

Forbes[®]

Latvian edition

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PRICE
LIST
2015



Valid from: 01.01.2015

FORBES magazine was founded in 1917 by the American journalist B. C. Forbes. Today, FORBES is the world's most trusted business media brand, published in over 36 countries including the USA, Russia, Poland and Croatia, and is read by more than 30 million decision-makers all over the world.

Key facts: FORBES Latvia

- ▶ Size: **205 x 265 mm**
- ▶ Number of pages: **96-128**
- ▶ Language: **Latvian**
- ▶ Price: **4,49 EUR**
- ▶ Paid subscribers: **4,100**
- ▶ Average circulation: **20,000**
- ▶ Audience: **80,000**
- ▶ Published: **monthly**
- ▶ Available on **iPad & Tab**

FORBES Latvian edition is launched in 2010 and it has become a true leader in business press in Latvia. It provides business people with insight and offers stories of entrepreneurs' successes and defeats, independent investment advice and fresh ideas on money matters. FORBES is subscribed by the owners of companies and managers in search of brighter business ideas. By advertising in Forbes Latvian Edition, you will reach over 80,000 Latvian's leading entrepreneurs and decision-makers.

All prices are given in EUR excluding VAT (21%)

INSIDE PAGE (FIRST 10 PAGES)	2561
INSIDE PAGE	2049
4 TH COVER	3842
3 RD COVER	3330
2 ND COVER	3586
1 ST SPREAD WITH SECOND COVER	4917
SPREAD (FIRST 10 PAGES)	4098
SPREAD	3415
2/3 OF A PAGE (PORTRAIT)	1476
1/2 OF A PAGE (LANDSCAPE)	1229
1/3 OF A PAGE (PORTRAIT)	922

Discounts (only for repetitions)

2-3 PUBLICATIONS	5%
4-6 PUBLICATIONS	10%
7+ PUBLICATIONS	25%
PANBALTIC DISCOUNT*	7%
FULL 100% PREPAYMENT DISCOUNT	10%
PREPAYMENT DISCOUNT (1 MONTH)	5%

* Pan Baltic discount is available only if the client takes the same advertising solution in the same month in Forbes Estonia.

Technical specifications

1 PAGE – 205 MM X 265 MM

WITH BLEED – 215 MM X 275 MM

SPREAD – 410 MM X 265 MM

WITH BLEED – 420MM X 275 MM

1/2 OF A PAGE (LANDSCAPE) – 205 MM X 132,5 MM

WITH BLEED – 215 MM X 142,5 MM

1/3 OF A PAGE (PORTRAIT) – 67,6 MM X 265 MM

WITH BLEED – 77,6 MM X 275 MM

2/3 OF A PAGE (PORTRAIT) – 135 MM X 265 MM

WITH BLEED – 145 MM X 275 MM

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The layout of the magazine is made on IBM PC. Advertisements accepted only electronically – on CD, via e-mail or sending them to the FTP server: <ftp://ftp.pelican-m.com//@FORBES/REKLAMAS> (Login: reklama_only), (Password: rek1234). Please contact our advertising department beforehand. Advertisements must be submitted in EPS (CS2) format in Adobe Illustrator or in Press Quality PDF. Layout should have CMYK color space and 300 dpi resolution for bitmaps. The ink limit: under 300%. Type must be outlined PDF/JPG control file or a colored printout generated from the layout latest version must be attached.

Print Schedule

	2015
January	22.01
February	16.02
March	16.03
April	16.04
May	15.05
June	15.06
July	15.07
August	14.08
September	14.09
October	14.10
November	13.11
December	11.12

The deadline of advertising materials

14.01
05.02
05.03
06.04
06.05
05.06
06.07
04.08
04.09
05.10
03.11
03.12