

MEDIAKIT

— THE LEADER OF THE ECONOMIC PRESS IN ROMANIA —



Forbes

România

— The Heart of Business —

“ *Business was originated to produce happiness, not to pile up millions.* ”

B.L. Forbes

Forbes Magazine / September 15, 1917

109

years of history

48



INTERNATIONAL
editions

Forbes

the most relevant business
media brand in the world

- ➔ 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.

ABOUT FORBES ROMANIA



➔ To celebrate the 100th anniversary of the Forbes brand, Forbes Romania **RELAUNCHED THE PRINT EDITION** of the magazine in an exceptional new graphic format.

➔ Forbes Romania magazine **INCREASED ITS NUMBER OF PAGES**, from 100 to 148, under the slogan "The Heart of Business", while ForbesLife lifestyle magazine has increased its number of pages, from the former 64 to the current 132.

➔ Four and a half years after the relaunch of the Forbes magazine on the Romanian market – a period during which Forbes **BECAME A MARKET LEADER IN BUSINESS MAGAZINES** – the two Forbes publications started to be distributed separately.





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



➤ Bringing together novelty and tradition in the world of business, Forbes Romania focuses both on current world leaders and on entrepreneurs who will become the leaders of the future.

➤ Forbes Romania creates networking opportunities that bring together a wide spectrum of business leaders, which allows for a unique demographic mix.

THE MOST DYNAMIC BUSINESS PUBLICATION IN ROMANIA

Celebrating entrepreneurship and the concept of "free market"

80% of the topics cover the Romanian market, while the remaining 20% are subject matters taken from Forbes US edition.

Forbes Romania articles describe business as an essential part of life, while business stories bring inspiration. We remain faithful to our principle that practice makes everything possible.

We inform through clarity, logic and facts. Our mission is to provide our readers with ideas that should guide them in their personal life, but also in business or investments.

Almost all Forbes Romania stories are told by means of a person.



The rankings are an essential part of the Forbes universe and Forbes Romania makes no exception. "50 Most Influential Women", "Forbes 500", "Cool Brands", "Best Brands for Kids", "Best Cities for Business" or "Forbes 30 under 30" are but a few examples of unique projects on the Romanian market.

Best Office Buildings

The activity on the office market has become more and more intense, both in Bucharest and in the big cities in the country, but the 2020 pandemic caused many of the office buildings to be emptied. The Forbes Romania list, the only one of its kind in Romania, in its seventh edition, analyzes the evolution of the main areas in Romania where modern office buildings are developed.

50 most influential women

One of the most awaited exclusive projects of Forbes Romania, the top of the most influential 50 women includes the ladies who matter in the Romanian society not only by their financial power, but also by influencing things for the better. The top is in its tenth edition and has always been accompanied by a special photo shoot for the cover.

50 marketing

The „marketing man“ is the one who has to ensure the differentiation of the brand in an increasingly crowded market. Who are the most powerful marketing managers in Romania and what do they think are the qualities that a good marketing person should have?



Top best selling books

The publishing market has grown in value in each of the last years, being supported by the passion of loyal readers and the enthusiasm of publishers. The traditional editorial product of Forbes Romania announces which are the books of the year and how the literary preferences of Romanians have changed.

30 under 30

The most viral editorial project of Forbes Romania, „30 under 30“ brings to light, every year, exceptional young people, with outstanding performances, able to change both Romania and the whole world. The list is in its twelfth edition.

Forbes Romania CEE Forum

The most important annual regional business event - Forbes Romania CEE Forum is the opportunity to discuss the most relevant topics at national level, but also regionally and internationally. The special edition of the magazine presents in detail the topics that will be discussed at this year's edition of the event.

Forbes Romania Champions in Business 2026

Forbes Romania presents to you the champions of the last decade, those companies that have consistently grown their businesses, with the main difference between them and ordinary people being primarily their ability to continuously improve their performances, progressing towards lasting success.

Forbes Romania Business Hall of Fame

Who are the business leaders that have marked the evolution of the Romanian economy in recent years? The special edition of the magazine includes the profiles of the 100 most important business leaders of the moment, the cover being made at the Forbes 500 Business Awards Gala.

