

# PRICES

FORMAT	FIRST PART OF MAGAZINE	SECOND PART OF MAGAZINE
1/1 page right	70 000 PLN	60 000 PLN
1/1 page left	65 000 PLN	55 000 PLN
2/3 page right	50 000 PLN	45 000 PLN
2/3 page left	50 000 PLN	40 000 PLN
1/2 page right	40 000 PLN	35 000 PLN
1/2 page left	35 000 PLN	30 000 PLN
1/3 page right	30 000 PLN	25 000 PLN
1/3 page left	30 000 PLN	25 000 PLN
1/4 page right	25 000 PLN	20 000 PLN
1/4 page left	20 000 PLN	20 000 PLN
junior page right	45 000 PLN	40 000 PLN
junior page left	45 000 PLN	40 000 PLN
box in the center right		35 000 PLN
3 page		90 000 PLN
5 page		85 000 PLN
7 page		85 000 PLN
9 page		80 000 PLN
11 page		80 000 PLN
13 page		75 000 PLN
15 page		75 000 PLN
17 page		75 000 PLN
II cover		95 000 PLN
III cover		80 000 PLN
IV cover		100 000 PLN
spread	125 000 PLN	110 000 PLN
spread opened		170 000 PLN
3 spread (spread (4-5 page))		140 000 PLN
4 spread (spread (6-7 page))		135 000 PLN
5 spread (spread (8-9 page))		135 000 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%

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

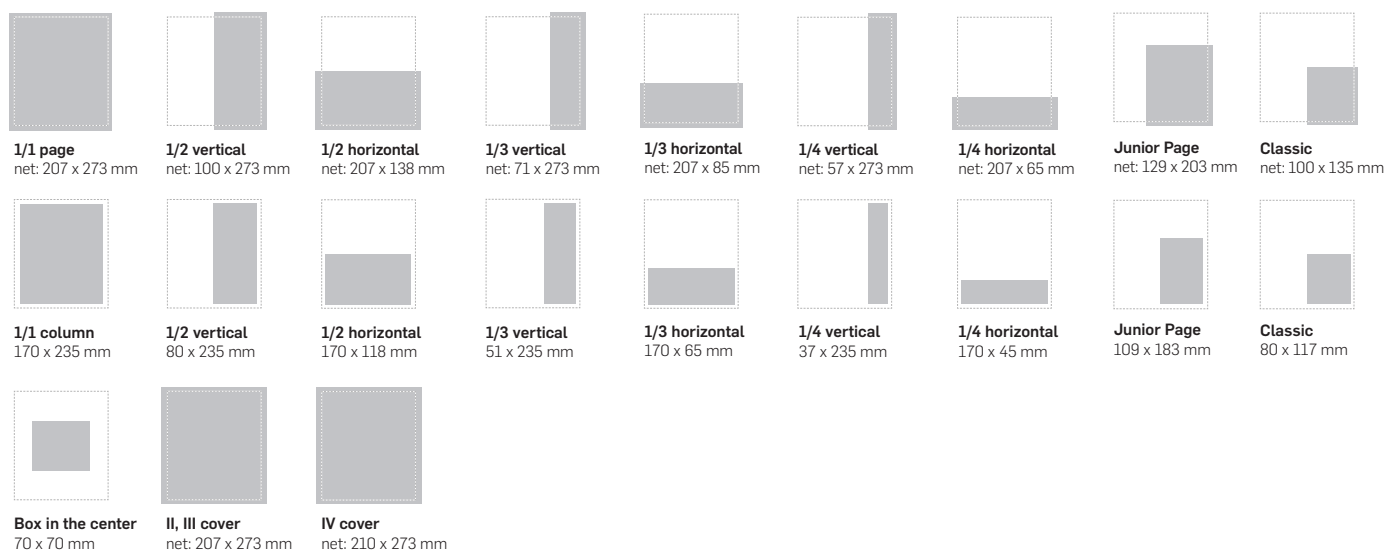
Payment should be made onto the Media Impact Polska bank account. Concerning prepayments - funds should be transferred, at the latest one day before the publication date. Exact conditions concerning the placement of ads is available upon request from the publisher.

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

# 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

# BLEED SIZE



# 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 to 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 adres: <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

Latest information and deepened analyses about the economic, business, scientific, cultural and social subject matter from Poland and from the world. Opinions of external and independent experts; numerous rankings comparing colleges, secondary schools universities and medical institutions. Users can exchange opinions on the interactive forum.

## 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.