



Join the largest business community in Slovakia

2025 Forbes Slovakia Web Media Kit

Forbes

Why advertise in Forbes?



Forbes
lovebrand



Over 100 years
of tradition



Solvent target group
A, B, C



Top Slovak
journalists



Individual approach
of our creative team



Strong reader
loyalty



- | 81 % of Forbes readers hold a university degree
- | 72% of readers have assets worth over €100,000

Website

1,722,400

Traffic

762,000

Real users

24,700

Newsletter subscribers

Target group

56 % vs 44 %

Men vs. Women

ABC

Socioeconomic group

25+

Age group

Social networks

117,000

Facebook

57,000

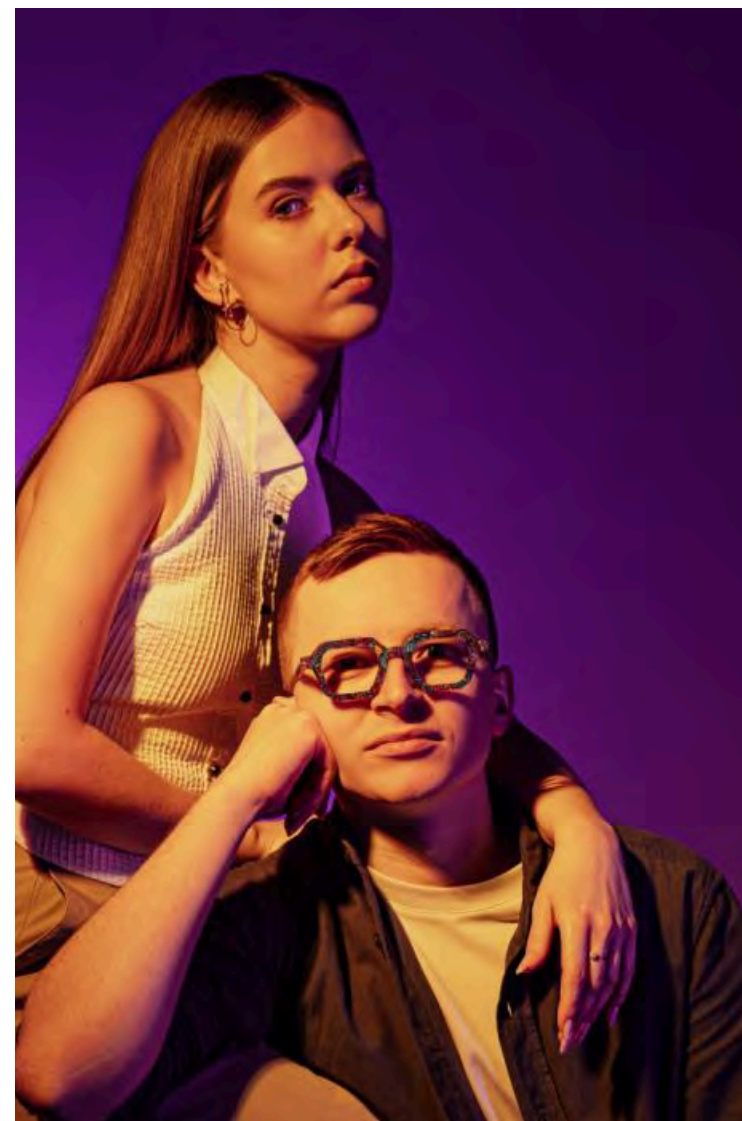
LinkedIn

40,400

Instagram

Rankings timeline 2025

Ranking	Delivery date of source material	Ranking publication
Top Private International Schools in Slovakia	December 27	January
Top Medical Personalities	January 23	February
Changemakers	February 17	March
Top 40 Women in Slovak Business	March 13	March
World's Wealthiest People	March 19	April
Forbes 30 Under 30	April 23	May
Top Family Businesses	May 21	June
Top Chefs	June 19	July
Most Responsible Influencers	July 23	August
Top 50 Largest Companies in Slovakia	August 21	September
Wealthiest Slovaks	September 18	October
Slovak Business Diamonds	October 24	November
Top Lawyers	October 22	November



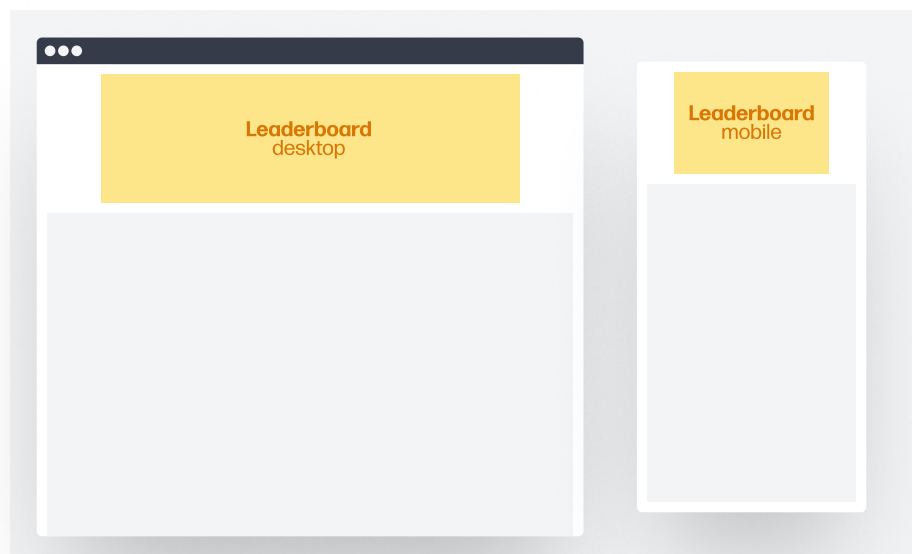
Banner formats

Only scripts for measuring impressions can be inserted. Our system does not allow the insertion of client scripts for tracking clicks.