Lessons for 2027

The end of the year is the best time to evaluate the performance over the year and, above all, to carefully prepare the strategies for the coming years. The most relevant business people - managers, entrepreneurs, consultants - answer the traditional Forbes Romania questionnaire and reveal their growth strategies for the future.

** - themes and editorial projects may change during the year, may be replaced by other special projects and / or other current topics.*

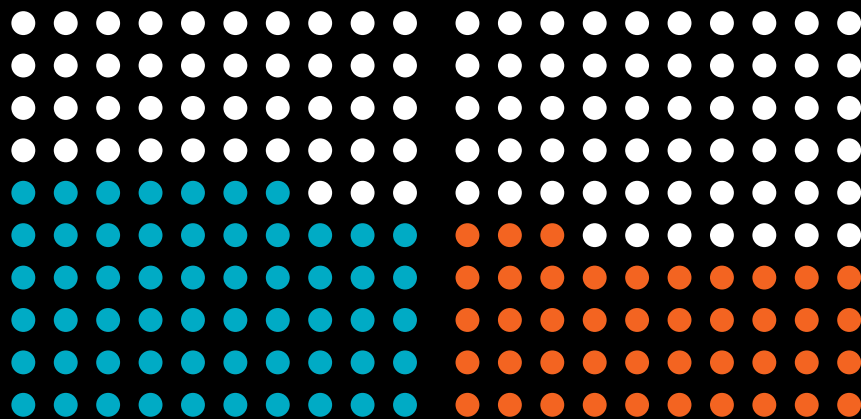
OUR READERS

80,000

readers per edition

63%

have academic studies



57%

MEN

43%

WOMEN

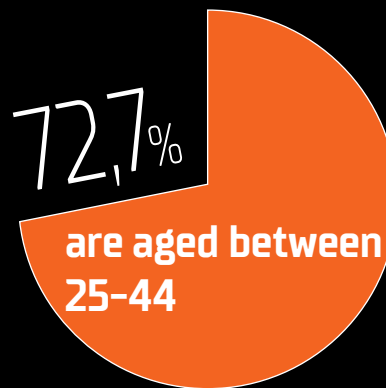
58,9%

> managers > CEOs > specialists



56,3%

hold leadership positions



75,1%

live in Bucharest or in cities with over 200,000 inhabitants



360°

MOBILE

over **133.000** Facebook fans



EVENTS



PRINT



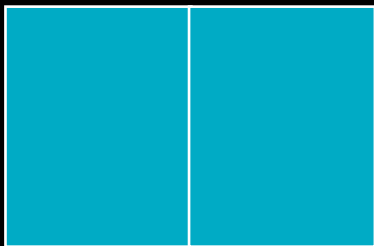
ONLINE



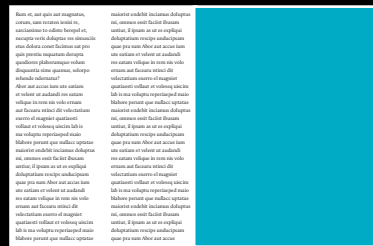
RATECARD



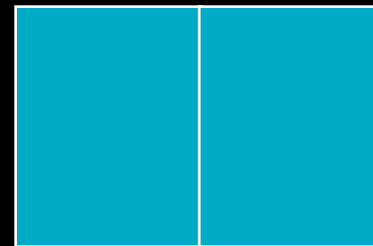
COV 2: 7.500€
COV 3: 6.500€
COV 4: 8.500€



