



Forbes BULGARIA

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

Media Kit 2026



www.piero97.com

Our mission

Forbes supports success by showcasing the most influential leaders and entrepreneurs who are changing the world, transforming the business environment and improving the lives of millions.

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

Forbes Bulgaria brings these business leaders together in meaningful discussions to stimulate the exchange of innovative ideas and the development of the entrepreneurial ecosystem.

FORBES IN 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

135 300 +

Followers in the social networks

300 000

annual views of videos on Forbes TV

200 000

unique visitors to www.forbesbulgaria.com

PRINT

26 000

monthly readers

10%

of the circulation reaches business subscribers through subscription programs

distribution to over 1000 outlets across the country and large co-working spaces in Sofia

EVENTS

9+

events in 2024

200+

participants in Forbes events in 2024

2000+

registered visitors of the events in 2024

WORLDWIDE EDITIONS

43

worldwide editions

69

countries

31

languages

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 from the world of business, Forbes events are an excellent platform to tell your brand to thousands of viewers.

- 9+ EVENTS ORGANISED IN 2024
- 200+ SPEAKERS FROM LEADING COMPANIES
- 2000+ VISITORS TO EVENTS IN 2024

THE FORBES AUDIENCE

Forbes Bulgaria gives its audience critical insight into business opportunities and unprecedented access to the most influential people in the country and the world through its editorials, translated articles, columnists and rankings.

Forbes readers are active, well-educated, high-income, ambitious, curious, decision-makers opinion leaders

- ➔ In Senior Management
- ➔ Entrepreneurs
- ➔ Investors
- ➔ Millennials

AGE

30%

18-34 years

27%

55+

43%

35-54 years



49%
FEMALES

51%
MALES

Sectors

- ➔ BUSINESS
- ➔ FINANCE
- ➔ TRADE
- ➔ IT COMPANIES
- ➔ SERVICES
- ➔ PR & MARKETING
- ➔ CONSTRUCTION AND REAL ESTATE
- ➔ HEALTHCARE
- ➔ PHARMACY



FORBES PLATFORMS

The Forbes editorial team monitors all areas of the business to provide up-to-date, high-quality content. This enables you to reach the right audience through the most relevant platforms.

Forbes Magazine

Forbes Magazine celebrates achieving success and stimulates the exchange of innovative ideas. We set the stage for a better business environment and provide readers with the most relevant, exciting and useful stories of people and their path to fulfilling their dreams and pursuing happiness. This gives you the opportunity to position your brand in front of an engaged and searching audience, through some of the Forbes advertising formats - Insights, BrandVoice or The Eye.

Forbes Website

The Forbes Bulgaria website is becoming the virtual home of business success stories and economic news. With over 1 million unique readers every month, the site is the place to tell more about your brand or position your advertising vision.

Forbes Social - Facebook, Instagram, LinkedIn

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



FORBES PLATFORMS

Forbes TV

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

Forbes Newsletter

Over 30,000 thousand readers receive selected highlights of key Forbes stories directly in their inbox every week. Yours could be among them. The weekly business newsletter reaches our reader database directly and includes curated news, entrepreneur stories, rankings, advertising offers, and event invitations.

Forbes Society

The new digital platform is part of www.forbesbulgaria.com, a community of entrepreneurs, investors and executives, people with ideas and vision, who have a significant role to play in improving the standard of living and business environment in Bulgaria. By creating a personal or company profile on Forbes Society, members get the opportunity to build and develop valuable relationships, learn from the experiences of other successful individuals and share their own achievements.

Forbes 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 from the world of business, Forbes events are an excellent platform to tell your brand to thousands of viewers.

9+

EVENTS ORGANIZED
IN 2024
www.piero97.com

200+

SPEAKERS FROM
LEADING COMPANIES

2000+

VISITORS TO EVENTS
IN 2024



SUCCESS FORBES ON NOVA “PRIMETIME FOR BUSINESS LEADERS”

SUCCESS Forbes on NOVA “Primetime for business leaders” – Forbes’ 10-minute weekly business TV slot on Saturday’s edition of the leading weekend morning TV program in Bulgaria - “Wake Up” on NOVA (part of Nova Broadcasting Group – United Media – United Group), which is presenting in an exciting way 2 success stories of the most inspiring Bulgarian entrepreneurs, philanthropists, celebrities, founders of promising start-up companies, executives in top management positions, social leaders, family businesses and their companies.



