

# Forbes

Print + Online Media Kit  
2026



# Forbes



**Success favors the prepared.**  
Get ready for it with Forbes.

Forbes cultivates the most **influential communities** in Slovakia.



# Forbes

in numbers

## Print

**12 000**

Monthly print circulation

**10 000**

Monthly magazine sales

**4 200**

Subscribers

## Online subscription

**1 300**

Monthly subscribers

**56 % vs 44 %**

Men vs Women

**ABC**

Socioeconomic group

## Social Media

**120 000**

Facebook

**62 000**

LinkedIn

**47 500**

Instagram

# EDITORIAL PLAN 2026

Month	Main topic	Publication date
January	AI hacks for better life 2026 predictions	08. 01.
February	Longevity and sport PwC The most respected CEO	05. 02.
March	EY Entrepreneur of the Year Energy special issue	06. 03.
April	Real Estate predictions Women 50 over 50	02. 04.
May	Changemakers Forbes 30 under 30	07. 05.
June	Top innovators Forbes US Top family businesses	04. 06.
July	The most accountable influencers	02. 07.
August	Top actor and actresses	06. 08.
September	The real estate issue Top international schools	03. 09.
October	Eset Science Award The wealthiest Slovaks / Rich list	08. 10.
November	Slovak Business Diamonds	05. 11.
December	Forbes Personality of the Year	03. 12.



# TIME SCHEDULE

Issue	DDL interview for BrandVoice	DDL documents for Prestige	DDL for image advert delivery	Print	Distribution
January			12. 12.	18. 12.	08. 01.
February	13. 01.	16. 01.	23. 01.	29. 01.	05. 02.
March	10. 02.	13. 02.	20. 02.	26. 02.	06. 03.
April	10. 03.	12. 03.	20. 03.	26. 03.	02. 04.
May	14. 04.	17. 04.	24. 04.	30. 04.	07. 05.
June	12. 05.	15. 05.	22. 05.	28. 05.	04. 06.
July	09. 06.	12. 06.	19. 06.	25. 06.	02. 07.
August	14. 07.	17. 07.	24. 07.	30. 07.	06. 08.
September	11. 08.	14. 08.	21. 08.	27. 08.	03. 09.
October	15. 09.	18. 09.	25. 09.	01. 10.	08. 10.
November	13. 10.	16. 10.	23. 10.	29. 10.	05. 11.
December	10. 11.	13. 11.	20. 11.	26. 11.	03. 12.



# FORBES RANKINGS 2026

Ranking name	Deadline for source material delivery	Ranking publication
Top 50 Schools in Slovakia	08. 12.	January
Top 75 Leading Personalities in Medicine	16. 01.	February
World's Wealthiest People	25. 02.	March
50 over 50	12. 03.	April
30 under 30	17. 04.	May
Top 75 Family Businesses	15. 05.	June
Top 32 most accountable influencers	12. 06.	July
Top actors and actresses	17. 07.	August
Top 50 Largest Companies in Slovakia	14. 08.	September
Slovak Wealthiest People	18. 09.	October
Slovak Business Diamonds	16. 10.	November
Top Philanthropists	13. 11.	December



