



ForbesLife

2026
MEDIA KIT

2026 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.

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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.

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

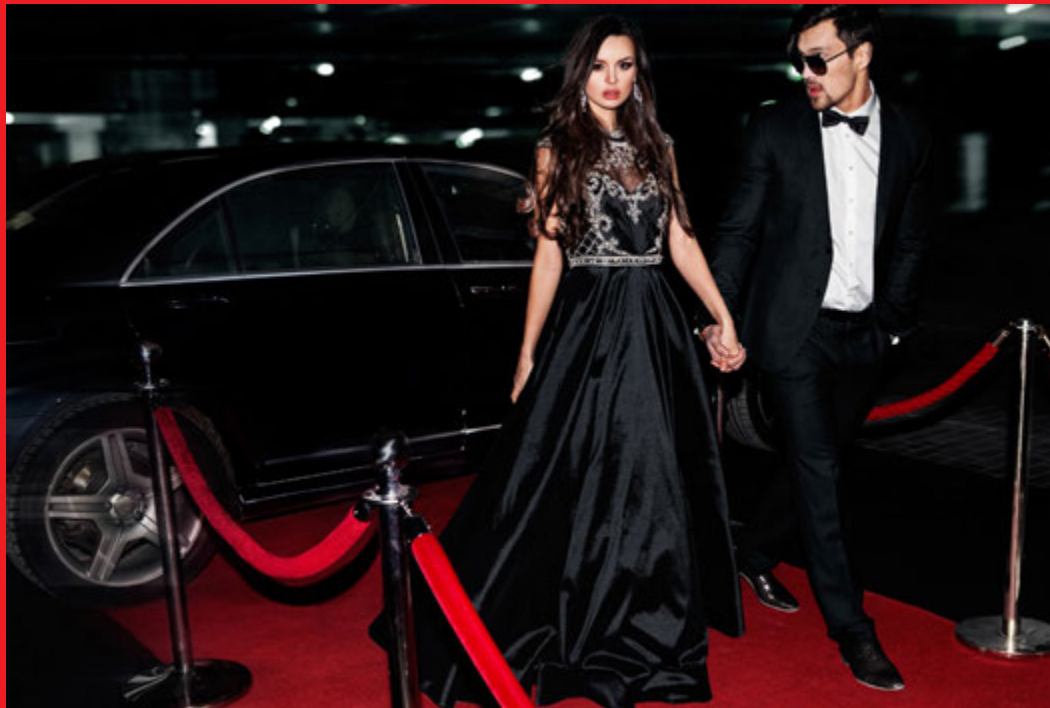


SPECIAL COLUMNS
Expert-signed, highly opinionated pieces, no matter it's about finance & business, social responsibility, luxury, arts & culture or any other field of everyday life.

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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

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partners & friends

Abbyy • Admiral Market • AdNet • Adrem • AEM • AFI Europe • Agricola • Air France • Airbus Helicopters Romania • Albalact • Allianz Tiriac • 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 • FNGCIMM • 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 • Tiriac 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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Special projects

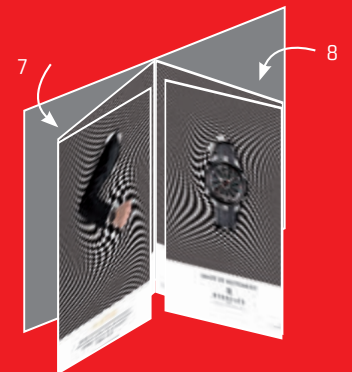
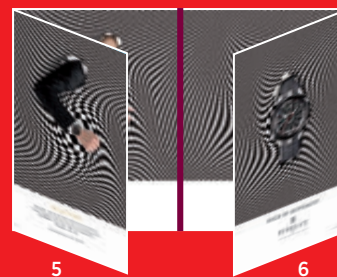
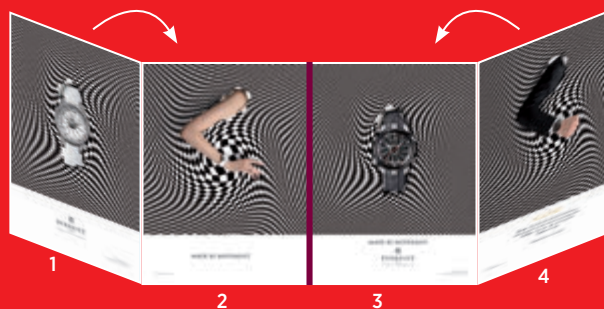
Copertă cu clapă



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

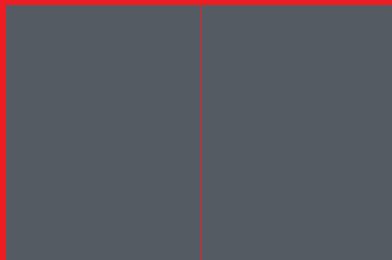
Paper - **115 g/mp galerie fine**
Cover paper - **300 g/mp dcl**

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



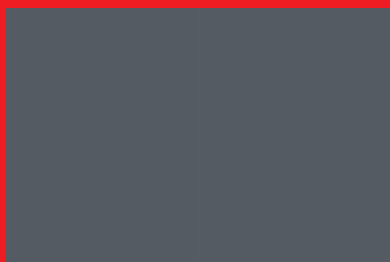
OPENING SPREAD
trim size: 480 mm x 335 mm
bleed size: 490 mm x 345 mm
11.500 €



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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