



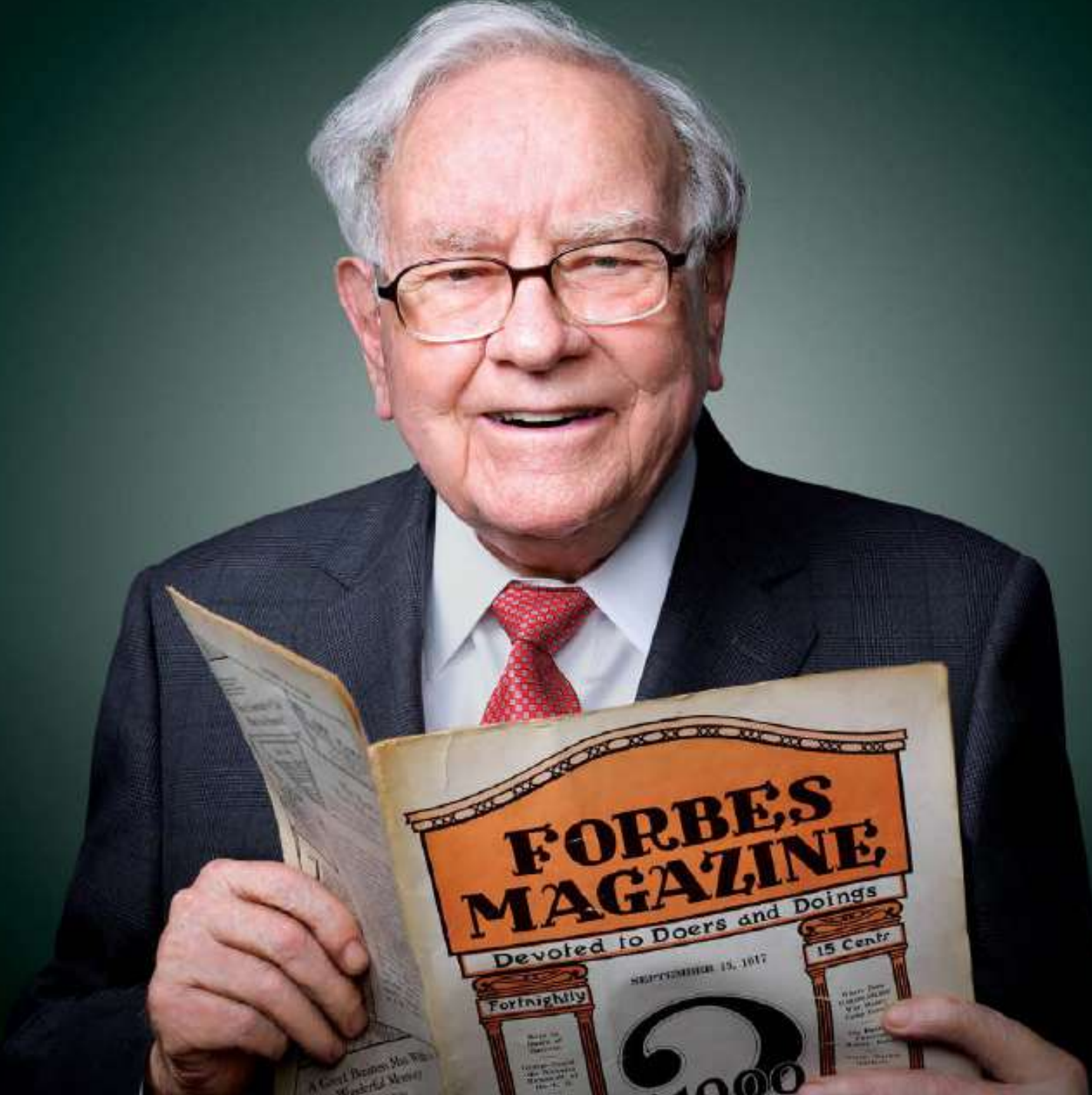
**Forbes**

*Forbes supports successful and inspiring entrepreneurs  
and changes the business environment in Bulgaria.*

Media Kit 2023



[www.piero97.com](http://www.piero97.com)



## *Mission Statement*

Forbes supports success by presenting the most influential leaders and entrepreneurs who change the world, transform the business environment and improve the lives of millions of people.