Leaderboard


Dimensions (desktop)	970 x 210 px / 1,940 x 420 px
Dimensions (mobile)	320 x 120 px / 640 x 240 px
Max. file size	500 kB
Targeting	location, category (+30 %)
Format	static (jpeg, png)
Price	€25 CPT
Location	entire website

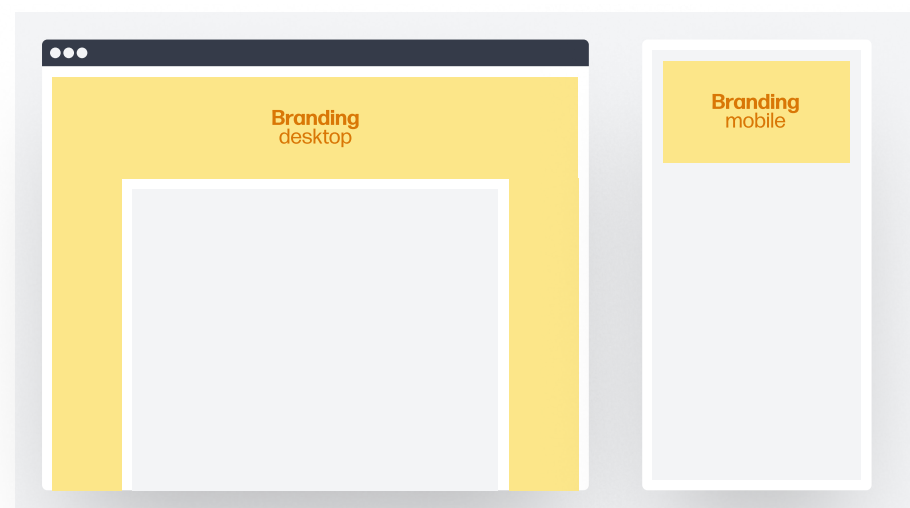
[Format Preview](#) 



Branding

Dimensions (desktop)	1,020 x 2,880 px (left and right banner) 2,256/2,668/3,080 x 420 px (top banner)
Dimensions (mobile)	320 x 120 px / 640 x 240 px
Max. file size	2,5 MB
Targeting	location, category (+30 %)
Format	static (jpeg, png)
Price	€35 CPT
Location	entire website

[Format preview](#) 

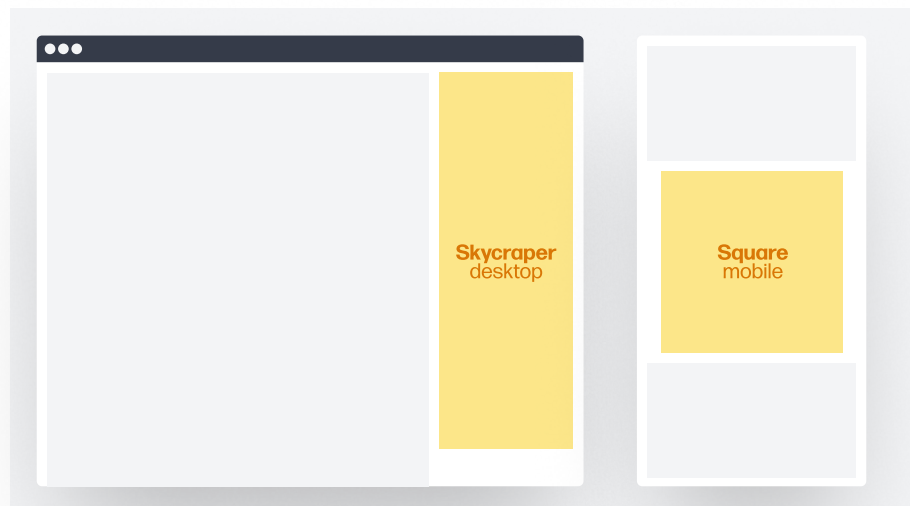


Banner formats

Skyscraper sticky & Primary square

Dimensions (desktop)	300 x 600 px / 600 x 1200 px
Dimensions (mobile)	250 x 250 px / 500 x 500 px
Max. file size	500 kB
Targeting	location, category (+30 %)
Format	static (jpeg, png) animated gif in HTML5 format (+20 %)
Price	€18 CPT
Location	article detail

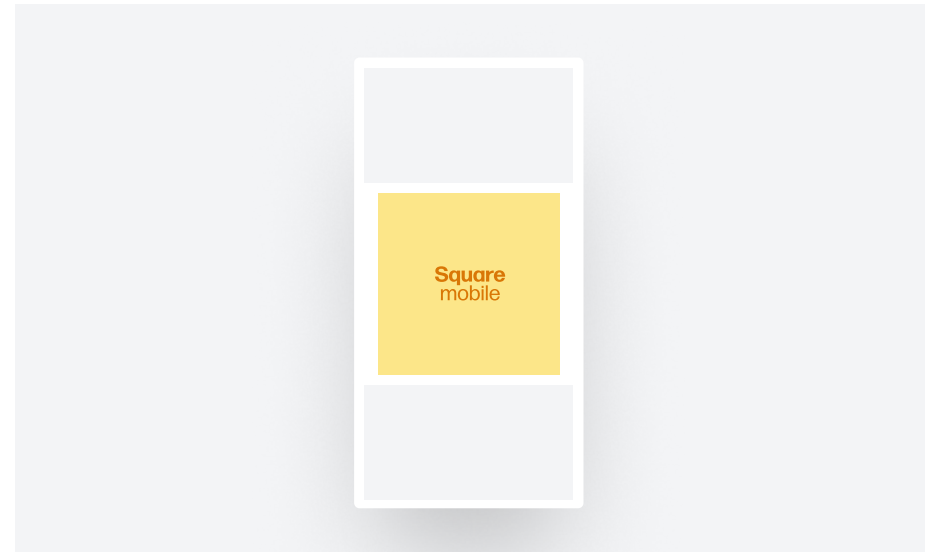
[Format preview](#) 



