



Join the largest business community in Slovakia.

2025 Forbes Slovakia Print 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**

## Print

**14,000**

Printed circulation

**12,000**

Monthly sales

**4,500**

Subscribers

## Target group

**49,000**

Readership

**56 % vs 44 %**

Men vs. Women

**ABC**

Socioeconomic group

## Social networks

**117,000**

Facebook

**57,000**

LinkedIn

**40,400**

Instagram

# Publishing schedule 2025

Month	Issue theme	Date of issue
January	How to Kickstart Your Business Top Private International Schools	Jan 2
February	Top Medical Personalities Most Respected CEO	Feb 6
March	Changemakers EY Entrepreneur of the Year	Mar 6
April	Top Women in Slovak Business	Apr 3
May	Forbes 30 Under 30 World's Wealthiest People	May 8
June	Top Family Businesses ESG Theme	Jun 5
July	Longevity Top Chefs	Jul 3
August	Most Responsible Influencers Historical Business Icons	Aug 7
September	Top 50 Largest Companies in Slovakia Real Estate & Investments	Sep 4
October	Wealthiest Slovaks ESET Science Awards	Oct 2
November	Slovak Business Diamonds Top Lawyers	Nov 6
December	Personality of the Year	Dec 4





# Time schedule

Forbes issue	DDL interview for Brandvoice	DDL documents for Prestige	DDL delivery of image ad.	Print	Availability in stores
January			Dec 15	Dec 18	Jan 3
February	Jan 17	Jan 20	Jan 27	Jan 30	Feb 6
March	Feb 11	Feb 14	Feb 17	Feb 26	Feb 27
April	Mar 13	Mar 17	Mar 24	Mar 27	Apr 3
May	Apr 17	Apr 21	Apr 28	May 2	May 9
June	May 15	May 15	May 26	May 29	Jun 5
July	Jun 12	Jun 16	Jun 23	Jun 26	Jul 3
August	Jul 17	Jul 21	Jul 28	Jul 31	Aug 7
September	Aug 14	Aug 18	Aug 25	Aug 28	Sep 4
October	Sep 11	Sep 15	Sep 22	Sep 25	Oct 3
November	Oct 16	Oct 20	Oct 27	Oct 30	Nov 6
December	Nov 13	Nov 17	Nov 24	Nov 27	Dec 4



## Special editions

### Forbes WORK - May 2025

We will continue to focus on work-related topics in 2025. Forbes WORK will be included in the May issue and it will feature latest news and trends in the job market.

### Forbes MONEY - June 2025

In this issue, we focus on money because it is something we have understood for over a century and believe everyone should understand too. The limited edition will be released in June 2025.





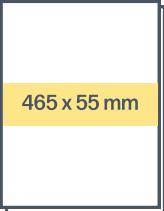


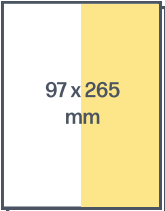


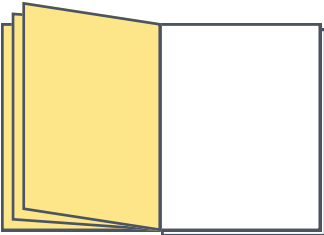
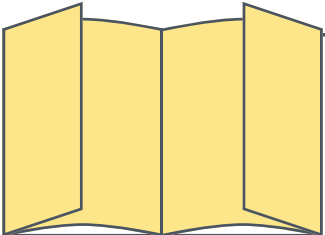
### Forbes WOMAN - October 2025

Following two successfully sold-out editions of ForbesWoman, the third edition of this unique magazine will be released with a focus on resilience and agility – two of the most talked-about topics in today's society.