Forbes' mission is to promote entrepreneurship, good business practices, and philanthropy. The characters on the pages of the magazine are the innovators, the policymakers, the leaders who change the rules of the game and make the world and Bulgaria a better place to live.

Forbes Bulgaria unites these business leaders in meaningful discussions to inspire the exchange of innovative ideas and the development of entrepreneurial ecosystem.



# FORBES BY NUMBERS

*Forbes develops a variety of platforms and media channels to help business leaders, global brands and audiences access valuable and useful content.*

## DIGITAL & SOCIAL

82 000

Followers in social networks

300 000

Views of videos in Forbes TV annually

100 000

Unique visitors to digital channels every month

## PRINT

30 000

Readers every month

45%

Of copies printed reaches business subscribers through subscription programs

Distribution to over 1000 sites across the country and large coworking premises in Sofia

## EVENTS

10+

Events in 2023

150+

Participants in Forbes events from 2022

2000+

Registered visitors to the events in 2022

## WORLDWIDE EDITIONS

49

Global publications

83

Countries

28

Languages

*The Forbes Bulgaria's audience is constantly **growing** and they **generate a community** of successful entrepreneurs and like-minded people through some of the media's most important projects:*

- Men at the top
- Women at the Top
- 30 under 30
- The DNA of success,
- Forbes Business Awards
- Top 70 Bulgarian Celebrities



# THE FORBES AUDIENCE

Forbes Bulgaria offers its audience a critical view of business opportunities and exceptional access to the most influential people in the country and the world through its editorial materials, translated articles, columnists and charts.

**Forbes readers are proactive, well-educated people, with high income, ambitious, curious, decision-takers and public opinion leaders.**

- Top managers
- Entrepreneurs
- Investors
- Millennials

#### AGE GROUPS:

30%

18–34 г.

43%

27%

35–54

над 55 г.



49%

WOMEN

51%

MEN

#### Sectors

- BUSINESS
- FINANCES
- TRADE
- IT COMPANIES
- SERVICES
- PR AND MARKETING
- CONSTRUCTION AND REAL ESTATE
- HEALTH
- PHARMACY



## FORBES PLATFORMS

*Forbes' editorial team monitors all business fields to deliver up-to-date and high-quality content. This enables you to reach the right audience through the most appropriate platforms.*

### Forbes Magazine

Forbes magazine celebrates success and promotes the exchange of innovative ideas. We set the stage for a better business environment and provide readers with the most up-to-date, exciting and useful stories of people and their journey to making dreams come true and pursuing happiness. This allows you to position your brand before a committed and inquisitive audience through some of the Forbes advertising formats like Insights, BrandVoice or The Eye.

### Forbes Website

The website of Forbes Bulgaria is becoming the virtual home of successful business stories and economic news. With over 70,000 unique visits each month, the site is a place to talk more about your brand or position your advertising vision.

### Forbes Social - Facebook, Instagram, LinkedIn

Forbes Bulgaria's social platforms provide added value for both the magazine readers and partners, providing additional photo and video content, targeting by key features and reaching new audiences.





# FORBES PLATFORMS

## Forbes TV

Forbes' TV channel provides high-quality professional video content. The most interesting of Forbes' events, exclusive interviews with top lecturers, entrepreneurs, leaders of Bulgarian and world brands can be seen in the Forbes formats BrandVoice, Success in 60 seconds and Voices of Success.

## Forbes Newsletter

Over 20,000,000 readers each week receive selected highlights of key stories from Forbes directly to their emails. Yours could be among them. The weekly business newsletter gets directly to our database of readers and includes selected news, stories of entrepreneurs, rankings, advertising offers, invitations to events.

