

THE LEADING BUSINESS PUBLICATION
IN ROMANIA



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THE HISTORY OF
Forbes



ABOUT
Forbes Romania



OUR
Readers



ONLINE
Forbes Romania



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Forbes **România**

DIGITAL

MEDIAKIT



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THE LEADING BUSINESS PUBLICATION IN ROMANIA

the most relevant business media brand in the world

109

years of history

48

international editions

➔ The 48 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



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2,500,000

Total Users from 1 January to 15 December 2025

2,900,000

Sessions from 1 January to 15 December 2025

300,000

Users/month from 1 January to 15 December 2025

Main target

are aged between 25-44

Medium-high income
Urban

covering

100%

of the business and professional environment in Romania

- 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

53.3%

WOMEN

46.7%

MEN



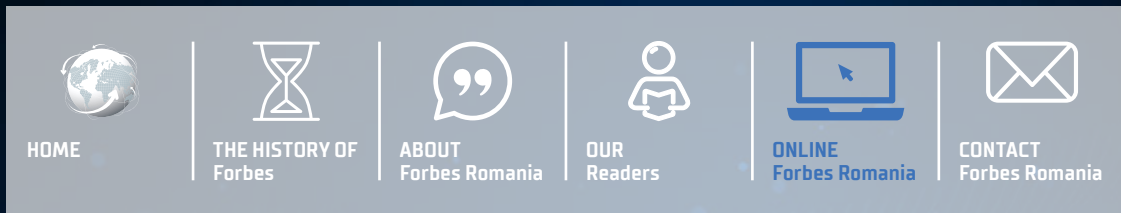
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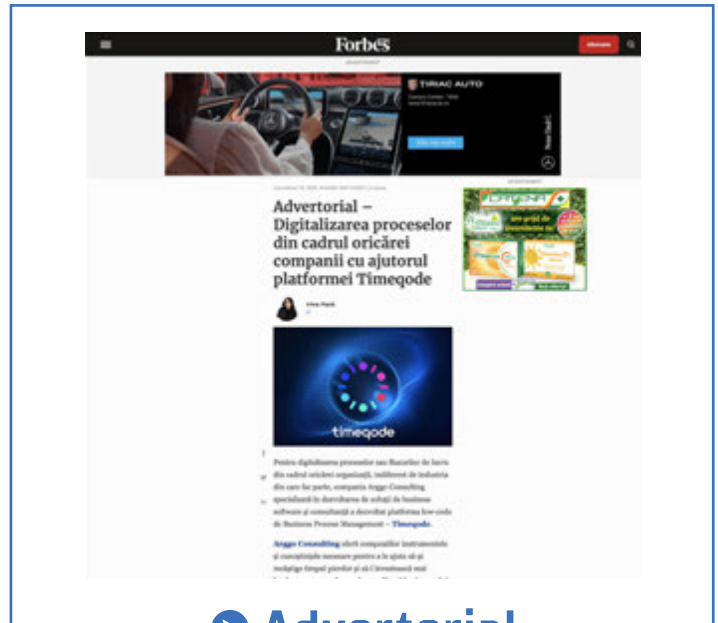


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NEXT GENERATION OF NATIVE ADVERTISING



BANNERS

interactive banners

> 960 x 250 px

> 300 x 300 px

> 300 x 600 px









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Forbespress
CAFEA A BUNĂ SE BEA DE DIMINEAȚĂ

Bună dimineață,

Vă invităm să petreceți mai mult timp cu noi astăzi, pentru că avem multe știri interesante, iar informația înseamnă putere. Dacă doriți să știți mai multe:

Președintele Klaus Iohannis a declarat că știe ce se va întâmpla pe 8 februarie. Promița Capitală este să luptăm împotriva, nu să lăudăm învestițiile străine directe, a creșterii enorm comerțului online.

Președintele american Donald Trump a fost pe la București, să verifice dacă implementarea unui pașaport de vacanță, exporturile Chinei au performanță peste așteptări, și guvernul francez nu dorește preluarea Canalului de către o companie canadiană.

La "Pluta de la 950" va fi, vă invităm să citiți despre personalitatea fascinantă a magnatului Suediei Adelson.

O zi cu succes!

Președintele Klaus Iohannis spune că știe ce se va întâmpla din 8 februarie. „Decizia finală va fi luată în 2 februarie, când vom avea o ședință de evaluare”

Președintele Klaus Iohannis a declarat că are o idee de a înlocui moneda națională pe un dolar.

A APĂRUT CEL MAI BUN TOP DE BUSINESS DIN ROMANIA!