Mobile square (2nd position)

Dimensions (mobile)	250 x 250 px / 500 x 500 px
Max. file size	100 kB
Targeting	location, category (+30 %)
Format	static (jpeg, png) animated gif in HTML5 format (+20 %)
Price	€10 CPT
Location	longer article detail

[Format preview](#) 

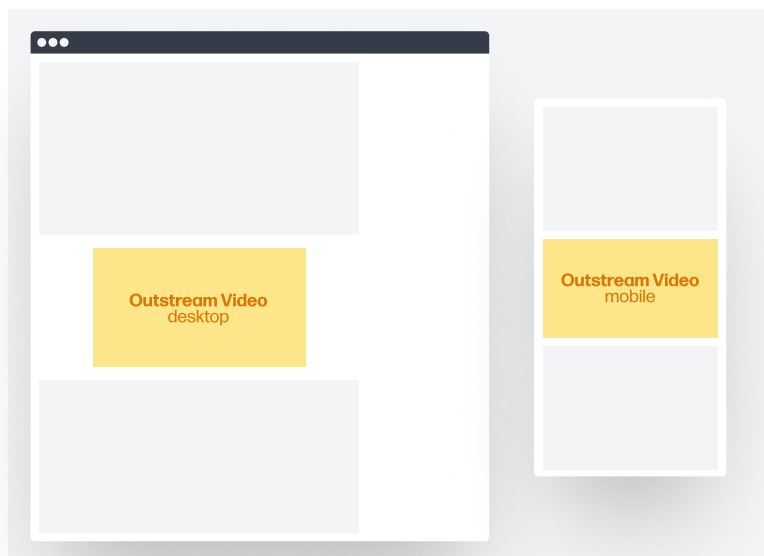


Banner formats

Outstream Video

Dimensions (desktop)	480x300 px (720p)
Max. file size	10 MB
Max. length	30 sec
Targeting	location, category (+30 %)
Format	h.264 (AAC audio format)
Price	€20 CPT
Location	article detail

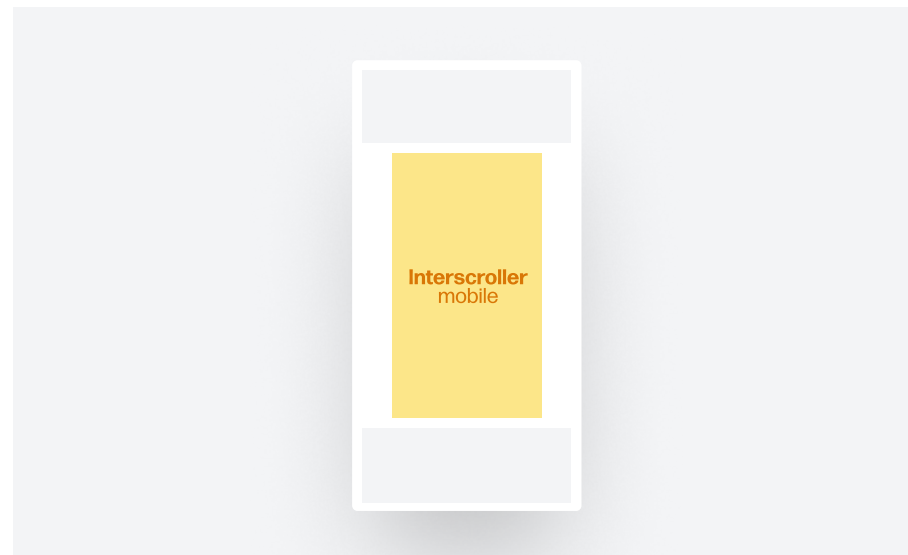
[Format preview](#) 



Interscroller

Dimensions (mobile)	250 x 450 px / 500 x 900 px
Max. file size	200 KB
Targeting	location, category (+30 %)
Format	jpeg/png/non-animated gif
Price	€18 CPT
Location	article detail

[Format preview](#) 

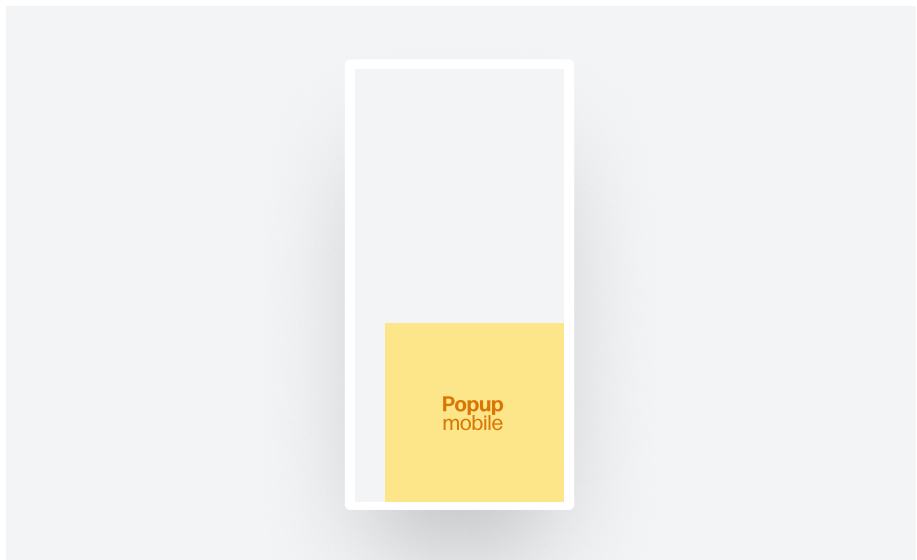


Banner formats

Popup

Dimensions (mobile)	300x300 px / 600x600 px
Max. file size	100 KB
Targeting	location, category (+30 %)
Format	static (jpeg, png)
URL log	https:// directing to a transparent 1 × 1 px image for your own impression measurement
Price	€12 CPT
Location	article detail

[Format preview](#) 



Technical details for banners (except Branding format)

- All required dimensions must be provided.
- The target URL for click-throughs must be provided.
- The height of lowercase letters (x-height) in text within images must not exceed 16 px. Please add a border of a different color with a thickness of 2 px if the image background is white.
- For HTML5 format, it is necessary to provide a folder containing the target URL address and, if applicable, tracking or UTM codes.