## Events

Forbes Bulgaria has established itself as a leader in exciting, meaningful and useful events that bring together the most successful entrepreneurs, top leaders and global brands. Discussing the most important topics of the business world, Forbes Events are an excellent platform through which to tell thousands of viewers about your brand.

10+

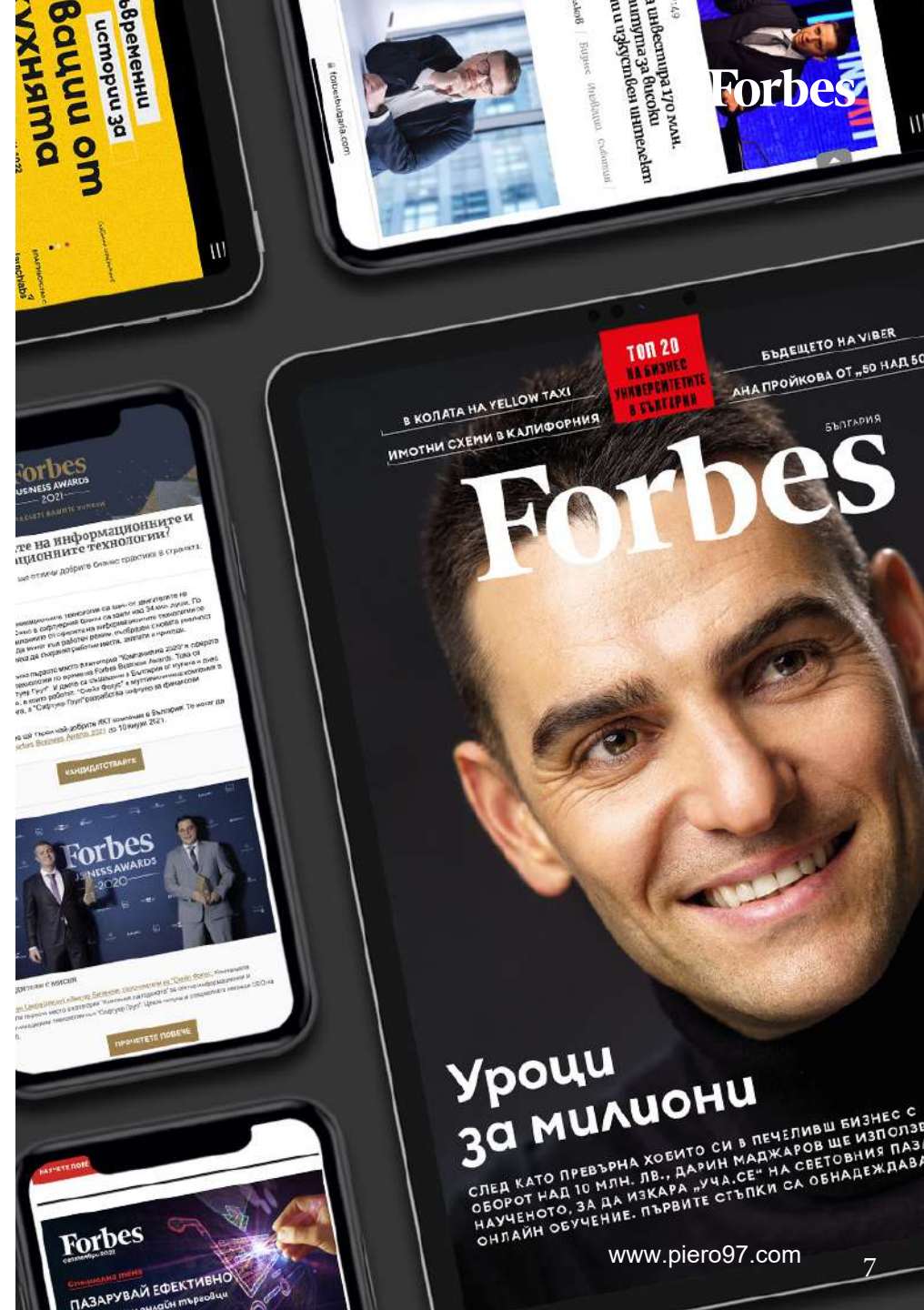
ORGANISED  
EVENTS

150+

SPEAKERS FROM  
LEADING COMPANIES

2000+

VISITORS OF  
THE EVENTS IN 2022





## *PHILANTHROPY IN THE DNA*

*Promoting philanthropy and supporting the entrepreneurial ecosystem are part of the key goals of Forbes Bulgaria.*

