favorability in the desired target.




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## RATECARD

Site	Unique User/ month	Format(s)	Impressions/month	Rate card/month [euro]	Technical specification
www.forbes.ro	304k	300x300	40k	1,700	jpg / gif
		300x600	40k	3,100	jpg / gif
		960x250	40k	3,750	jpg / gif
Newsletter Forbes Romania	3k	800*300	3K subscribers	4,300	jpeg / gif
Advertorial				1,680	text/photo
Brandvoice				2,100	text/photo





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