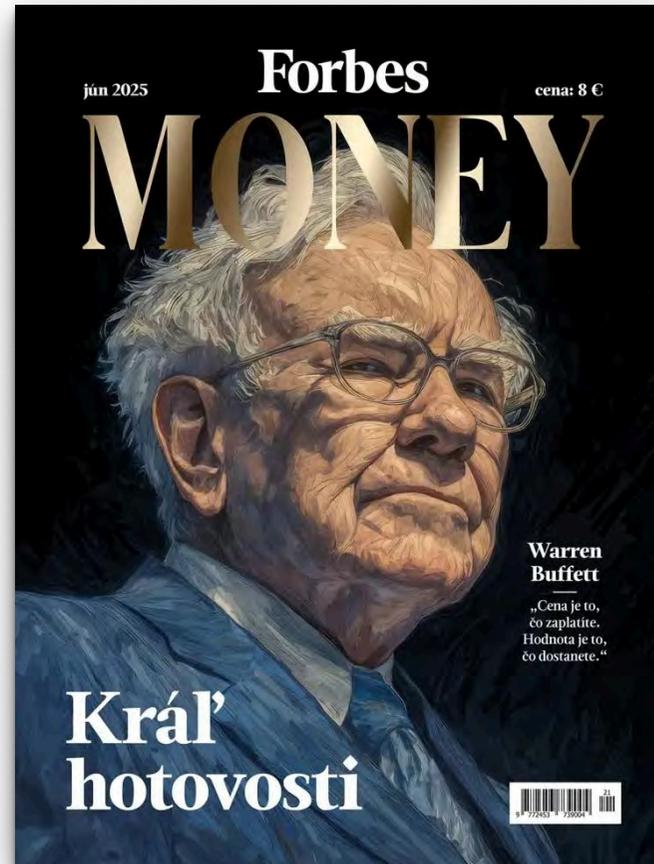
# SPECIAL ISSUES

## Forbes MONEY - April 2026

We present a special issue dedicated to money, because we have understood it for over a century and want everyone to understand it too. This limited special edition will be published in June 2025.

## Forbes WOMAN - October 2026

After two successfully sold-out special issues, ForbesWoman is launching the third edition of this unique magazine. This time, we will focus on resilience and agility, concepts that are increasingly discussed in today's society.



# Forbes **BRAND** *LAB*

BRANDlab is the creative team of Forbes magazine, made up of experienced specialists in native formats (content editors, copywriters, language proofreaders, a graphic designer, a photographer, a content advertising manager, and a social media manager). Together with business partners, we create branded content formats such as BrandVoice, AdVoice, PRestige, as well as custom-made special video formats. The goal of the BRANDlab team is to present interesting topics in an engaging way and to deliver partners' stories to readers in a high-quality and attractive form.



In 2025 we handled over  
**630 projects** for more  
than **230+ clients**

# BRANDVOICE

The native format serves to connect companies directly with Forbes readers. It is content created exclusively by the BRANDlab team based on objectives agreed with the client.

It allows companies to build their brand, increase its value, communicate strategic and long-term goals, educate the market, strengthen their existing market position, and differentiate from competitors.

The creative process takes place in person during a media day, with the presence of the BRANDlab manager, photographer, and editor.

<b>BrandVoice package (4/1 print + online):</b>	<b>18 000 €</b>
<b>BrandVoice package (3/1 print + online):</b>	<b>16 500 €</b>
<b>BrandVoice package (2/1 print + online):</b>	<b>14 000 €</b>
<b>BrandVoice package (1/1 print + online):</b>	<b>11 000 €</b>
<b>BrandVoice online:</b>	<b>8 700 €</b>

The prices are listed without VAT.

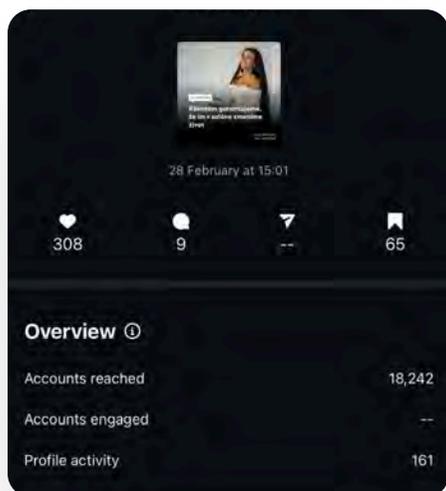


# BRANDVOICE INSTAGRAM POST & STORY

An Instagram post on the Forbes Slovakia Instagram profile is related to the article's topic, created by the Forbes BRANDlab team. The creation of the post is fully managed by the BRANDlab team and can only be purchased in combination with BrandVoice content.

Price: 2 000 €

[Format preview](#)



All prices are listed excluding VAT. Materials must be delivered at least 7 business days prior to the publication of the ranking. Banner production is fully managed by Forbes.