### **Forbes Philanthropy Summit 2023**

With the premiere event Forbes Philanthropy Summit 2023 we encourage the building of a philanthropic community in Bulgaria. In early February, Forbes is bringing together the richest and most successful people in the country to exchange experiences and learn from donors with an undeniable reputation - how to upgrade their personal strategies to return value to society. We are launching a platform for creating intersections for more effective donation practices.

### **Let's ignite together the entrepreneurial spark in young Bulgarians.**

In 2023, the second campaign to donate old issues of Forbes to schools across the country was launched. We believe that success stories from the pages of the magazine are an inspiration and a lesson in entrepreneurship for young Bulgarians to motivate them to pursue their dreams and bring their ideas to life. Our proposal to the already successful Bulgarian entrepreneurs and business leaders is to get involved in this cause by donating to schools, for example, each in their homeland, sets of Forbes monthly issues.



# *ADVERTISING OPPORTUNITIES*

**Forbes**  
Insights

BrandVoice



# FORBES INSIGHTS

Forbes INSIGHTS is Forbes' premium marketing tool for natural advertising, through which stories about your brand are prepared by the editorial team of the magazine which are incorporated into the overall Forbes content. In this way, stories about your brand or company reach people's minds and hearts in a highly effective and interesting way. Through Forbes INSIGHTS publications, you get material in the stylistics of typical Forbes articles through what we've been doing best for over 100 years: storytelling.



**Forbes INSIGHTS**  
EXAMPLE HERE





# BRANDVOICE

BrandVoice is the most preferred format for advertising content in Forbes Bulgaria, which provides advertisers with the opportunity to write an article themselves and share their experience and knowledge or to tell their successful business story in the form of an interview in Q&A format. These materials are presented with the title "BrandVoice of ..... (The name of the company). At every stage of their production, the Forbes editorial team is available for assistance and consultation. BrandVoice posts have a clearly defined author, position and photo, have a specific design in the context of editorial content.