For a comprehensive list of formats, see the Forbes website.

[List of formats](#) 

Partnership of rankings

Print

Print publication of the logo alongside the ranking with the following claim: "The ranking is supported by (client name)" + an AdVoice article written by the client on a topic related to the content focus of the ranking, such as the reason for the partnership or an explanation of the importance of the topic.

[Format preview](#) 

Web

Banner placement at the beginning of articles on a pre-agreed topic, with a statement about the partnership at the end of the article.

Banner dimensions

1,940 x 420 px

Banner production is fully managed by Forbes

Target URL

Links to the client's website

Price

€10,000

[Format preview](#) 

Forbes

PREDPLATNÉ



Partner rebríčku

Legal Tech
Factory Europe



— Rebríčky a Špeciály

Forbes changemakeri 2024

Predstavujeme vám nový rebríček Forbes Changemakeri – 12 osobností, ktoré posúvajú vpred svoj odbor aj Slovensko ako krajinu. Sú doma v témach aktuálne rezonujúcich vo svete.

Na začiatku sme si prešli štatistiky kvality života na Slovensku aj prieskumy verejnej mienky o problémoch, ktoré ľudí žijúcich u nás najviac trápia. Následne sme našli prienik týchto problémov s témami, ktoré rezonujú vo svete a sú súčasťou transformácie, ktorá ľudskú spoločnosť zneisťuje i posúva vpred.

Partnership of podcasts

30 Under 30

Main partnership

Partner spot placed in the middle of the podcast episode, mention in the podcast description, mention in podcast posts on social media (Facebook, Instagram, LinkedIn, YouTube), mention in the podcast transcript on Forbes.sk as a partner with a link to your website.

General partnership

Mention of the general partner by the host at the beginning and end of each podcast episode, mention in the podcast description, mention in podcast posts on social media (Facebook, Instagram, LinkedIn, YouTube), mention in the podcast transcript on Forbes.sk as the general partner with a link to your website

Price **€2,500 / episode**
depending on the type of partnership

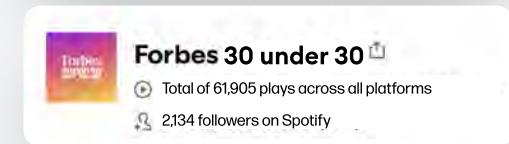
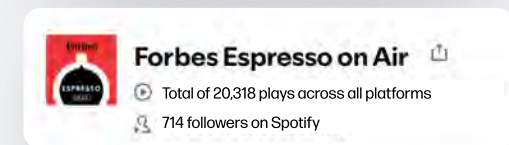
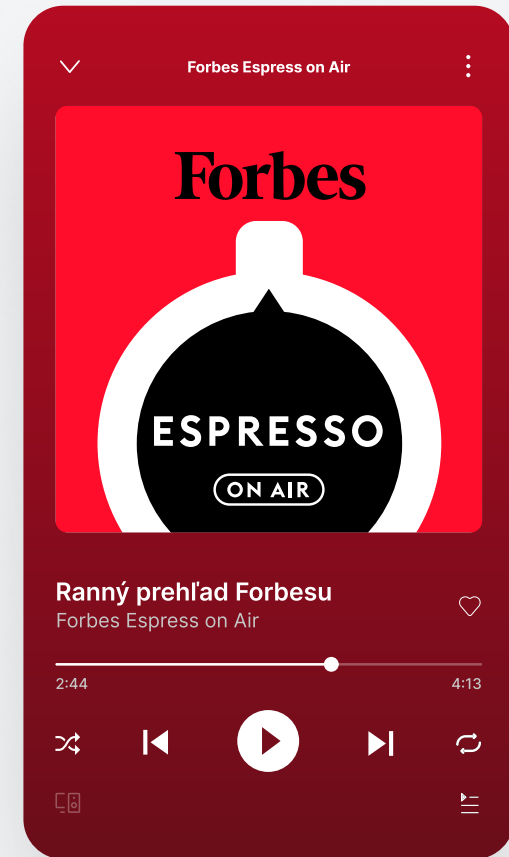
Espresso on Air

Mention of the partner by the podcast host at the beginning and end of each episode, partner spot following the news briefs in the podcast and mention in the podcast description.

The spot can be provided by the partner or produced in-house (recorded by an external voice). It should not exceed 30 seconds.

Price **€800 / episode**
depending on the type of partnership

[Format preview](#) 



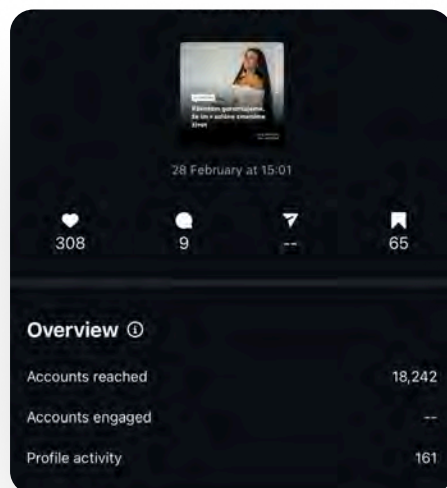
BrandVoice instagram post

An Instagram post on the Forbes Slovakia profile related to the topic of the article created by the Forbes BRANDlab team. Content creation is fully managed by BRANDlab and can only be purchased in addition to BrandVoice posts.