PHILANTHROPY IN THE DNA

Promoting philanthropy and supporting the entrepreneurial ecosystem are part of Forbes Bulgaria's key objectives.

To ignite together the entrepreneurial spark in young Bulgarians

In 2025, a third campaign will be launched to donate back issues of Forbes to schools across the country. Forbes is also launching an entirely new section for young entrepreneurs. We believe that the success stories from the pages of Forbes are an inspiration and a lesson in entrepreneurship for young Bulgarians to motivate them to pursue their dreams and realize their ideas. Our proposal to the already successful Bulgarian entrepreneurs and business leaders is to join this cause by donating to schools in different parts of Bulgaria sets of the monthly issues of Forbes.

ADVERTISING OPPORTUNITIES

Digital
COVER

custom
Forbes
Insights

custom
BrandVoice

BrandVoice

Forbes
Insights

the
EYE

**FROM THE
SOURCE**

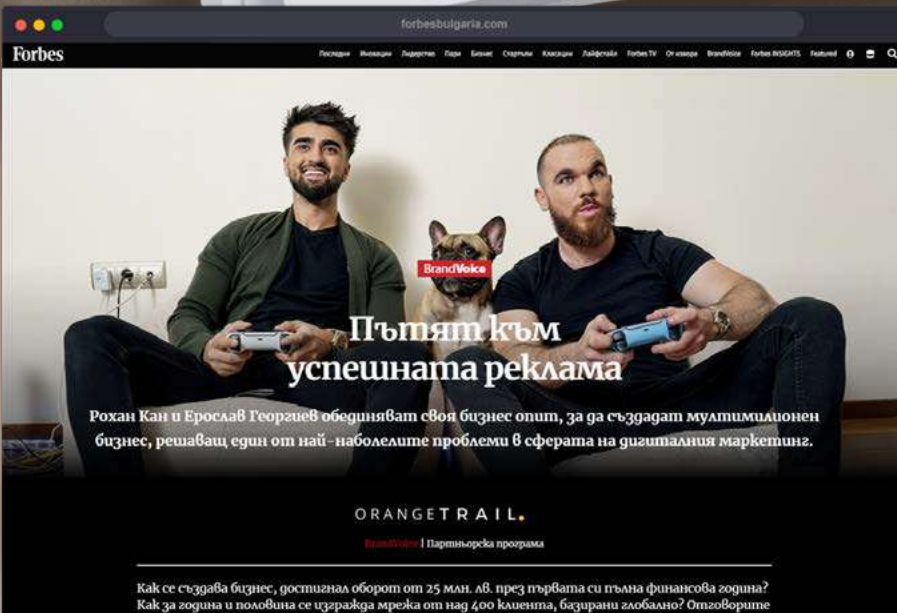
BRANDVOICE

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 expertise and know-how or tell their business success story in the form of a Q&A type interview. These pieces are presented under the heading „BrandVoice of /company’s name/. At every stage of their creation, the Forbes editorial team is available for assistance and consultation. BrandVoice publications are clearly identified by author, position and photo, and have a specific design within the context of the editorial content.



CUSTOM BRANDVOICE

A customized digital representation of a BrandVoice publication on www.forbesbulgaria.com that impacts readers with its unconventional design and look and contributes to the memorability of the company, its products and services. The materials are published with extensive photographic material, featuring highlights and quotes from the text, with the inclusion of video content and a business card



BrandVoice
EXAMPLE HERE

CUSTOM BrandVoice
EXAMPLE HERE

FORBES INSIGHTS

Forbes INSIGHTS is Forbes' premium natural advertising marketing tool, through which stories about your brand are prepared by the magazine's editorial team and integrated as part of Forbes' overall content. In this way, stories about your brand or company reach people's minds and hearts in a highly effective and engaging way. Through **FORBES INSIGHTS** publications, you get material in the style of typical Forbes articles by doing what we've done best for over 100 years – business storytelling.

