

PRICES

FORMAT	PRICE
1/1 page right	54 000 PLN
1/1 page left	48 000 PLN
2/3 page right	38 000 PLN
2/3 page left	36 000 PLN
1/2 page right	30 000 PLN
1/2 page left	27 000 PLN
1/3 page right	22 000 PLN
1/3 page left	20 000 PLN
1/4 page right	18 000 PLN
1/4 page left	16 000 PLN
II,III,IV cover	63 000 PLN
spread	95 000 PLN
junior page right	34 000 PLN
junior page left	32 000 PLN
box in the center	30 000 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
2/2016	January	28.01.2016	15.01.2016	08.01.2016	04.01.2016
3/2016	February	25.02.2016	12.02.2016	05.02.2016	01.02.2016
4/2016	March	31.03.2016	18.03.2016	11.03.2016	07.03.2016
5/2016	April	28.04.2016	15.04.2016	08.04.2016	04.04.2016
6/2016	May	27.05.2016	13.05.2016	06.05.2016	02.05.2016
7/2016	June	30.06.2016	17.06.2016	11.06.2016	06.06.2016
8/2016	July	28.07.2016	15.07.2016	08.07.2016	04.07.2016
9/2016	August	25.08.2016	12.08.2016	05.08.2016	01.08.2016
10/2016	September	29.09.2016	16.09.2016	09.09.2016	05.09.2016
11/2016	October	27.10.2016	14.10.2016	07.10.2016	03.10.2016
12/2016	November	24.11.2016	10.11.2016	04.11.2016	31.10.2016
1/2017	December	22.12.2016	09.12.2016	02.12.2016	28.11.2016

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

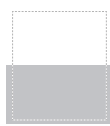
BLEED SIZE



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: 50 039 issues *
Basic volume: 120 pages (+4 covers)
Price: 11,90 PLN
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 1/2015 - 8/2015

**Source: PBC, CPW, 1/2015 - 9/2015, N = 15 040

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: 2 336 961

PV: 11 332 795

Source: Kropka, October 2015

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: 307 991

PV: 1 960 473

Source: Kropka, October 2015

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.