

MEDIAKIT

THE LEADER OF THE ECONOMIC PRESS IN MOLDOVA



Forbes

Moldova

109
years of history

48
INTERNATIONAL
editions



Forbes

the world's most influential
business media brand

➤ For over 100 years, Forbes has been a **source of inspiration** for business leaders, delivering valuable insights into success, investments, and global trends.

➤ Through its 48 international editions Forbes empowers **entrepreneurs worldwide** with knowledge and the tools they need to reach new heights in **business**.



Raluca Michailov

owner & general manager BP Publishing Media

“ *I am truly pleased that Forbes is coming to the Republic of Moldova, where I have had the pleasure of meeting serious, innovative business leaders who are committed to strengthening both their companies and society as a whole.* ”

We are guided by strong principles that have remained unchanged over time:

➤ **Quality and excellence:**

we are dedicated to maintaining the highest standards in everything we do;

➤ **Long-term vision and mission:**

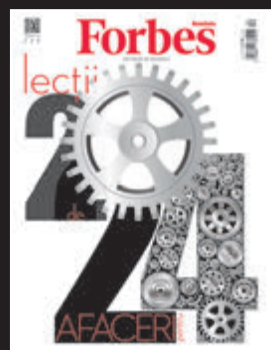
we are committed to contributing to the development of the business environment and to building partnerships that deliver long-term value;

➤ **A loyal and exclusive community:**

we cultivate a close-knit and select community made up of the most influential representatives of the business world.

WHAT DO WE DO AND HOW CAN YOU FIND US

➔ **Events** ➔ **Print** ➔ **Online** ➔ **Social media**





Since its launch in 1917, **Forbes** has featured some of the world's most remarkable businesses, along with the people behind them. In fact, this was reflected in its original name - "*Doers and Doings*," referring to the creators and their creations. And although the world has transformed over more than a century, **Forbes has stayed true to the same mindset: business, business, and, once again, business.**



Who has proven that any dream and aspiration can be achieved through hard work and determination? Women – especially women in business. **Forbes** supports and promotes businesses founded and led by women, true role models and sources of inspiration. One of our enduring goals has always been to show that **an entrepreneur's success depends on leadership skills, education, flexibility, and many other qualities – but never on gender.**

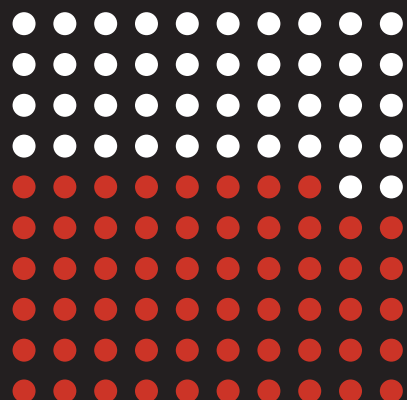


A luxurious lifestyle – something every ambitious and accomplished individual aspires to, in other words, each of us. But what does it truly mean? Decades ago, **Forbes** began asking this question and continues to explore it today. While the answer is certainly subjective, over time and through experience we have come to a clear conclusion: **a luxurious lifestyle means balance – balance between work and inner well-being; balance between responsibilities, needs, and desires. Balance in life.**

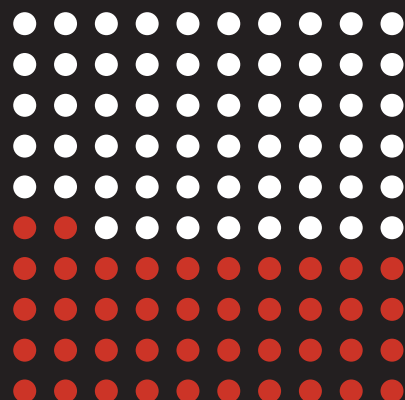
5,5 million
readers per edition

48 international editions in
31 languages

Distributed in
69 countries



58% OF THE READERS ARE MEN



42% OF THE READERS ARE WOMEN



18

million followers



7,7

million followers



6,5

million followers

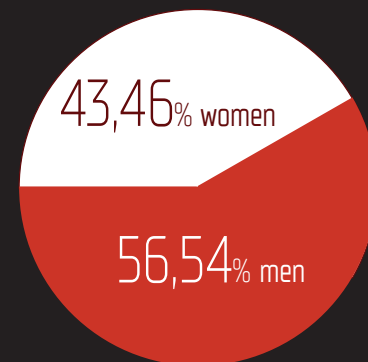
81,1 million
users

Monthly digital audience

Monthly site viewers: **180,2 mil**

29,75%

aged between
25 and 35



Average income per family: **\$ 280.000**

Who are Forbes readers?

- Business and technology decision-makers
- **Investors and high-net-worth consumers**
- Entrepreneurs ➤ **Women** ➤ Young professionals
- **Financial consultants** ➤ Executive leaders (C-level)



What are Forbes readers like?

- Well-informed ➤ **Highly educated** ➤ Innovative
- **Ambitious** ➤ Success-driven ➤ **Affluent** ➤ Dynamic

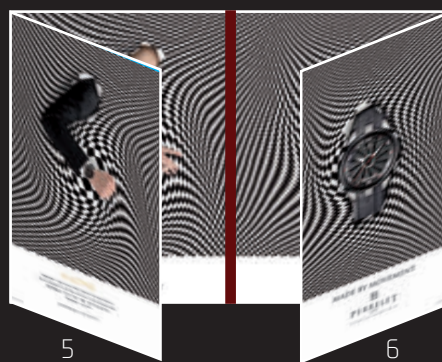
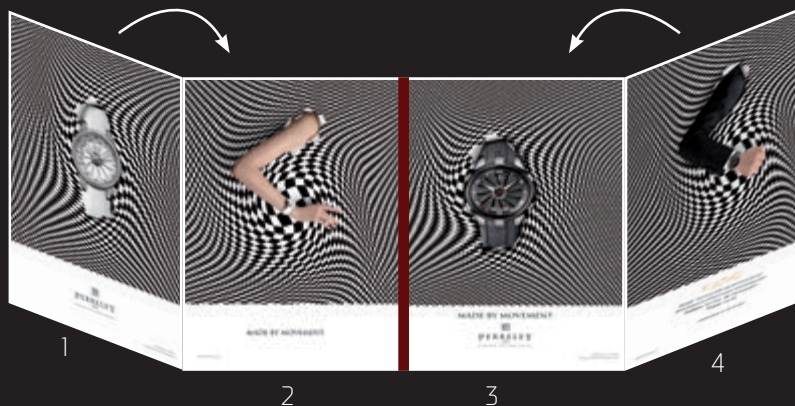
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GATEFOLD 2 7.000€



INTERIOR GATEFOLD (8 PAGES) 5.000€ | (4 PAGES) 3.000€



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** artworks will have cromalin attached

*** deadline: space reservations must be made 3 weeks prior to publication / artworks must be send at least 1 week prior to publication

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