

**Forbes**  
GREECE

# MEDIA KIT





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## THE HISTORY OF FORBES

Forbes Magazine was founded in the year 1917 by American journalist B.C. Forbes. Some of the other magazines that are part of the Forbes Publishing Group include Forbes Europe, Forbes Life, Forbes Woman, Forbes Asia, as well as Forbes.com – the largest business portal on economics and finance.

Forbes Magazine is licensed for publishing in several different languages – there are local editions in China, Turkey, India, Croatia, Romania, Israel, Korea, Poland, Japan, Latvia, Slovakia, Indonesia, Bulgaria, Kazakhstan, and Ukraine in addition to Forbes Africa and Forbes Middle East.

**IF YOU DON'T DRIVE YOUR BUSINESS,  
YOU WILL BE DRIVEN OUT OF BUSINESS**

“————— B. C. Forbes

## WHAT WRITES ABOUT

- Stories about entrepreneurs' successes and defeats
- New ideas for business and investments
- Journalist investigations
- Annual authoritative rankings

Forbes is being published since 1917, is the leading international brand in publishing, with more than 4,000,000 readers in over 100 countries, and is globally well known for its lists, which they are expected with great interest every time a new issue is out in the kiosks.

The weekly newspaper Kefalaio, has officially taken the rights to publish the Greek version of the most prestigious international business magazine Forbes.

The magazine is published in 25.000 copies. Its audience is 80% male, 20% female higher socioeconomic status. The first week is released with Kefalaio newspaper and then remains at press point centers, until of the running out of circulation.

In 2016 Forbes Greece will publish 3 special editions the following months:

- March
- June
- December



THE FIRST GREEK VERSION  
WAS PUBLISHED IN 2010

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## THE CONCEPT

Magazine symbol of the international financial market

Rich themes from Greek and international market

The most expected “rich lists” in the world



Money & Investments,  
Wealth & Social  
Concerns

The most powerful  
Greek Businessmen  
and Celebrities

Leadership, Vision  
Development, Life  
Style-Social Living

Business  
News & Financial  
Information

## ADVERTISING RATE CARD

Simple Positions	Rates(€)
Full Page	€5.000,00
1/2 Page	€3.000,00
1/3 Page	€2.300,00
Double Spread	€9.000,00

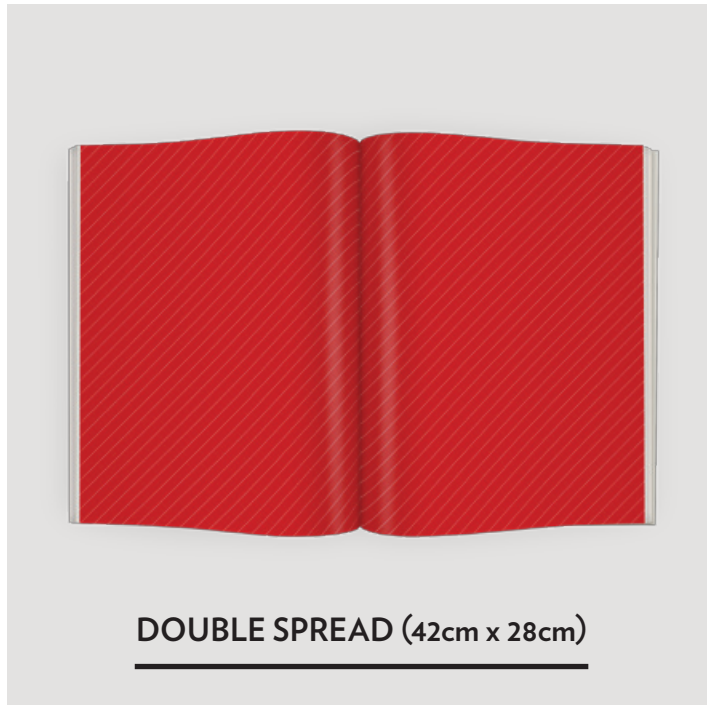
Special Positions	Rates(€)
1st Right Page	€7.000,00
2nd Right Page	€6.500,00
3rd Right Page	€6.000,00
4th Right Page	€5.500,00
Back Cover	€10.000,00
Cover Double Spread	€14.000,00
1st Double Spread	€12.000,00
2nd Double Spread	€10.000,00

Special Advertising Section	Rates(€)
Full Page	€4.000,00
1/2 Page	€2.000,00
1/3 Page	€1.500,00
1/4 Page	€1.000,00

Inserts	Rates(€)
1st Page Insert	€5.000,00
4 Page Insert	€6.000,00



## MATERIAL SPECIFICATION



### SPECIFICATIONS:

FILE FORMAT: .pdf .tiff .jpg    RESOLUTION: 300dpi