Price

€1,800

[Format preview](#) 



Forbes Newsletters

13,000
Number of subscribers

25 %
Open rate

10 %
CTR

Espresso

A daily overview of the most important news from the world of business and economics over the past 24 hours. Every morning from Monday to Friday, the Espresso newsletter delivers a concise, engaging and insightful overview of the economy and business, without unnecessary fluff, politics, or domestic news.

Dimensions **1,200 x 520 px**
Text **Max. 400 characters**
Price/1 newsletter **€1,500**

The partnership includes banner placement in Espresso and a short description of the banner provided by the client:

Partner of Forbes Espresso



Vstúpte s CK Satur do kráľovského Muscatu

Vitajte v krajine rozprávok tisíc a jednej noci, kde si tradície a moderný svet podali ruky. K tomu púštne dobrodružstvá s vôňou kadidla, autenticnosť a prírodné pláže, kde sa liahnu korytnačky. Tu sa deň začína kávou s kardamómom a ěatlami, prechádza sa po krásnych dlhých plážach či trhom Mutrax Souq, kúpe sa v prírodnom bazéne Wadi Shab a večer sa pozoruje nočná obloha posiatá tisíckami hviezd.

[Zistiť viac](#)

Forbes Special Newsletters

Business.digest

Are you enticed by the world of big and small businesses? How do the most influential players fuel their growth and what does it mean for the entire industry? Be among the first to find out and gain a competitive advantage.

Frequency	Min. 1/week
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Big Business



Nahliadnite do sveta slovenských a českých dolárových milionárov vďaka unikátnemu výskumu J&T BANKA WEALTH REPORT 2024.

Exkluzívny prieskum, ktorý zisťuje investičné správanie, názory, zámery a preferencie slovenských a českých milionárov, realizuje **J&T BANKA**, expert na investície.

Kompletné výsledky aktuálneho ročníka prieskumu nájdete na www.jt-wr.com.

Zistiť viac

Forbes Special Newsletters

Business.digest

Are you enticed by the world of big and small businesses? How do the most influential players fuel their growth and what does it mean for the entire industry? Be among the first to find out and gain a competitive advantage.

Frequency	Min. 1/week
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000 €

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Forbes Success Stories



Prečo advokát a investor **Jaroslav Havel** založil rodinnú kanceláriu **ONE FAMILY OFFICE**?

Ako uvažuje nad vlastným majetkom, ako diverzifikuje a ako rieši globálnu mobilitu aktív aj rodiny? Prečo sa obklopuje investičnými expertmi so skúsenosťami zo svetových finančných centier a z práce pre dolárových miliardárov?

Vypočujte si podcast s **Jaroslavom Havlom**, kde hovorí aj o súčasnosti a budúcnosti advokácie.

Vypočujte si podcast

Forbes Special Newsletters

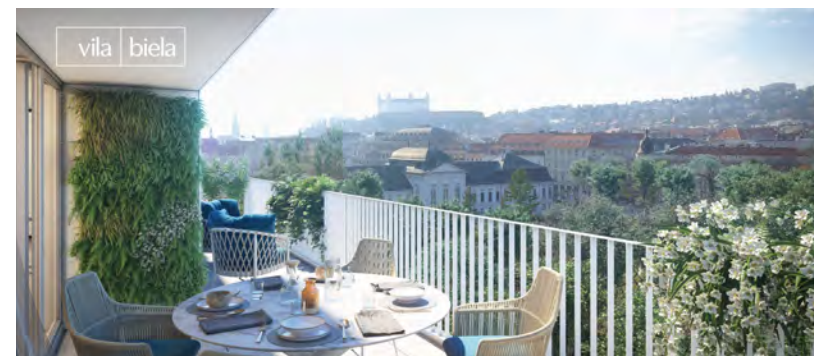
Business.digest

Are you enticed by the world of big and small businesses? How do the most influential players fuel their growth and what does it mean for the entire industry? Be among the first to find out and gain a competitive advantage.

Frequency	Min. 1/week
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000 €

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Rich & Wealthy



Luxusná vila v centre Bratislavy je pripravená pre náročných klientov s vyberaným vkusom

Vila Biela predstavuje to najlepšie, čo vám vie bratislavský realitný trh v súčasnosti ponúknuť. Jedenásť výnimočných bytov, nadčasová architektúra, najmodernejšie technológie, podzemné parkovanie a nadštandardná výbava v podobe vlastného wellness a fitness centra. A to všetko na top bratislavskej adrese – na ulici Banskobystrická, v bezprostrednom susedstve Grasalkovičovho paláca.

Zistiť viac

Forbes Special Newsletters

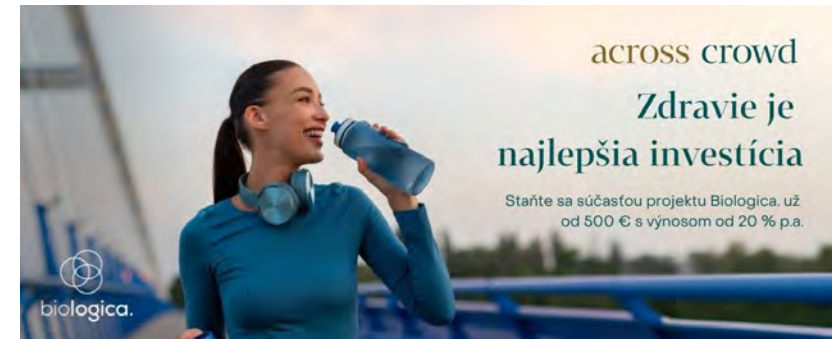
Invest.digest

What is your current financial situation and what are your financial goals? Up-to-date information on real estate markets, cryptocurrencies, startups, and effective cash flow will help you achieve your aspirations.