# Image advertising price list

 <p>382 x 265 mm</p>	<p>Fold-out cover <b>€10,200</b> 2/1</p>	 <p>203 x 265 mm</p>	<p>2nd cover <b>€6,800</b></p>	 <p>203 x 265 mm</p>	<p>3rd cover <b>€5,600</b></p>	 <p>203 x 265 mm</p>	<p>4th cover <b>€8,200</b></p>	 <p>465 x 55 mm</p>	<p>Strip <b>€0,30 / kus</b></p>
 <p>406 x 265 mm</p>	<p>2/1 <b>€9,000</b></p>	 <p>203 x 265 mm</p>	<p>1/1 <b>€4,800</b></p>	 <p>97 x 265 mm</p>	<p>1/2 <b>€2,900</b></p>	 <p>203 x 134 mm</p>	<p>1/2 <b>€2,900</b></p>	 <p>&gt; 203 x 265 mm</p>	<p>Insertion <b>€0,50 / kus</b> max. 16 pages</p>
	<p>3/1 alebo 2/1 <b>price upon request</b> 2 or 3 consecutive covers</p>		<p>4/1 alebo 2/1 <b>price upon request</b> 4 fold-out pages, or 2 fold-out pages</p>						

## Cancellation fees

30 days prior to publication 100 %  
45 days prior to publication 50 %

## Technical advertising parameters

Advertising files are in PDF format (CMYK/300 dpi), texts in curves, each of the specified dimensions must include a +5 mm bleed on all sides.

## General partnership €15,000

Back cover, 2/1 page of native content, a strip around the publication with the client's message for Forbes readers, introducing the client as a partner of the publication, and extra support on social media.

## Partnership of rankings €10,000

Placement of the company's name as a project partner in the print edition with a specific ranking.

A surcharge of €500 excluding VAT will be applied for advertisements in the first third of the magazine.  
All prices are listed without VAT.