# PRESTIGE

The content of PRestige articles is created and delivered by the client. The text then undergoes editorial review and language proofreading carried out by the BRANDlab team of experts, and after client approval, it is laid out into its final form by a graphic designer from the Forbes BRANDlab team. PRestige is particularly suitable for product communication or for informing about internal company activities and other news.

<b>Recommended format:</b>	<b>interview/article</b>
<b>PRestige package (4/1 print + online):</b>	<b>15 000 €</b>
<b>PRestige package (3/1 print + online):</b>	<b>13 500 €</b>
<b>PRestige package (2/1 print + online):</b>	<b>11 500 €</b>
<b>PRestige package (1/1 print + online):</b>	<b>9 000 €</b>
<b>PRestige online:</b>	<b>7 000 €</b>



# ADVOICE

Specially labeled advertising content created in cooperation with our business partners, in which the client (or a company representative designated by the client) appears as the author of the article, written in the first person. The author responds to current events or expresses a viewpoint on a selected topic from their own perspective.

Recommended format: **article**  
 AdVoice package (2/3 print + online): **8 000 €**



# IMAGE ADVERTISING

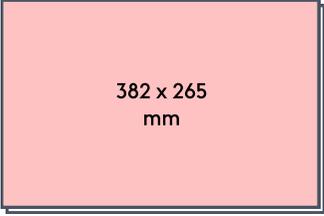
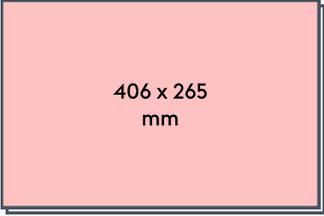
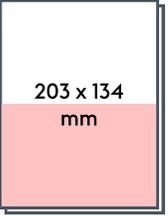
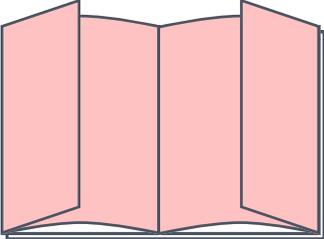
Image advertising in Forbes is a way to position a brand within the context of success, innovation, and the most influential market leaders. Our visual campaigns don't just sell a product – they build reputation, credibility, and a premium perception. In the environment of trusted journalism and a highly engaged readership, the brand gains a space where it connects with ambition, progress, and top-tier business content.

Forbes creates an image-focused environment for advertisers that strengthens brand authority, enhances prestige, and, thanks to premium visuals, improves brand recall among decision-makers, investors, and leaders.

**Image advertising 1/1: 4 800 €**



# IMAGE ADVERTISING DIMENSIONS & PRICES

 <p>382 x 265 mm</p>	<p>fold-out cover <b>10 500 €</b> 2/1</p>	 <p>203 x 265 mm</p>	<p>2. cover <b>7 000 €</b></p>	 <p>203 x 265 mm</p>	<p>3. cover <b>5 800 €</b></p>	 <p>203 x 265 mm</p>	<p>4. cover <b>8 500 €</b></p>	 <p>&gt; 203 x 265 mm</p>	<p>Insertion <b>0,50 € / piece</b> max. 16 pages</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>4/1 or 2/1 <b>price upon request</b> fold-out 4 or 2 pages</p>								

**Cancellation fees:**

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

**Technical 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.

An additional fee of €500 excluding VAT applies for placing advertising in the first third of the magazine.  
All prices are listed without VAT.

# BRANLAB VIDEO

An attractive format is a custom-made video series for the client. A successful example of this collaboration is the Biznis Insights project, created in partnership with Tatra Banka. The series focuses on explaining topics and updates from the world of corporate and private banking for any company looking to optimize or improve its corporate banking.

The series includes 8 videos, a dedicated section on the Forbes website, and promotion on Forbes Slovakia's social media channels. Production of the series is handled by Forbes' creative team in collaboration with the client. The topic of the video series depends on the client's specific needs and marketing objectives.

