

Forbes

KAZAKHSTAN

2023 MEDIA KIT



FORBES KAZAKHSTAN WE WRITE THE HISTORY OF BUSINESS

Forbes is the most popular business magazine in the world, established in 1917. One issued group includes Forbes Woman. In 2011, Forbes started to be published in Kazakhstan. Concept of magazine based on exclusive information. The magazine offers readers interesting stories about entrepreneurs, presents new ideas and tendencies, and examine the reasons of business fails.

Forbes Kazakhstan – magazine about richness: how to earn, save and spend money.

The circulation of magazine is 10 000 per month.

Choosing topics Forbes Kazakhstan seeks to show life of successful person.

The magazine publishes results of research of the biggest Kazakhstani companies' incomes and ratings of the richest and powerful business people of the country.

Forbes Kazakhstan – is magazine of optimism and luck.

RESEARCH OF THE YEAR:

January	Businessman of the year
February	Investments
March	Overview of education market / Ranking of school
April	Ceo Survey
May	Top-50 wealthiest businessman
June	Rating of Banks
July	30 under 30
August	Ranking of insurance companies / Overview of car market
September	It platforms ranking / Rating of mobile apps
October	Top-50 powerful businessmen
November	Real estate rating
December	Ranking of 50 private companies

ADVERTISING IN FORBES KAZAKHSTAN

Position	Standard issue	Special issue (May, October)	Price of Forbes Woman (may, december) Forbes in kazakh (may, october)
Single page	2 990	3 410	1 490
3rd cover	4 850	5 220	1 740
Back cover	6 850	7 460	2 480
1st spread	8 570	10 060	3 060
2nd spread	7 830	8 950	2 930
3, 4 spreads	6 900	8 200	2 930
Inside spread	5 670	6 340	2 400
1 page - Content	4 360	4 850	1 740
1 page – Masthead	4 360	4 850	1 740
1 page – Editor's letter	4 360	4 850	1 740
1/2 of page	1 810	2 020	900
Gatefold on the 1st cover page	8 140	9 650	3 030
Hard insert	5 670	6 340	2 400
Magazine embedding	2 330	2 330	2 330

Preparation of PR material by a professional journalist: **\$ 174**

When placing on «Gatefold» and «Hard insert» positions, an additional fee of **\$ 930** is charged for technical work of the printing house (applies to the full circulation)

Price are in USD.

MAGAZINE SUBSCRIPTION

Position	Subscription period	Price
Print version of the magazine (in the magazine's editorial office/on the forbes.kz website)	1 year	42
Electronic version of the magazine (App Store, Google Pay, Web-version)	1 year	22

Price are in USD



ADVERTISING ON FORBES.KZ

Position	Size, pixels	Type	Price
A	1170x90	End-to-End	8 per 1000 hits
B	870x90	End-to-End	7 per 1000 hits
B2	870x90	End-to-End	6 per 1000 hits
C	870x90	End-to-End	5 per 1000 hits
D	240x400	End-to-End	6 per 1000 hits
E	240x400	End-to-End	2 330 per month
F	870x90	End-to-End	1 630 per month
G	1170x90	End-to-End	1 170 per month
Full screen		1 hit to 1 unique	12 per 1000 hits

Position	Period	Value	Price
PR article	Home page – 1 day	No more than 7 000 characters and 5 illustration	1 400
PR article	Home page – 2 day	No more than 7 000 characters and 5 illustration	1 630
PR article	Home page – 3 day	No more than 7 000 characters and 5 illustration	2 100
Corporate newsletter	10 in articles in 2 months	No more than 7 000 characters and 5 illustration	12 790

Over 7 000 characters and/or 5 illustration – **plus 20%**. Over 10 000 characters – double rate. Preparation of PR material by a professional journalist: **\$174**

Minimal value of purchasing banners – **50 000 hits**.

Prices are in USD

ADVERTISING ON YOUTUBE CHANNEL FORBES KAZAKHSTAN

Position	Description	Price
Product placement	Product is shown in film	1 400
Integration	The product is advertised by a journalist at the beginning or end of the video	1 630
Insert	Special video about the product	1 860
Interview	Interview with a speaker	5 820
Special project	Multi-participant plot	6 980

ADVERTISING IN SOCIAL NETWORKS

Position	Description	Price
Post	Instagram	700
Post	Facebook	470
Post	Telegram	470





EVENTS CALENDAR

April	Forbes Club Meeting
May	Forbes Tennis Cup
June	Summit 30Under30
September	Forbes Women Club
November	Forbes Club Meeting