# Image advertising



1/1



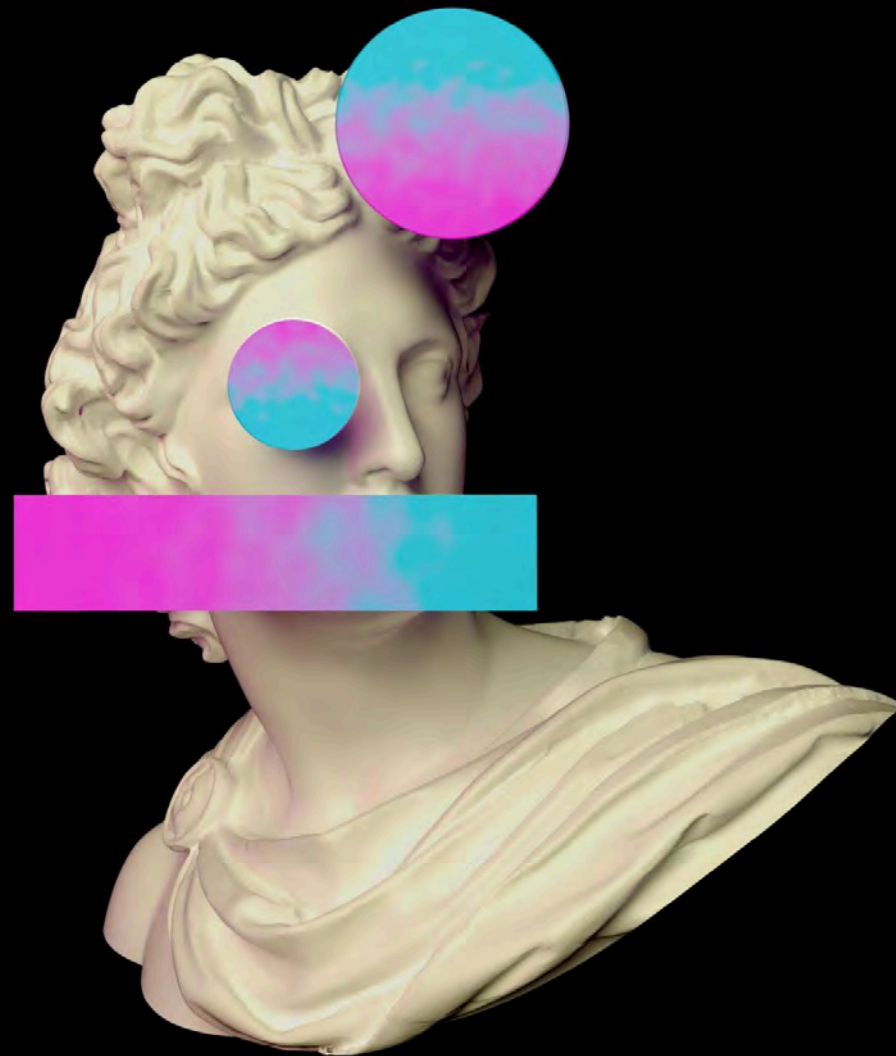
2/1





**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	PHILIP MORRIS INTERNATIONAL	T	PORSCHE





# Content formats

## BrandVoice 4/1

Our native format is designed to connect companies directly with Forbes readers. All content is created exclusively by the BRANDlab team based on predefined goals set with the client. This approach 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.

### Technical specifications:

<b>Headline:</b>	up to 50 characters
<b>Lead:</b>	up to 350 characters
<b>Main text:</b>	up to 7,900 characters
<b>2 selected quotes:</b>	each up to 130 characters
<b>Total:</b>	8,560 characters

- 1 HDL photo in print quality 3,000 x 4,000 px (A4), in print quality (300 dpi) in high resolution,
- 2 smaller photos in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution

**Recommended format:** interview/article  
**BrandVoice package (4/1 print + online):** €17,500



# Content formats

## BrandVoice 3/1

Our native format is designed to connect companies directly with Forbes readers. All content is created exclusively by the BRANDlab team based on predefined goals set with the client. This approach 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.

### Technical specifications:

**Headline:** up to 50 characters

**Lead:** up to 350 characters

**Main text:** up to 7,100 characters

**1 selected quote:** up to 100 characters

**Total:** 7,600 characters

- 1 HDL photo in print quality 3,000 x 4,000 px (A4), in print quality (300 dpi) in high resolution,
- 2 smaller photos in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution

**Recommended format:** interview/article

**BrandVoice package (3/1 print + online):** €16,000





# Content formats

## BrandVoice 2/1

Our native format is designed to connect companies directly with Forbes readers. All content is created exclusively by the BRANDlab team based on predefined goals set with the client. This approach 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.

### Technical specifications:

<b>Headline:</b>	up to 50 characters
<b>Lead:</b>	up to 350 characters
<b>Main text:</b>	up to 4,600 characters (using 1 HDL photo 3,000 x 4,000 px)
<b>1 selected quote:</b>	up to 100 characters
<b>Total:</b>	5,100 characters
	<ul style="list-style-type: none"> <li>1 to 2 photos 3,000 x 4,000 px (A4) and 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution</li> </ul>

<b>Recommended format:</b>	<b>article</b>
<b>BrandVoice package (2/1 print + online):</b>	<b>€13,000</b>



# Content formats

## PRestige 4/1

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.

### Technical specifications:

<b>Headline:</b>	up to 50 characters
<b>Lead:</b>	up to 350 characters
<b>Main text:</b>	up to 7,900 characters
<b>2 selected quotes:</b>	each up to 130 characters
<b>Total:</b>	8,560 characters

- 1 HDL photo in print quality 3,000 x 4,000 px (A4), in print quality (300 dpi) in high resolution,
- 2 smaller photos in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution

**Recommended format:** interview/article  
**PRestige package 4/1 print + online:** €14,300



# Content formats

## PRestige 3/1

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.

### Technical specifications:

<b>Headline:</b>	up to 50 characters
<b>Lead:</b>	up to 350 characters
<b>Main text:</b>	up to 7,100 characters
<b>1 selected quote:</b>	up to 100 characters
<b>Total:</b>	7,600 characters

- 1 HDL photo in print quality 3,000 x 4,000 px (A4), in print quality (300 dpi) in high resolution,
- 2 smaller photos in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution

<b>Recommended format:</b>	<b>interview/article</b>
<b>PRestige package (3/1 print + online):</b>	<b>€13,000</b>





# Content formats

## PRestige 2/1

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.