BrandVoice  
EXAMPLE HERE



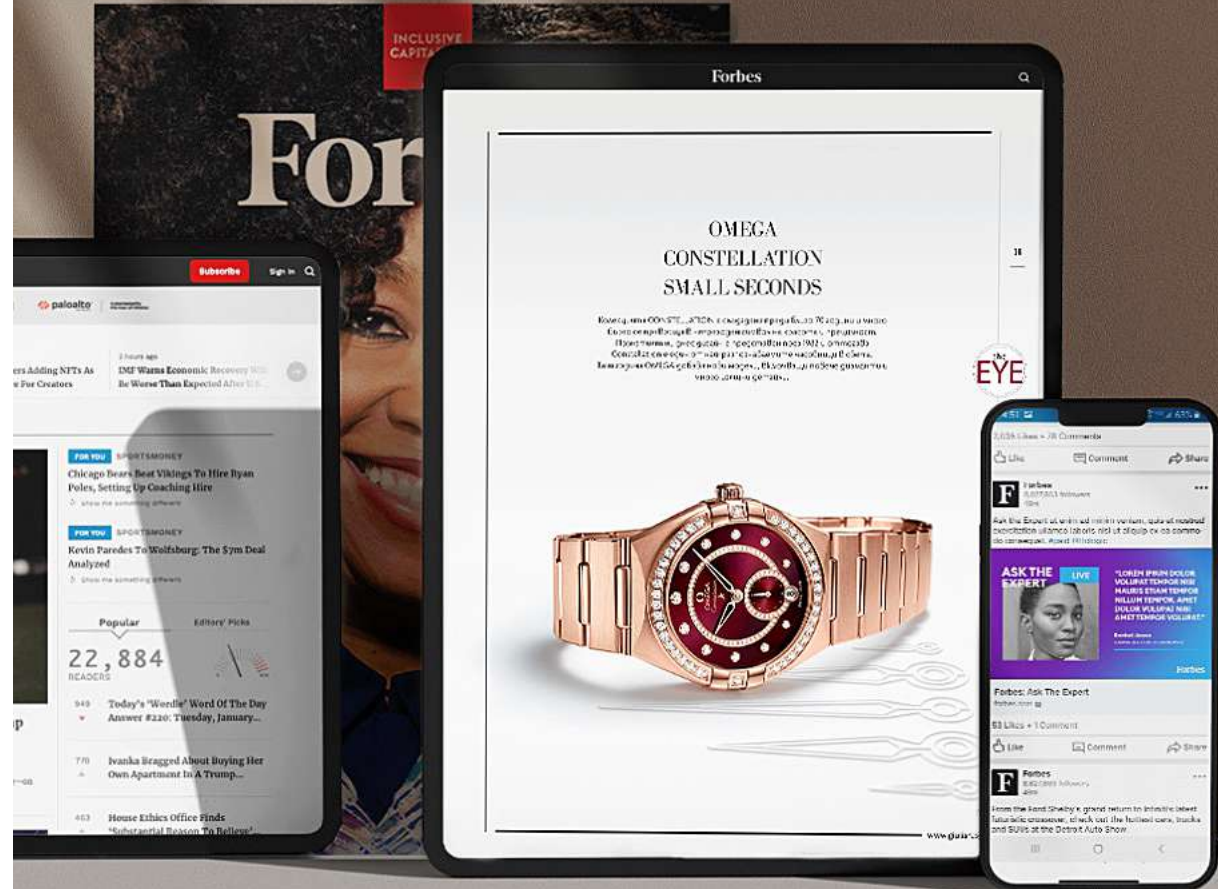


# THE EYE

The EYE is an advertising format with content intended exclusively for advertisers in the luxury segment of products and services. Through a large and quality vision, accompanied by brief information, the Forbes Bulgaria team presents the best products and experiences and gives our advertisers access to a first-class solvent audience.



THE EYE  
EXAMPLE HERE





# FROM THE SOURCE

Subscription program of Forbes Bulgaria for up-to-date news about companies on the Bulgarian market. By purchasing an annual subscription, you can regularly place all the novelties about your brands and companies in the digital channels of the media. All posts have your logo.



FROM THE SOURCE  
EXAMPLE HERE



YOUR PARTNERSHIP WITH FORBES IS WIDELY REFLECTED IN ALL CHANNELS OF FORBES BULGARIA:

30 000

Readers/monthly of Forbes Magazine

117 000

Monthly unique impressions Forbes Website

20 000

Subscribers Forbes Newsletter

40 000

LinkedIn

35 000

Facebook

6 000

Instagram



59% of the visitors of the website use a desktop



41% of the visitors use a mobile device



65% of the website visitors are from Facebook



35% of the website visitors are from LinkedIn



## *MORE PARTNERSHIP OPPORTUNITIES*

### **CUSTOMISED EVENTS**

Forbes Bulgaria can share its know-how and use its contacts and network of partners, entrepreneurs, investors and top managers to organise or partner in customised events of companies and organisations and to help establish new partnerships and reach strategic customers and goals.

### **MEDIA PARTNERSHIPS**

The team of Forbes Bulgaria magazine believes that supporting best practices will serve as an example and will promote an environment of trust and partnership between companies developing successful business in Bulgaria. Bulgarian Business Media Ltd., which is the publisher of Forbes magazine in Bulgaria and owner of exclusive rights related to the FORBES brand, provides an opportunity to establish media partnerships by providing advertising presence and coverage in the channels of Forbes Bulgaria.