Frequency	2/month
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000 €

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Forbes Money



Investícia do zdravia prináša hodnotu pre pacientov aj investorov

Investícia do projektov zameraných na podporu liečby metabolických porúch môže byť zaujímavou príležitosťou. Prostredníctvom **Across Crowd** môžete investovať do projektu **Biologica.**, ktorý sa zameriava na vývoj, výrobu a predaj produktov metabolickej podpory pri zápalových ochoreniach tráviaceho traktu, hormonálnej nerovnováhe, autoimunitných a civilizačných ochoreniach.

[Zistiť viac](#)

Forbes Special Newsletters

Invest.digest

What is your current financial situation and what are your financial goals? Up-to-date information on real estate markets, cryptocurrencies, startups, and effective cash flow will help you achieve your aspirations.

Frequency	2/month
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000 €

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Real Estate



Čaká Bratislavu výškový rekordman?

Hovorilo sa o nich už dlhší čas, no stavebník **JTRE** ešte donedávna nekonkretizoval detaily projektu. Ide o dvojicu vežíakov v blízkosti obchodného centra Eurovea a Mosta Apollo, ktoré majú pokoriť domáce, ale aj európske výškové rekordy.

Development v prestížnej mestskej časti nového bratislavského downtownu okrem lukratívnej výstavby prinesie aj ambiciózny zelený park, ktorý sa inšpiruje meandrami toku Dunaja.

[Zistiť viac](#)

Forbes Special Newsletters

Motivation.digest

Are you interested in stories of successful women, career advice, or lifestyle topics? Business is not just about data, but also about interpersonal relationships and personal growth. Stay motivated and inspired with regular updates.

Frequency	1/month
Dimensions	1,200 x 520 px
Text	Max. 400 characters
Reach	13,000 subscribers
Price/1 newsletter	€2,000 €

The partnership includes banner placement in the digest and a short description of the banner provided by the client:

Partner of Forbes Woman



Spojenie tradície a pokroku

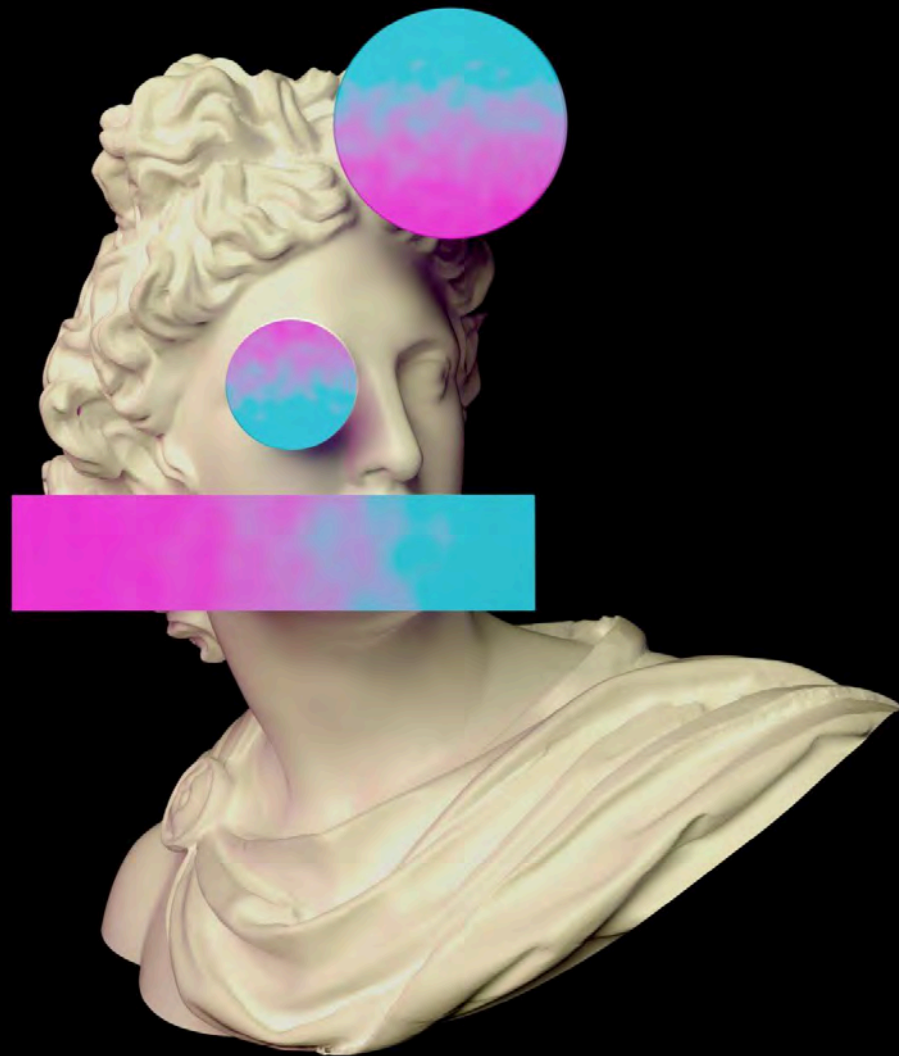
Predstavujeme novú elektrickú Triedu G, v ktorej sa stretáva ikonický dizajn s modernou technológiou pre nekompromisný zážitok z jazdy na cestách aj v teréne. S inovatívnymi funkciami posúva elektrická Trieda G hranice možného. Vstúpte do elektrickej éry s odhodlaním a zdravou dávkou sebavedomia.

[Zistiť viac](#)



Every company has something to say.

We will take care of the idea, the creative team, and the right audience.