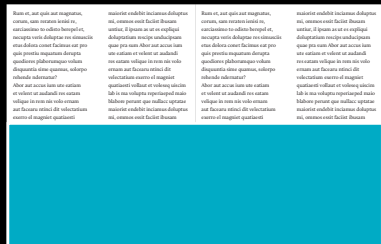
OPENING SPREAD
11.500€



FULL PAGE
6.000€



DOUBLE PAGE SPREAD
9.900€



1/2 INTERIOR SPREAD
6.500€



1/2 PAGE horizontal
3.500€



1/2 PAGE vertical
3.500€



BRANDVOICE FULL PAGE
6.500€

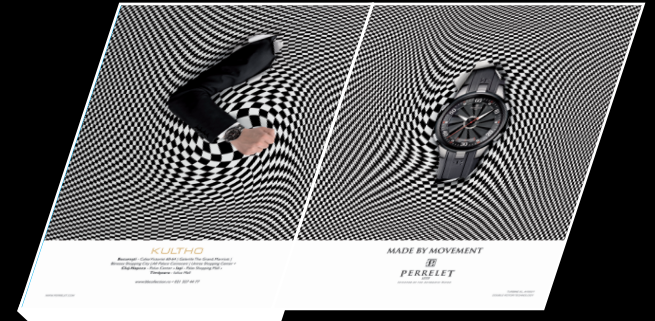


BRANDVOICE SPREAD
10.500€

THE PRICES ARE FOR 1 ISSUE
 AND VAT 19% IS NOT INCLUDED.
 SPECIAL PLACEMENT: +20%

FORBES ROMANIA SPECIAL PROJECTS

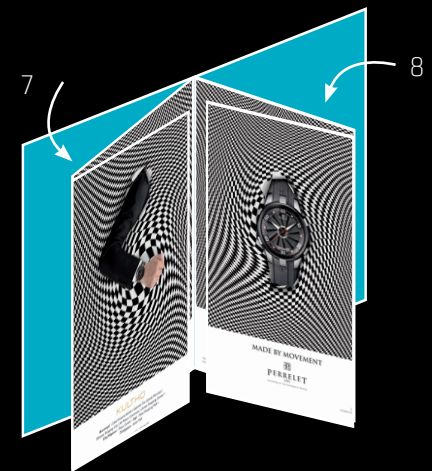
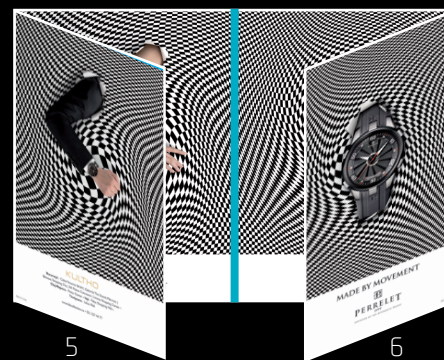
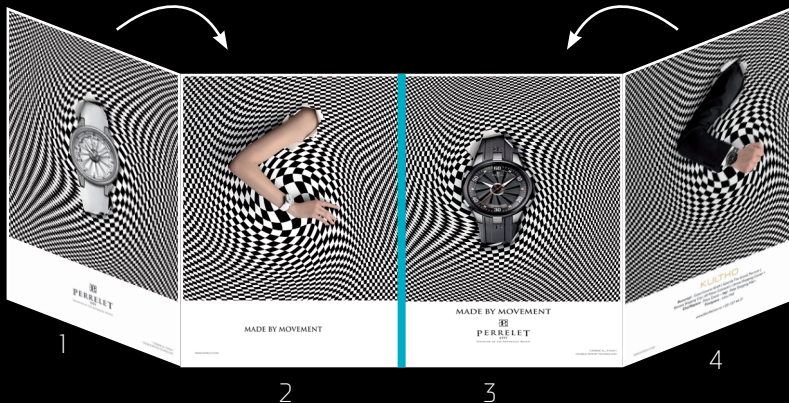
FLAP COVER 7.850€



GATEFOLD COVER 10.750€



INTERIOR GATEFOLD (8 PAGES) 13.750€



DIMENSIUNI

FULL PAGE trim size: 203x267mm / bleed size: 213x277mm

DOUBLE PAGE SPREAD trim size: 406x267mm / bleed size: 416x277mm

1/2 INTERIOR SPREAD trim size: 406x133mm / bleed size: 416x138mm

1/2 PAGE HORIZONTAL trim size: 203x133mm / bleed size: 213x138mm

1/2 PAGE VERTICAL trim size: 101,5x267mm / bleed size: 106,5x277mm

ARTWORK

BLEED: 5 mm

RESOLUTION: 300 dpi

FORMATS: tiff, pdf, eps, ai (with texts converted to curves)

b/w or cmyk at 300 dpi

* documents will remain at Forbes within the publication time

** 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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