

# MEDIA KIT

# Forbes <sup>România</sup> Woman

*Designed to provide inspiration*





## About

Is a quarterly magazine that serves the interests of women executives, entrepreneurs, and professionals.

The magazine is designed to provide readers with valuable insights, inspiration, and practical advice on how to succeed in their careers and businesses. With a focus on leadership, innovation, and personal development, Forbes Woman is the ultimate resource for women who want to take their careers and businesses to the next level.



## Issues

IN EACH ISSUE OF FORBES WOMAN, READERS WILL FIND:

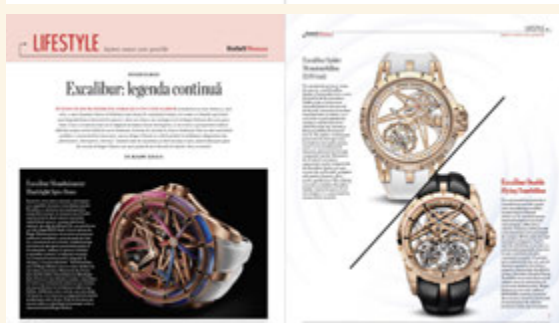
- ❖ In-depth interviews with influential women in business, administration, and entertainment
- ❖ Actionable advice on career development, entrepreneurship, and personal finance
- ❖ Inspiring stories of women who have overcome obstacles and achieved success
- ❖ Expert analysis on the latest trends and issues affecting women in the workforce
- ❖ A spotlight on up-and-coming female entrepreneurs and leaders



## Audience

*Forbes Woman is targeted towards women who are currently working in executive, entrepreneurial, or professional roles. The magazine is designed for women who are looking for practical advice and inspiration on how to succeed in their careers and businesses. The target audience includes:*

- ❖ Women executives and leaders
- ❖ Women entrepreneurs and business owners
- ❖ Women professionals in various industries such as finance, technology, healthcare, and more
- ❖ Women who are looking to advance their careers and take on leadership roles
- ❖ Our target audience is professional women ages 25-55
- ❖ Our readers are highly educated, they are ambitious and driven, with a strong interest in career development and personal finance.
- ❖ They are also interested in fashion, beauty, and lifestyle topics.



## Editorial structure

*Overall, the editorial structure of Forbes Woman is designed to provide readers with a comprehensive view of the world of women in business, finance, and entrepreneurship. From profiles of successful women to practical advice on personal finance and career development, the magazine aims to inspire and empower its readers to achieve their goals and make a difference in their communities and beyond.*

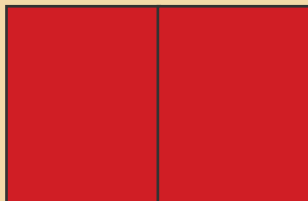
- ❖ Cover Story
- ❖ Features
- ❖ Leadership
- ❖ Money
- ❖ Career
- ❖ Health & Wellness
- ❖ Style & Beauty
- ❖ Culture
- ❖ Travel
- ❖ Events