### Technical specifications:

<b>Headline:</b>	up to 50 characters
<b>Lead:</b>	up to 250 characters
<b>Main text:</b>	up to 4,600 characters (using 1 HDL photo 3,000 x 4,000 px)
<b>1 selected quote:</b>	up to 120 characters
<b>Total:</b>	5,020 characters <ul style="list-style-type: none"> <li>1 to 2 photos 3,000 x 4,000 px (A4) and 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution</li> </ul>

<b>Recommended format:</b>	<b>article</b>
<b>PRestige package (2/1 print + online):</b>	<b>€11,000</b>



**ŠKODA SUPERB: KANCELÁRIA TAM, KDE JU PRÁVE POTREBUJETE**

Pracovné prostredie sa dynamicky mení, manažéri dnes trávia čoraz viac času mimo tradičných kancelárií a ich novým pracovným pôsobiskom sa čoraz stáva automobil. Po známej ére home officeu tak nastupuje nový fenomén – car office.

**PRACOVNÉ TRENDY SA MENIA**  
Práca s autom už dávno nie je len o vysokej rýchlosti. Manažéri dnes trvajú na sebestačnosti, čoraz väčšiu pozornosť dávajú a moderné vozidlá sa musia prispôbiť týmto potrebám. Tento trend je viditeľný nielen v zahraničí – najnovší preklad agentúry Focus pre Škodu Auto Slovensko odhalil zaujímavé štatistiky: manažéri na Slovensku strávia v aute priemerné až tridsať hodín týždne, čo je viac ako priemer v priemyselnej sfére. Až 70 percent opýtaných manažerov veri, že práca v aute im ľahí čas, ktorý by inak musel venovať prácu v kancelárii. V aute najčastejšie telefonujú, vyjednávajú, informujú alebo pociťujú e-maily.

**KANCELÁRIA, KTORÁ DÁVA SLOBODU**  
Kancelária Škoda Superb tento rok prišla na trh už vo svojej štvrtj generácii. Za veľkú novosť existencie sa stala možnosť nainštalovať počítač a to nielen v zadnej časti vozidla, čo moderné vozidlá na cestách potrebujú. Priestorový interier modelu Superb sa stal extenzívnejším, je optimálny pre prácu, dokáže pohodlne variť až päť ľudí, pričom vďaka ergonomickému sedeniu a rozloženým optickým zariadeniam konajúce máte v dostupnosti dátových miest na prístroj, či aj na preprava prenosných telefónov, alebo organizovanie video-konferencií. V druhom dynamickom pracovnom prostredí, kde sa auto čoraz stáva kanceláriou na kolesách, je dôležité, aby manažéri mali vozidlo, ktoré im umožní efektívne, pohodlné, ale hlavne bezpečne pracovať kdekoľvek. Škoda Superb vzniká práve v tomto smere, čo z nej robí ideálne pracovné vozidlo. Či pripravenosť, modernosť, ktorá chce mať spoľahlivú prácu a cestovanie. V plug-in hybridnej verzii s dojazdom až 120 km na elektriku a rýchlou DC nabíjajúcou z 20 na 80 percent za 25 minút sú mesačné náklady na prevádzku výrazne redukované. Žijeme v ére, keď sa každý chce dostať do práce čo najrýchlejšie a najbezpečnejšie. Škoda Superb je v tomto ohľade ideálnym riešením. Vďaka plug-in hybridnej verzii a rýchlou DC nabíjajúcou z 20 na 80 percent za 25 minút sú mesačné náklady na prevádzku výrazne redukované. Žijeme v ére, keď sa každý chce dostať do práce čo najrýchlejšie a najbezpečnejšie. Škoda Superb je v tomto ohľade ideálnym riešením.

**FINANČNÉ DOSTUPNÁ**  
Okrem technologických a komfortných prvkov prichádza Superb aj s finančnou dostupnosťou ponuky. Financovanie na mieru sa začína už od 325 eur mesačne vrátane poistenia, čo z neho robí dostupnú možnosť pre manažerov, ktorí chcú zvýšiť svoju produktivitu na cestách. Vďaka tomu 5 rokov poľnohospodárskych nákladov, ktoré sú podľa našich služieb najvyššie v kategórii vozidiel. Škoda Superb je dostupná mobilne manažerom, ktorí chcú efektívne využívať svoj pracovný čas aj mimo kancelárie, je novinka v kategórii Business štychtych nákladov.