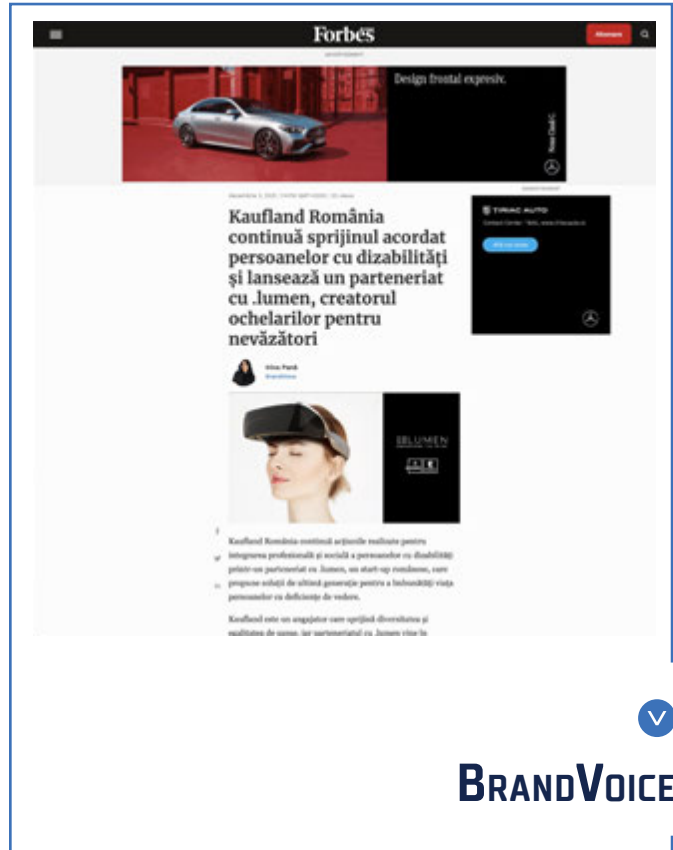
500 SAITURI 2019

MerchantPRO. Nou record de creșteri în e-Commerce în decembrie: +99% față de ultima lună din 2018

Prima companie din România care a primit un certificat de calitate ISO 9001:2015

PMB vrea să cumpere ELCEM. „Este nevoie de acordul CSM și de acordul Guvernului prin Ministerul Finanțelor și Energiei. Sunt optimiste că această propunere va avea loc”

NEWSLETTER
one of the best
on demand
news services
in Romania



Forbes

Design frontal expresiv.

Kaufland România continuă sprijinul acordat persoanelor cu dizabilități și lansează un parteneriat cu .lumen, creatorul ochelarilor pentru nevăzători

TRINAC AUTO

BELUMEN

Kaufland este un angajator care sprijină diversitatea și incluziunea de genuri în organizația sa. Întreaga echipă...

BRANDVOICE

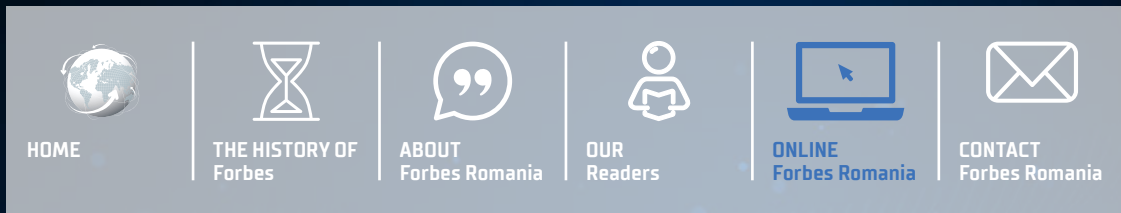


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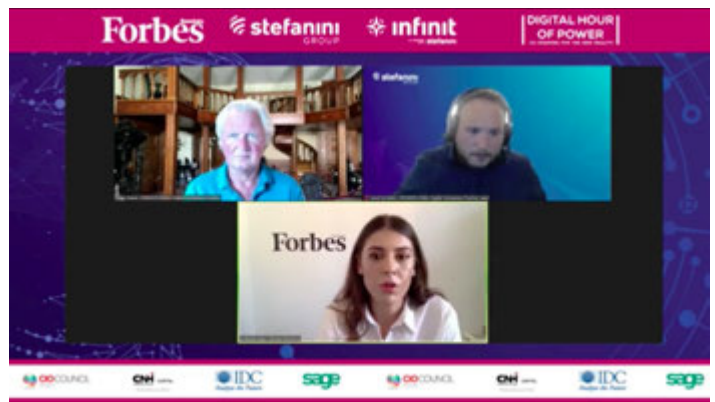
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> My FORBES EVENT PERSONALIZED ONLINE EVENT

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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