We processed over 600 assignments for 230+ clients in 2024

BRANDlab is Forbes magazine's creative team of experienced native format specialists (content editors, copywriters, proofreaders, graphic designers, photographers, content advertising managers, and social media managers) who, together with business partners, create branded content formats such as BrandVoice, AdVoice, PRestige, and special customised video formats. Our goal is to present interesting topics in an appealing way and bring the stories of our partners to readers in an engaging and high-quality format.

J&T BANKA

JTRE

hbreavis

VISA

GOLDBECK



PORSCHE



Content formats

BrandVoice

Our native format is designed to connect companies directly with readers of Forbes. All content is created exclusively by the BRANDlab team based on predefined goals set with the client. This allows you to build your brand, increase its value, communicate strategic and long-term goals, educate the market, strengthen your existing market position, and differentiate yourself from the competition.

Max. capacity **6,000** characters with spaces

Price **€8,500**

[Format preview](#) 

BrandVoice packages with print

BrandVoice package (4/1 print + online)

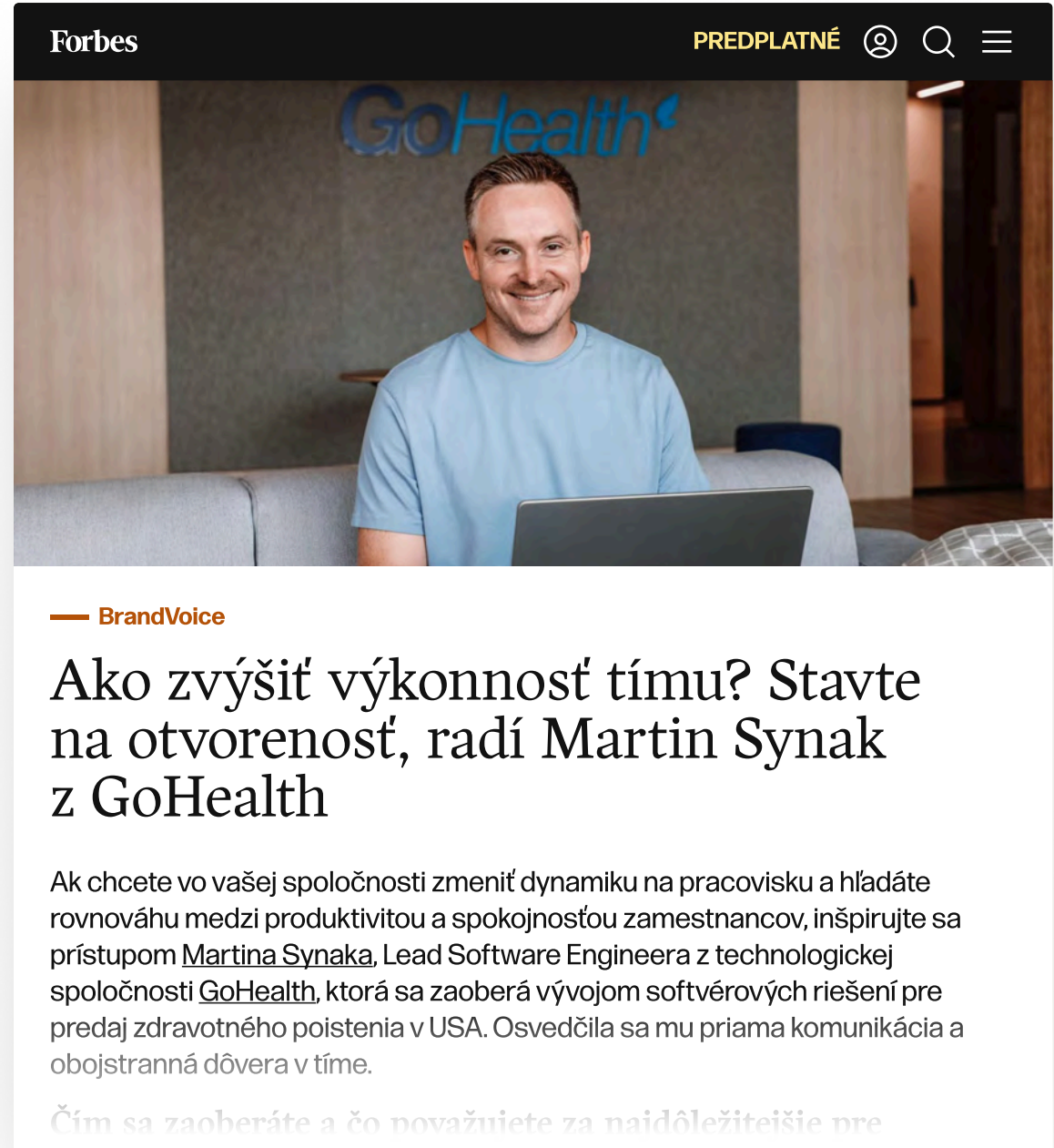
€16,500

BrandVoice package (3/1 print + online)

€16,000

BrandVoice package (2/1 print + online)

€13,000



BrandVoice

Ako zvýšiť výkonnosť tímu? Stavte na otvorenosť, radí Martin Synak z GoHealth

Ak chcete vo vašej spoločnosti zmeniť dynamiku na pracovisku a hľadáte rovnováhu medzi produktivitou a spokojnosťou zamestnancov, inšpirujte sa prístupom Martina Synaka, Lead Software Engineera z technologickej spoločnosti GoHealth, ktorá sa zaoberá vývojom softvérových riešení pre predaj zdravotného poistenia v USA. Osvedčila sa mu priama komunikácia a obojstranná dôvera v tíme.