Pricing is individual and tailored to each custom 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

# PARTNER ARTICLE UNLOCK

The partner is prominently displayed in the article with a banner featuring their own logo at the beginning. The banner is produced by the Forbes editorial team. Through this partnership, the brand is associated with a topic important to it and reaches a wide audience.

Price: **700 €**

[Format preview](#) 

Forbes

 PREDPLATNÉ   

## Elektrárneň ako baterka

Takéto elektrárne fungujú ako obrovské „nabíjateľné batérie“. Keď je v sieti prebytok elektriny, napríklad v noci z atómových elektrární alebo okolo poludnia za slnečného počasia z fotovoltaických, čerpadlá vytlačia vodu z dolnej nádrže do hornej cez obrovské podzemné potrubia.

Keď je, naopak, v rannej špičke spotreba elektriny vysoká, voda sa spustí z hornej nádrže a prekoná prevýšenie 430 metrov. V potrubí roztočí nižšie umiestnené turbíny, ktoré začnú vyrábať elektrinu. Takto „nabíjateľná batéria“ plnila svoju úlohu a fungovala desiatky rokov.

Tento článok je odomknutý  
vďaka partnerovi



**SLOVENSKÉ  
ELEKTRÁRNE**

Už viac ako štyridsať rokov je PVE Čierny Váh dôležitou súčasťou slovenskej energetiky pre stabilizáciu prenosovej sústavy. Dnes patrí do portfólia Slovenských elektrární a aktuálne prebieha veľká modernizácia celého zariadenia.

# RANKING PARTNERSHIP

**A Forbes ranking partnership** is a value-based association of a brand with the current theme of the ranking.

The partner thus becomes part of the expert context and discussion on a topic that is relevant to the market.

## Print partnership includes:

- Publication of the partner's logo directly next to the ranking, with the claim 'Ranking partner: (Client Name)';
- A native content format, AdVoice, written by the client and thematically aligned with the focus of the ranking.

AdVoice can, for example, provide the partner's perspective on the importance of the topic, justify the value connection with the ranking, or offer an expert explanation of its significance in a broader context. The format is placed directly in the themed section of the magazine dedicated to the ranking, enhancing both the credibility and relevance of the communication.

**Price: 11 000 €**



# RANKING PARTNERSHIP

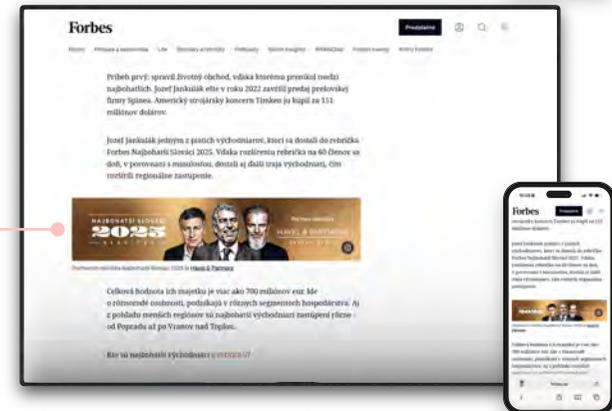
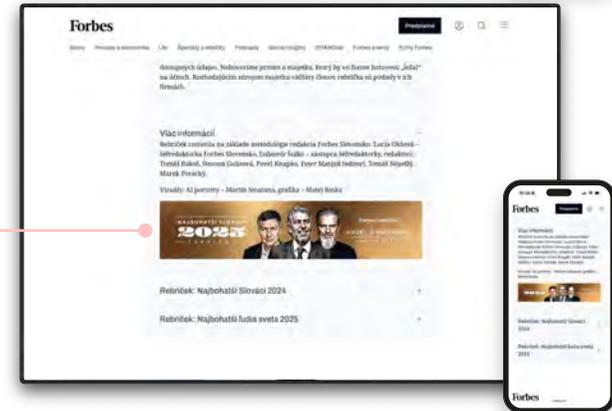
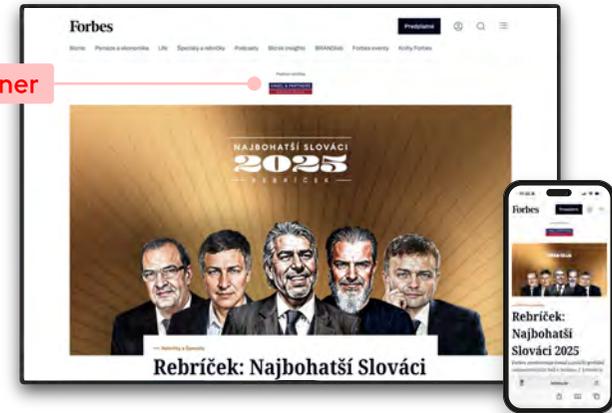
## Web partnership includes:

- A banner with the partner's logo placed at the beginning of articles related to the ranking, covering at least 5 articles.
- Beneath the banner, a clear statement of partnership is displayed ('Ranking partner of The Richest Slovaks 2025 is ...'). The banner links to the ranking, and a text link within the partnership statement directs to the partner's website.

The partner's logo is also included directly within the ranking, and the banner appears in the ranking's information section, with a redirect to the partner's website.

The package also includes banner formats, Branding and Leaderboard, deployed on the website for 2 weeks with a minimum of 400,000 impressions. All banners link to the partner's website.

Ranking partner



# BUSINESS SUBSCRIPTION

The best investment is into the knowledge. Give your team access to reliable information, analyses, and insights that shape business both locally and globally. Forbes helps leaders, managers, and students better understand trends, anticipate changes, and grow in an environment that evolves every day. Knowing more is an advantage. Support the growth of your people today.

Scan the QR code to access tailored offers designed to meet your needs.



Nie každý sa odváži  
vidieť viac. Vy áno?  
Už 15 rokov pre tých,  
ktorých úspech láka.

LUCIA OKŠOVÁ  
ŠÉFREDAKTORKA,  
FORBES  
SLOVENSKO



# FORBES ESPRESSO NEWSLETTER

## Espresso

A daily overview of the most important business and economic news from the past 24 hours. The Espresso newsletter delivers a concise, engaging, and to-the-point summary of the economy and business every morning from Monday to Friday – without unnecessary clutter, politics, or domestic news.

Size	<b>1200 x 520</b> px
Text	<b>Max. 400</b> characters
Price/1 newsletter	<b>1 800 €</b>

All prices are listed without VAT. The source material needs to be delivered at least 3 business days before campaign launch.

Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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, autentickosť a prírodné pláže, kde sa liahnu korytnačky. Tu sa deň začína kávou s kardamómom a d'atlamí, 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 fascinated by the world of both large and small companies? What are the most influential players doing to fuel their growth, and what does it mean for the entire industry? Be among the first to stay informed and gain a competitive advantage.

Periodicity	<b>at least once a week</b>
Size	<b>1200 x 520 px</b>
Text	<b>Max. 400</b> characters
Reach	<b>13 000</b> subscribers
Price/1 newsletter	<b>2 000 €</b>

All prices are listed without VAT. The source material needs to be delivered at least 3 business days before campaign launch.

Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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](http://www.jt-wr.com).

Zistiť viac

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### Partner 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](#)

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Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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

How much money do you have, and how much do you want to have? On the path to your desired goal, up-to-date information on real estate markets, cryptocurrencies, startups, and effective cash flow management will help guide you.

Periodicity	<b>twice a month</b>
Size	<b>1200 x 520</b> px
Text	<b>Max. 400</b> characters
Reach	<b>13 000</b> subscribers
Price/1 newsletter	<b>2 000 €</b>

All prices are listed without VAT. The source material needs to be delivered at least 3 business days before campaign launch.

Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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](#)

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Text	<b>Max. 400</b> characters
Reach	<b>13 000</b> subscribers
Price/1 newsletter	<b>2 000 €</b>

All prices are listed without VAT. The source material needs to be delivered at least 3 business days before campaign launch.

Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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 ambiciózný zelený park, ktorý sa inšpiruje meandrami toku Dunaja.

[Zistiť viac](#)

# FORBES SPECIAL NEWSLETTERS

## Motivation.digest

Are you interested in stories of successful women, career-oriented personalities, or lifestyle topics? Business is not just about data, but also about interpersonal relationships and personal development. Let yourself be regularly motivated and inspired.

Periodicity	<b>once a month</b>
Size	<b>1200 x 520 px</b>
Text	<b>Max. 400</b> characters
Reach	<b>13 000</b> subscribers
Price/1 newsletter	<b>2 000 €</b>

All prices are listed without VAT. The source material needs to be delivered at least 3 business days before campaign launch.

Partnership includes a banner placed in Espresso, along with a short description of the banner provided by the client:

### Partner 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](#)

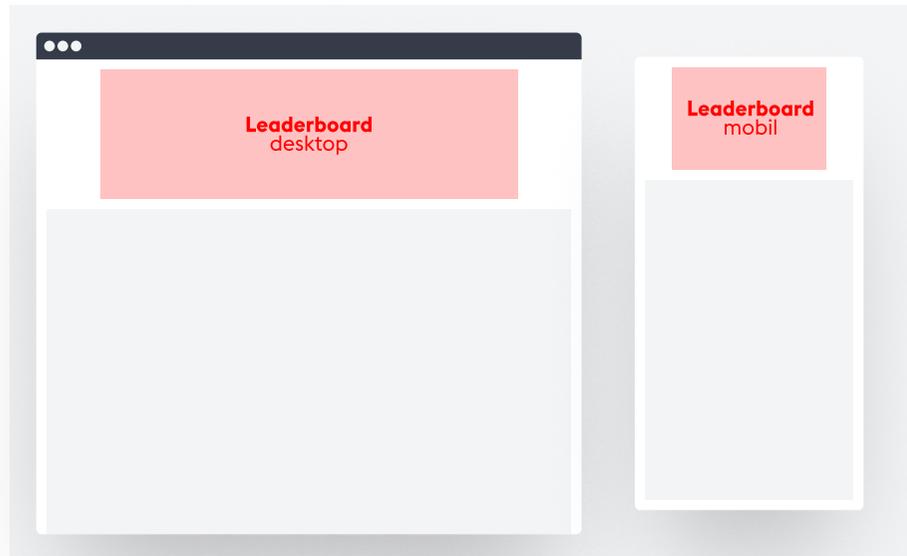
# BANNER FORMATS

Only an impression-tracking script can be implemented. Our system does not allow the insertion of client tracking scripts for measuring clicks

## Leaderboard

Size (desktop)	<b>970 x 210 px / 1940 x 420 px</b>
Size (mobile)	<b>320 x 120 px / 640 x 240 px</b>
Max. file size	<b>500 kB</b>
Targeting	<b>location, category (+30 %)</b>
Format	<b>static</b> (jpeg, png)
Price	<b>27 € CPT</b>
Positioning	<b>whole website</b>

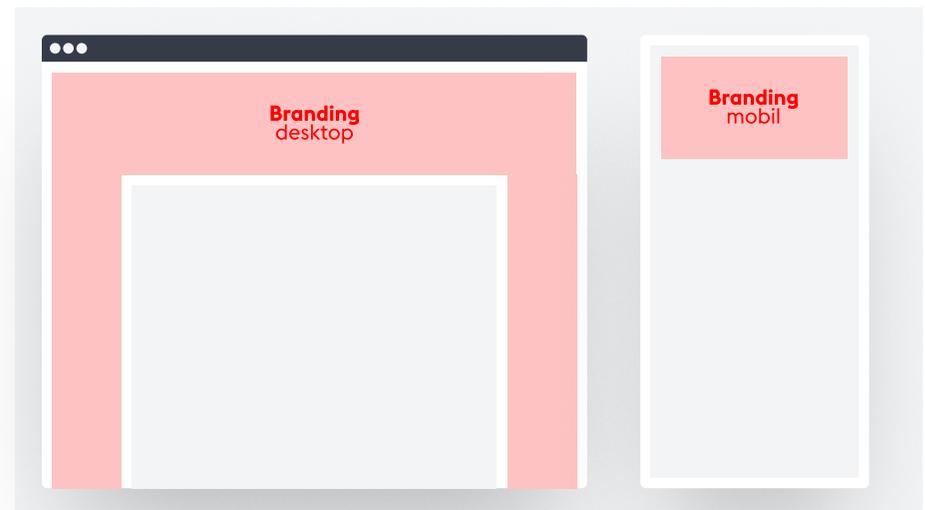
[Format preview](#) 