**NIELEN KOMFORT, ALE AJ BEZPEČNOSŤ**  
Škoda Superb ponúka používateľom, ktorí chcú mať bezpečnosť a komfort na cestách, najnovšie bezpečnostné systémy, ktoré sa starajú o to, že vozidlo sa deje pri dojazde bezpečnosti cestne prechádzajú. Hlavné bezpečnostné systémy sú samozrejmosťou a umožňujú manažerom pracovať bezpečne, aby mohli svoju bezpečnosť na cestách. Škoda Superb v rámci vývoju integruje množstvo nových prvkov, ktoré z nej robia skutočnú kanceláriu na kolesách. Strážnik oku prejavu je interier, čo zjednodušuje pracovné prostredie počas dňa. Veľký dotykový prístroj poskytuje dátový priestor na všetky pracovné nástroje a ostatné veci. Vďaka pohonu 4+4 mestským, ktorý vďaka špeciálnemu systému Superb vďaka tomu dostane. Nový, v plug-in hybridnej verzii s dojazdom až 120 km na elektriku a rýchlou DC nabíjajúcou z 20 na 80 percent za 25 minút sú mesačné náklady na prevádzku výrazne redukované. Žijeme v ére, keď sa každý chce dostať do práce čo najrýchlejšie a najbezpečnejšie. Škoda Superb je v tomto ohľade ideálnym riešením.

**ŠKODA SUPERB: KANCELÁRIA TAM, KDE JU PRÁVE POTREBUJETE**

Pracovné prostredie sa dynamicky mení, manažéri dnes trávia čoraz viac času mimo tradičných kancelárií a ich novým pracovným pôsobiskom sa čoraz stáva automobil. Po známej ére home officeu tak nastupuje nový fenomén – car office.

**ŠKODA SUPERB: KANCELÁRIA TAM, KDE JU PRÁVE POTREBUJETE**

Pracovné prostredie sa dynamicky mení, manažéri dnes trávia čoraz viac času mimo tradičných kancelárií a ich novým pracovným pôsobiskom sa čoraz stáva automobil. Po známej ére home officeu tak nastupuje nový fenomén – car office.

# Content formats

## PRestige 1/1

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.

### Technical specifications:

<b>Headline:</b>	up to 45 characters
<b>Lead:</b>	up to 230 characters
<b>Main text:</b>	up to 2,550 characters
<b>1 selected quote:</b>	up to 100 characters
<b>Total:</b>	2,925 characters
	<ul style="list-style-type: none"> <li>1 photo in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution</li> </ul>

<b>Recommended format:</b>	<b>article</b>
<b>PRestige package (1/1 print + online):</b>	<b>€8,500</b>



# Content formats

## AdVoice

Specifically marked advertising content created in cooperation with our business partners, in which the client (or a company representative chosen by the client) acts as the author of the text, and the text is written in the first person. The author of the text responds to current events or expresses their opinion on a selected topic from their own perspective.

### Technical specifications:

<b>Headline:</b>	2 to 3 short words
<b>Main text:</b>	up to 2,000 characters
<b>Short bio:</b>	up to 300 characters
<b>Total:</b>	2,330 characters
	<ul style="list-style-type: none"> <li>1 photo in print quality 2,500 x 1,700 px (A5), in print quality (300 dpi) in high resolution</li> </ul>

**Recommended format:** article  
**AdVoice package (2/3 print + online):** €7,000





# Partnership of rankings ONLINE + PRINT

## 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](#)

## Online

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

**Dimensions of the web banner:** 1,940 x 420 px,

The banner will be fully produced by Forbes.

The target URL will direct to the client's website.