Čím sa zaoberáte a čo považujete za naidôležitejšie pre

Content formats

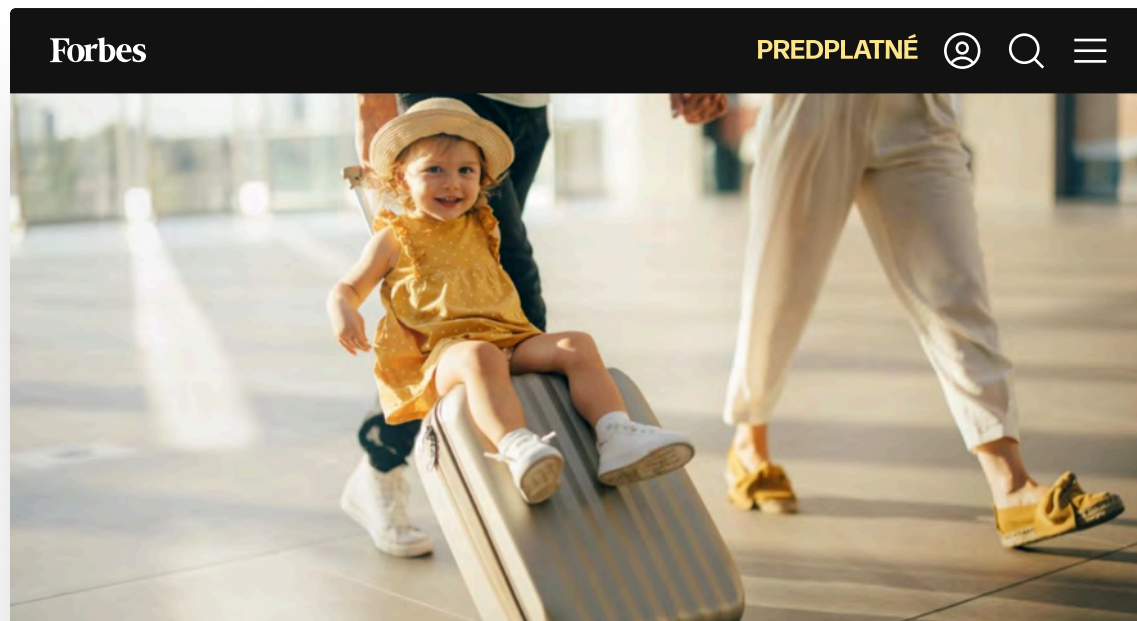
PRestige

PRestige texts are created and provided by the client. They are subsequently edited and proofread by our team of experts at BRANDlab and, once approved by the client, are laid out in their final form by our Forbes BRANDlab graphic designer. PRestige is ideal for product communication or for providing information about events within companies and other news.

Max. capacity **6,000** characters with spaces

Price **€7,500**

[Format preview](#) 



— PRestige

Program Visa Benefit: Vaša brána k pohodliu a úsporám

Visa, globálna spoločnosť v oblasti platobných riešení a technológií, uvádza na trh balík zaujímavých výhod určených pre držiteľov prémiových a firemných kariet Visa. Program Visa Benefit prináša exkluzívne ponuky od dôveryhodnej siete zmluvných partnerov a top obchodníkov a navyše je pripravený uspokojiť potreby vášho každodenného života doma aj na cestách.

Bez Visy ani na krok

Video partnerships

Tailor-made video series offer an attractive format for clients. An example of successful cooperation is the **Biznis Insights** project, which was created in collaboration with Tatra banka. The program focuses on explaining topics and news from the world of corporate and private banking for any company that seeks to optimise or improve its corporate banking.

The series consists of eight videos, a separate section on forbes.sk, and promotion on Forbes Slovakia's social media platforms. The production is handled by Forbes' creative team in collaboration with the client. Video topics are tailored to the client's specific needs and marketing goals.

The price is individual and tailored for each project.

[Format preview](#) 



Relácia Biznis Insights powered by Tatra banka vznikla v spolupráci s Forbes Slovensko pre všetkých, ktorí chcú byť úspešní vo svojom biznise a majú záujem nasledovať aktuálne trendy firemného a privátneho bankovníctva. Spoločne prinášame informácie, ktoré sa týkajú aj vášho biznisu, inšpirujú vás a pomôžu vám pri dôležitých firemných rozhodnutiach.

F

Relácie Biznis Insights

V pravidelnom seriáli **Biznis Insights** sa môžete tešiť na informácie zo sveta firemného a privátneho bankovníctva. Nahliadneme do rôznych oblastí, ktoré sú pre úspešný biznis

Client feedback



Johanka Hollmannová

Marketing Manager, CCS Premium Trust

CCS PREMIUM TRUST has been working closely with Forbes Slovakia for several years. We are pleased to say that we are satisfied with our cooperation as it is always professional, flexible and highly effective. Our joint projects run smoothly and without complications, communication is fast and clear, which allows us to achieve great results. We also appreciate their market overview and ability to accurately identify our needs and goals.

We value our partnership with such a renowned media outlet that always brings innovative approaches through its inspiring content. We look forward to continuing our cooperation and believe that together we can achieve many more successful projects.



Gabriela Černáková

Marketing a PR Manager, Porsche Inter Auto Slovakia spol. s r.o.

Fresh, creative, dynamic, professional. These are the words that describe Porsche's collaboration with the Forbes BrandLab team.

I greatly appreciate the proactivity and responsiveness of the Forbes team in grasping new ideas, and their attention to detail when developing projects in various formats. I also value the pleasant cooperation and overall commitment of everyone involved in each project.



Milan Janásik

Spokesperson and PR Manager, J&T Banka

Always prompt, flexible, exclusive and highly professional. This is how the long-term cooperation between our private investment bank and Forbes magazine can be characterized.

Forbes sales team



Peter Hudáč

Sales director

+421 905 489 811
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Zuzana Matiová

Sales manager



Renata Goppoltová

Sales manager



Petra Czaníková

Event sales manager



Roman Opina

Sales manager



Lenka Šinská

BRANDlab manager

Budeme sa tešiť na
zmysluplnú spoluprácu.