CUSTOM FORBES INSIGHTS

A customized digital representation of the **FORBES INSIGHTS** publication at www.forbesbulgaria.com, with an impactful design and an unconventional look that contributes to the memorability of the personality, the company, its products and services. Materials are presented with more photos, quotes, highlights from the text and inclusion of video content.



Forbes INSIGHTS
EXAMPLE HERE

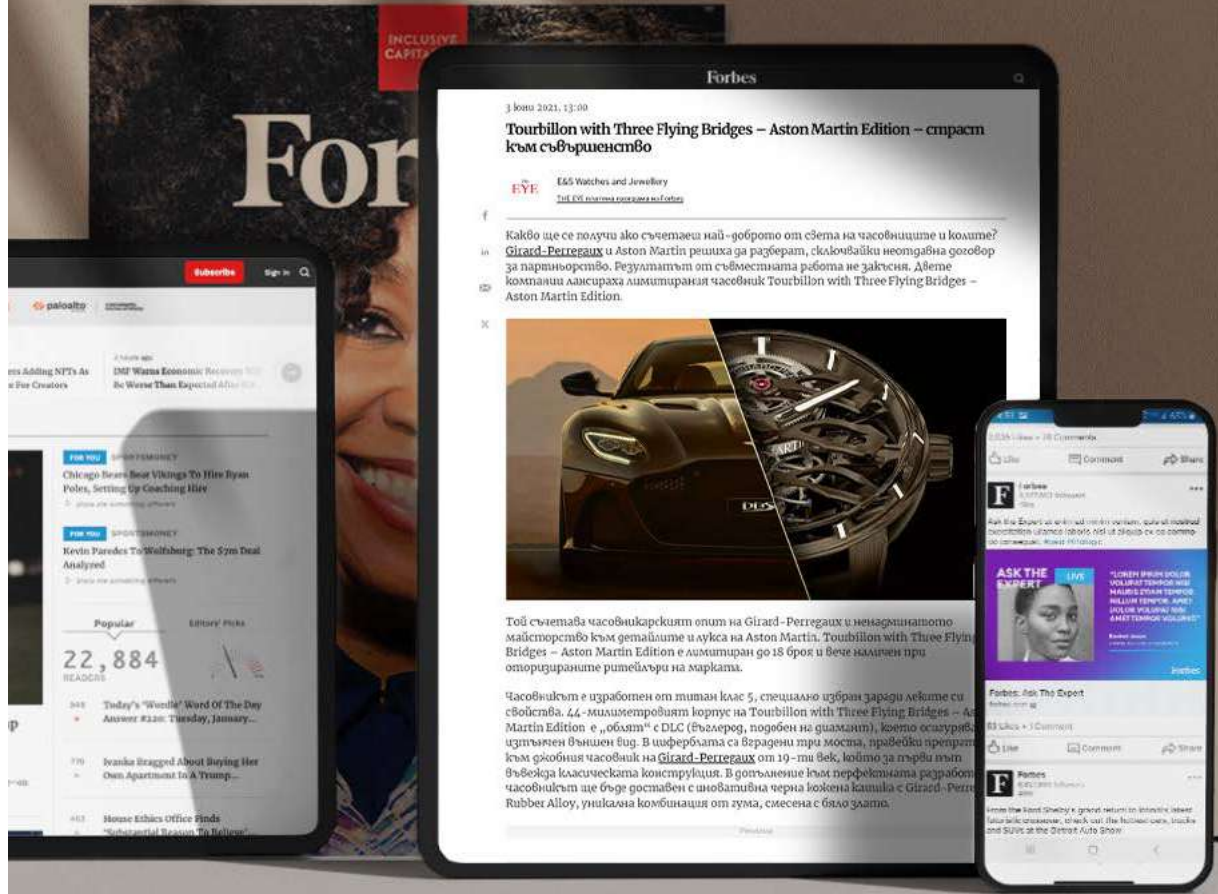
CUSTOM Forbes INSIGHTS
EXAMPLE HERE





THE EYE

The EYE is an advertising format with content designed exclusively for advertisers in the luxury products and services segment. Through a large, quality appearance, accompanied by concise information, the Forbes Bulgaria team showcases the best products and experiences and gives our advertisers access to a premium wealthy audience.