[Format preview](#)

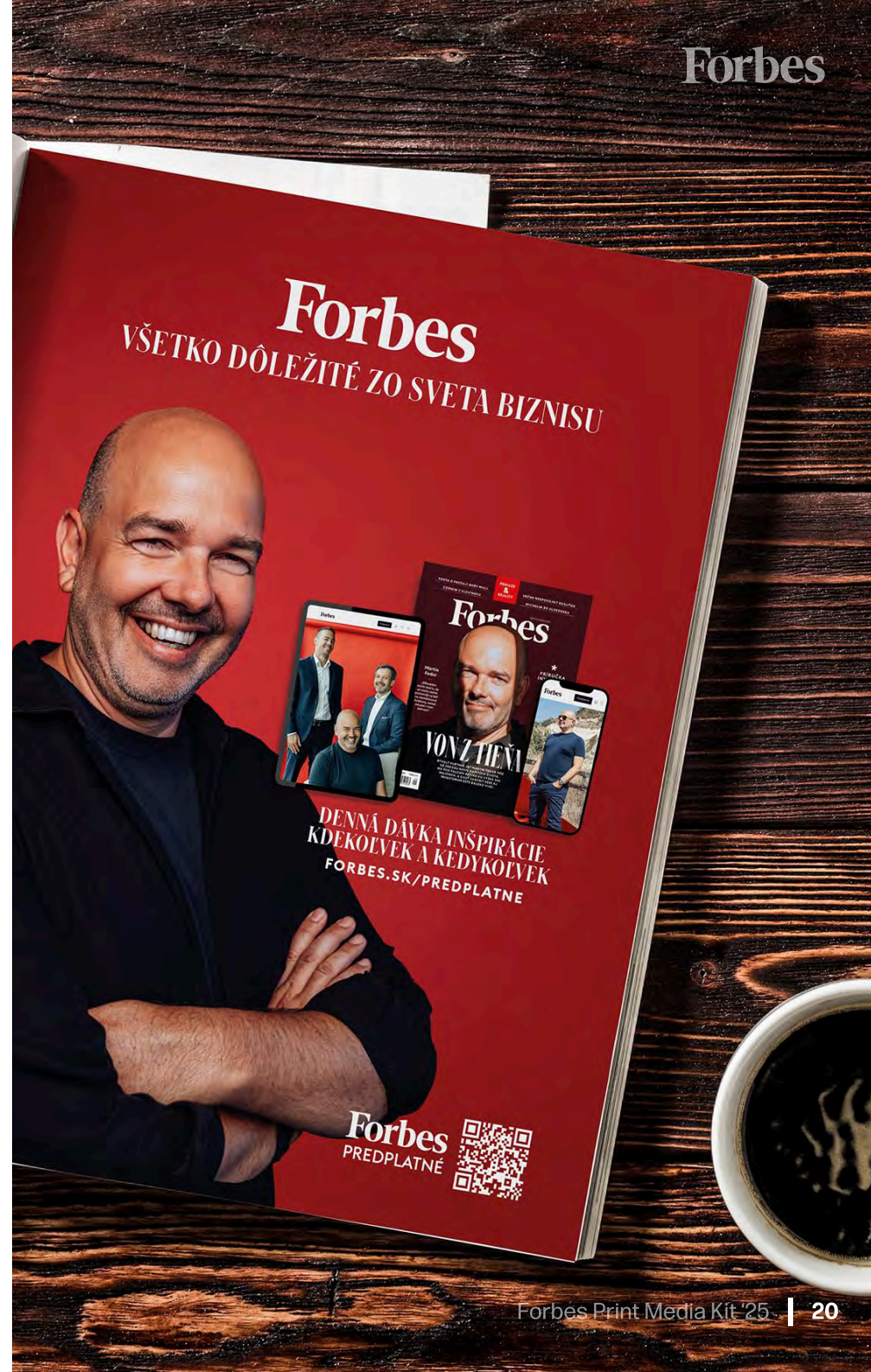
**Price: €10,000**



# Business subscription

Would you like to receive a regular supply of the most important information from the world of business for yourself and your company? We offer you an exclusive business subscription to Forbes magazine, tailored specifically to the needs of your company.

**The price and delivery terms will be adjusted to the client's requirements.**



# 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  
peter.hudac@forbes.sk



Zuzana Matiová

Sales manager



Renata Goppoltová

Sales manager



Petra Czaníková

Event sales manager



Roman Opina

Sales manager



Lenka Šinská

BRANDlab manager

We look forward to  
meaningful cooperation.

