

PRICES

FORMAT	PRICE
1/1 page right	60 000 PLN
1/1 page left	55 000 PLN
2/3 page right	45 000 PLN
2/3 page left	40 000 PLN
1/2 page right	35 000 PLN
1/2 page left	30 000 PLN
1/3 page right	25 000 PLN
1/3 page left	25 000 PLN
1/4 page right	20 000 PLN
1/4 page left	20 000 PLN
II,III,IV cover	95 000 PLN
spread	110 000 PLN
junior page right	40 000 PLN
junior page left	40 000 PLN
box in the center	35 000 PLN

* Prices valued till new price list announcement. Net prices - 23% VAT should be added

surcharge for certain placement - 15%

surcharge for consecutive ads - 10%

surcharge for non standard ad - 15%

surcharge for sponsored article - 10%

DEADLINES

NO.	DATE	ISSUE	FORBES - MATERIALS	RAPORTY FORBESA - MATERIALS	ORDER
2/2017	January	26.01.2017	13.01.2017	05.01.2017	02.01.2017
3/2017	February	23.02.2017	10.02.2017	03.02.2017	30.01.2017
4/2017	March	30.03.2017	17.03.2017	10.03.2017	06.03.2017
5/2017	April	27.04.2017	14.04.2017	07.04.2017	03.04.2017
6/2017	May	25.05.2017	12.05.2017	05.05.2017	28.04.2017
7/2017	June	29.06.2017	16.06.2017	09.06.2017	05.06.2017
8/2017	July	27.07.2017	14.07.2017	07.07.2017	03.07.2017
9/2017	August	31.08.2017	18.08.2017	11.08.2017	07.08.2017
10/2017	September	28.09.2017	15.09.2017	08.09.2017	04.09.2017
11/2017	October	26.10.2017	13.10.2017	06.10.2017	02.10.2017
12/2017	November	30.11.2017	17.11.2017	10.11.2017	06.11.2017
1/2018	December	21.12.2017	08.12.2017	01.12.2017	27.11.2017

Complaint will be valid only on the basis of sent Cromalin, Matchprint;

Payment should be made onto the Media Impact Polska bank account. Concerning prepayments - funds should be transferred, at the latest one day before the publication date. Exact conditions concerning the placement of ads is available upon request from the publisher.

Account no. in Pekao S.A.: PL47 1240 1109 1111 0010 5387 9421

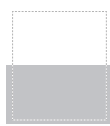
BLEED SIZE



1/1 page
net: 205 x 265 mm



1/2 vertical
net: 100 x 265 mm



1/2 horizontal
net: 205 x 138 mm



1/3 vertical
net: 74 x 265 mm



1/3 horizontal
net: 205 x 85 mm



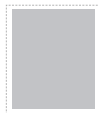
1/4 vertical
net: 59 x 265 mm



1/4 horizontal
net: 205 x 65 mm



Classic
net: 100 x 135 mm



1/1 column
165 x 220 mm



1/2 vertical
77 x 220 mm



1/2 horizontal
165 x 118 mm



1/3 vertical
49 x 220 mm



1/3 horizontal
170 x 65 mm



1/4 vertical
37 x 220 mm



1/4 horizontal
165 x 45 mm



Classic
80 x 117 mm



II,III,IV cover
net: 205 x 265 mm

TECHNICAL DATA

Preferred formats: .PDF (composite), EPS (with curved fonts),
.TIFF (CMYK, 300 DPI), Type: C0 M0 Y0 K100

TOTAL INK: middle- 300%, cover - 320%

With digital materials please send us color proof (Cromalin, Matchprint, etc.).
Files and Proofs must be prepared in accordance with national profiles
for the offset.

Materials description should consist: issue date and all additional information
about the ad's placement. Only described materials will be basis for the
possible complaint.

The printed may differ from the proof by +/- 3%

Attention!!!

**In the layouts for bleed take care that all graphic elements and text
will not be closer to the magazine's edges than 5 mm.**

This also applies along the back edge of the advertisements posted
on the II and III cover.

FTP adress: <ftp.axelspringer.pl>

login: **reklama**

password: **axel**

catalog: **Forbes**

FORBES

Profile:

- „Forbes” - illustrated business monthly present:
- Current information and economic analysis
- Spectacular successes and setbacks and educational losses in business
- The most interesting business people
- Dossier - practical view on different economy sectors
- Report - every month expert tips in chosen branch

Basic information:

Forbes: monthly
Average print run: 45 426 issues *
Basic volume: 120 pages (+4 covers)
On the market since XII 2004

Unique traits:

modern layout, useful columns “Facts and Numbers”, clear structure

Main subjects:

Events
Feature articles
Rankings
Strategies
investor
lifestyle
Reader Profile:
Men and women, 25-45, with high education and above average incomes **
High and Medium size managers, company owners and its presidents **

*Source: ZKDP, Average print run 1/2016 - 7/2016

**Source: PBC, CPW, 1/2016 - 8/2016, N = 13 447

FORBES.PL

PRICES
ONLINE

The Forbes's readers are using internet in the peculiar way: they are most often available online on the opening time, in the lunchtime and up to the end of a working day. The m.forbes.pl dedicated to mobile phones isn't only a www.forbes.pl abridged version. It „light”, but rightful, containing latest information from markets, analyses, recommendations, comments and texts from the paper edition of Forbes.

Forbes.pl

UU: 2 050 927

PV: 7 556 199

Source: Kropka, October 2016

M.FORBES.PL

PRICES
MOBILE

The Forbes's readers are using internet in the peculiar way: they are most often available online on the opening time, in the lunchtime and up to the end of a working day. The m.forbes.pl dedicated to mobile phones isn't only a www.forbes.pl abridged version. It „light”, but rightful, containing latest information from markets, analyses, recommendations, comments and texts from the paper edition of Forbes.

m.forbes.pl

UU: 613 119

PV: 2 481 114

Source: Kropka, October 2016

TABLET'S EDITION

PRICES
TABLET

Monthly Forbes is available in the online AppStore shop as the application on iPada as well as Google Play. Forbes on tablet is a much broadened version of the paper edition - a video contains both galleries of photographs, and films dedicated to individual materials from the paper edition. The edition is divided into sections in accordance with sections of the monthly and contains all articles from the print version. Also a section devoted to conferences of Forbes and a section are available Messages with the updated systematically financial news and stock exchange quotations published on forbes.pl.