## Branding

Size (desktop)	<b>1020 x 2880 px</b> (left and right banner) <b>2256/2668/3080 x 420 px</b> (upper banner)
Size (mobile)	<b>320 x 120 px / 640 x 240 px</b>
Max. file size	<b>1 MB</b>
Targeting	<b>location, category (+30 %)</b>
Format	<b>static</b> (jpeg, png)
Price	<b>37 € CPT</b>
Positioning	<b>whole website</b>

[Format preview](#) 



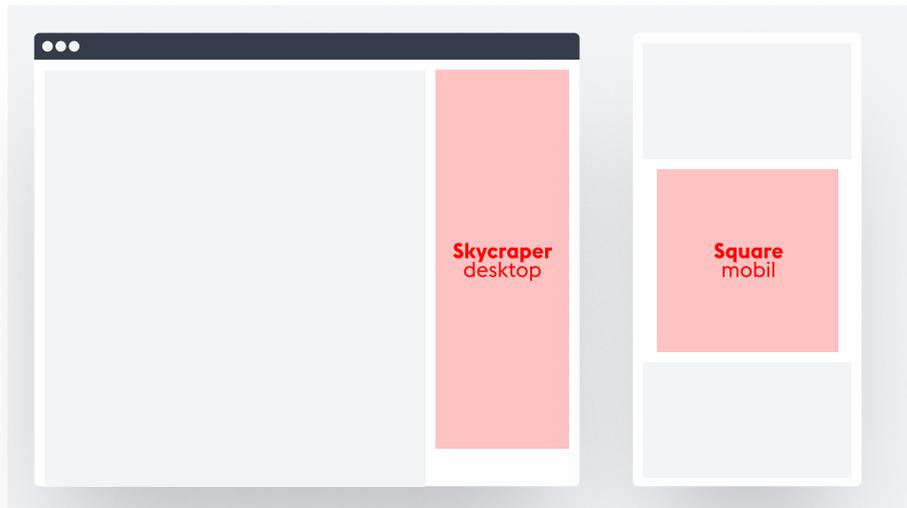
All prices are listed without VAT. Materials must be delivered at least 3 business days before the campaign launch.  
All dimensions specified for the given format must be provided.

# BANNER FORMATS

## Skyscraper sticky & Primary square

Size (desktop)	<b>300 x 600 px / 600 x 1200 px</b>
Size (mobile)	<b>250 x 250 px / 500 x 500 px</b>
Max. file size	<b>500 kB</b>
Targeting	<b>location, category (+30 %)</b>
Format	<b>static</b> (jpeg, png) <b>animated gif in HTML format (+20 %)</b>
Price	<b>20 € CPT</b>
Positioning	<b>article detail</b>

[Format preview](#) 



## Technical specifications of banners (except for the Branding format)

- All required dimensions must be provided.
- The target click URL must be supplied.
- The x-height of text in images must not be smaller than 16 px.
- For images with a white background, please add a border of a different color with a thickness of 2 px.
- For HTML5 formats, a folder must be provided containing the incorporated target URL, as well as any tracking or UTM codes if applicable.

The complete specifications of the formats can be found on the Forbes website.

[Technical specification preview](#) 

All prices are listed without VAT. Materials must be delivered at least 3 business days before the campaign launch. All dimensions specified for the given format must be provided.

**We look forward to  
a meaningful collaboration.**



**Forbes**