

Forbes^{GEORGIA}

Mediakit 2015



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One of the most widely respected and an important American publication of the last century Forbes Magazine was founded in 1917 by American journalist Bertie Charles Forbes. Apart from Forbes and its lifestyle supplement, ForbesLife, other titles are published, including Forbes Woman, Forbes Asia and Forbes.com, the most trusted resources for senior business executives with monthly readership of 18 million. Forbes magazine is published in fifteen local language editions. The list of countries include: Russia, Ukraine, China, Turkey, India, Croatia, Romania, Israel, Korea, Poland, Japan, Arab countries, Kazakhstan and now in Georgia.

FORBES EDITORIAL PHILOSOPHY

At its core, Forbes celebrates the entrepreneurial spirit and the concept of free markets. We inform readers which companies are undervalued or overvalued with clarity, logic, and facts. Forbes appreciates how valuable our readers' time is, so we keep our stories short and to the point.

THE MAGAZINE STRUCTURE

Upfront

Unlike in most magazines, the editor's letter in Forbes doesn't simply highlight the best stories in the issue and present their writers. Instead it offers an original and analytical take on a business issue discussed in one of the articles.

Outfront

Smart, short items off the news that have an edge, some attitude and tell readers something they don't already know.

Ideas and Opinions / Position

Invited professional authors express their opinions about business, current events in economy and society, current issues, challenges and possible changes

Ideas and Opinions / Economist's Page

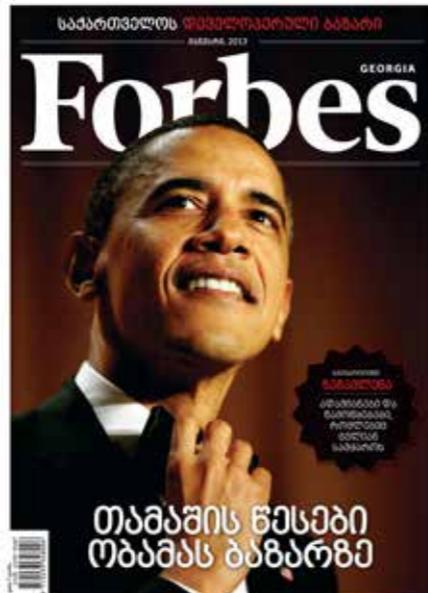
Economists with academic profile scientifically assess daily achievements and difficulties, seek and offer possible solutions, interesting analogies, scenarios of possible development

Ideas and Opinions / Geopolitics

Review of ongoing global changes and foreign policies, opinions about Georgia's place in the world and its destination, also possibilities and realization strategies

Ideas and Opinions / After The Crisis

Authoritative interlocutors about the challenges and development possibilities in the country. What has crisis taught us and how to avoid it in the future. How to act, so that in future not to repeat mistakes and how to turn



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the crisis into important and necessary for development lesson

Ideas and Opinions / Context

Foreign thoughts and ideas, that inspire us, irritate or amaze us, force us to look at reality in other way, perceive the world with a different eye and concede that what makes an important impact on life

Data

News, trends, interviews - everything that is important, which remained out of focus or could not be evaluated in media, but is essential for successful businesses and businessmen. All of this you will find in "Forbes"

Marketing

How companies convince people to part with their money through unusual claims, odd sales tactics or other marketing hocus-pocus.

Entrepreneurs

Small cap or private companies that have overcome obstacles, and, in general, have "moved from ignorance to knowledge." These stories lessons and mistakes made for start-

ups and newly public outfits. Tales that might inspire a mid - level executive mired in a boring job to switch careers (or not).

Money and Investing

Sophisticated, insightful analysis and explanations for the high end investor: we find money managers, low-cost mutual funds and other investments that give better than average returns and explain why. We also look for investment vehicles that sound good but really aren't.

Technology

Insightful analysis and explanations of new technologies, trends or companies doing something nobody else is doing. Not just limited to computers, we cover industrial technology too.

Forbes Style

Tales of the unusual: exotic trips, adventure travel, and collectors of odd things.

Thoughts

Resourceful quotations and aphorisms of famous people about the selected topic





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MAGAZINE'S AUDIENCE

Financial Status:

70% of Forbes readers are highly paid, successful and financially secure

Age:

Forbes readers are 26 to 45 years of age economically active people

Social Status:

40% of the audience are top managers, higher than middle level managers, business owners and joint stock owners

Sex:

61% of magazine's audience are men, 39% - women

Forbes readers are entrepreneurs and managers with entrepreneur passion, who aspire to self development, do not flee from reasonable risks and new ideas

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TECHNICAL INFORMATION

Publication: monthly **Circulation:** 1500

Print: offset **Format:** 203x265 mm, right-paged, vertical (+ bleed 5 mm from three sides). **Files should be submitted in the following formats:** .pdf, .tiff (CMYK or Grayscale, 300 dpi.)

NO .jpeg, or .cdr

*ad placing on the second half of the magazine

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