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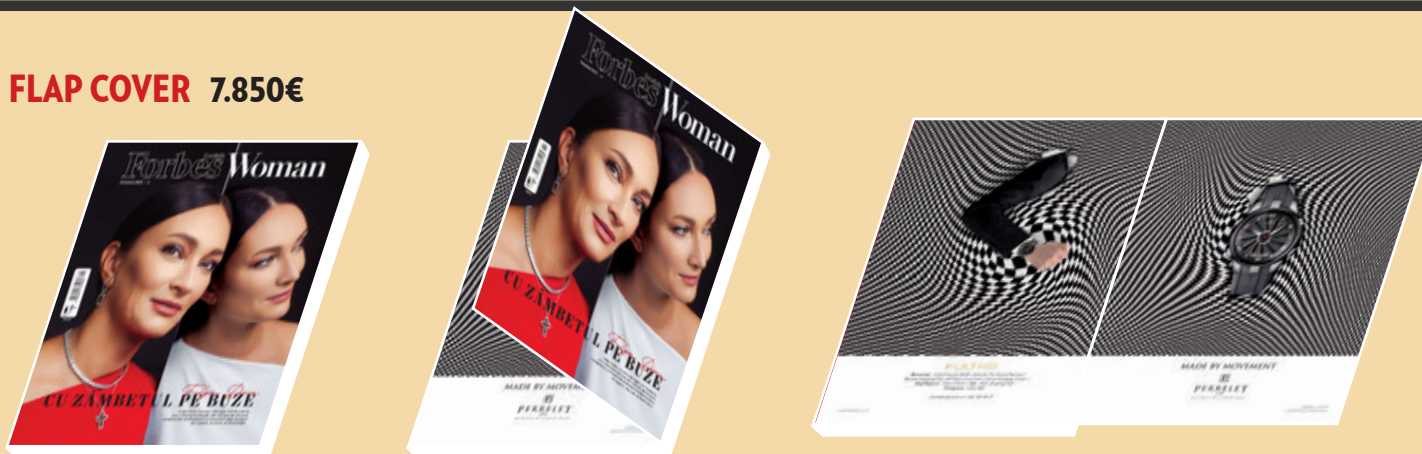
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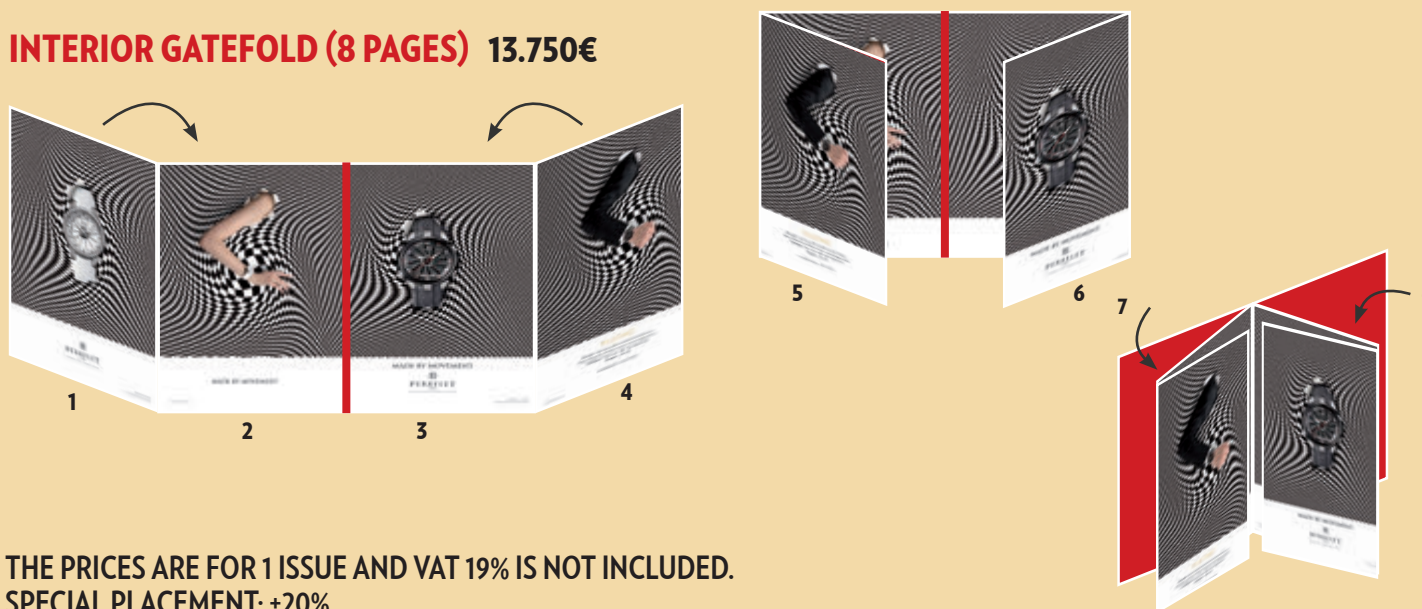
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## Technical details

**Full page ..... trim size: 240x280mm / bleed size: 250x290mm**

**Double page spread ..... trim size: 480x280mm / bleed size: 490x290mm**

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**1/2 page horizontal ..... trim size: 240x140mm / bleed size: 250x150mm**

**1/2 page vertical ..... trim size: 120x280mm / bleed size: 130x290mm**

## 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 Woman Romania 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**