THE EYE
EXAMPLE HERE

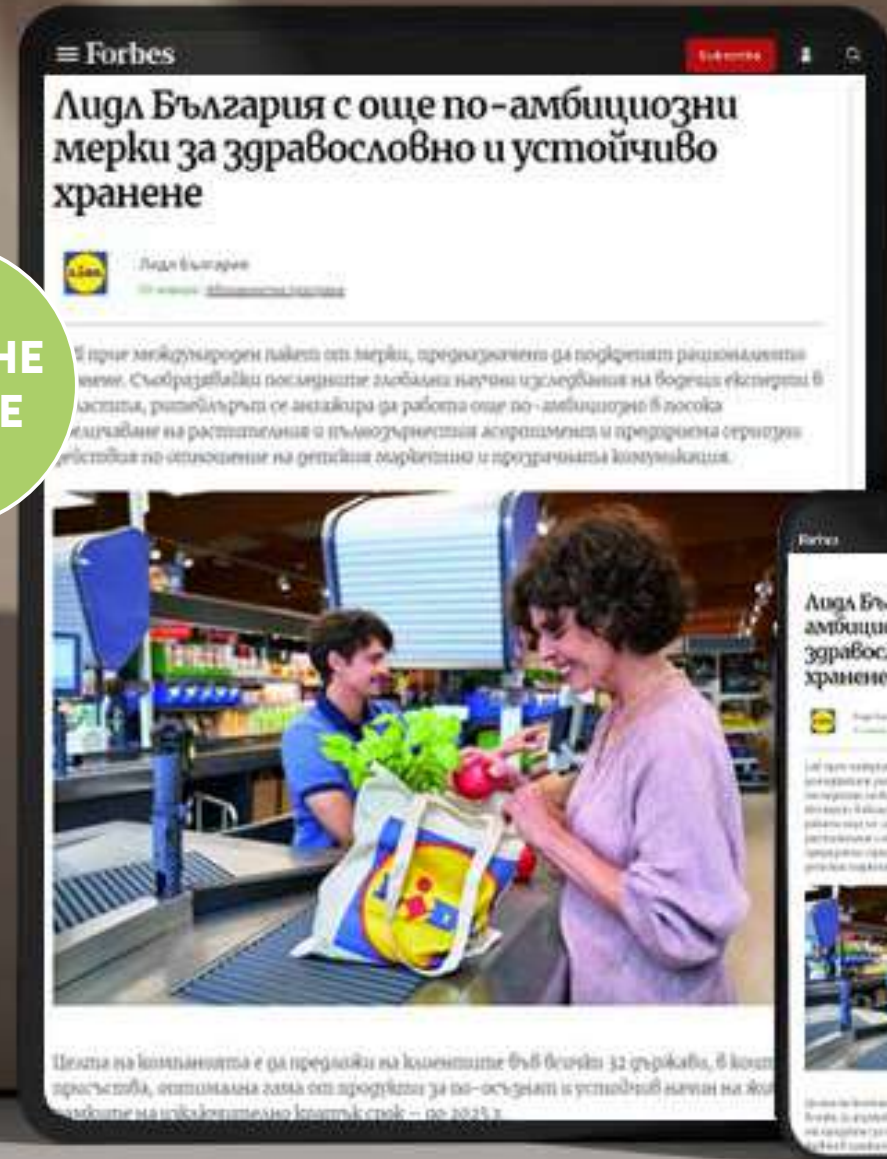
FROM THE SOURCE

Forbes Bulgaria's subscription programme for the latest news about companies in the Bulgarian market. By purchasing an annual subscription, you can regularly position all the news about your brands and companies in the media's digital channels. All publications have your logo.

FROM THE
SOURCE



FROM THE SOURCE
EXAMPLE HERE



YOUR PARTNERSHIP WITH FORBES IS WIDELY REFLECTED IN ALL FORBES BULGARIA'S DIGITAL CHANNELS:

26 000

monthly readers
Forbes magazine

590 000

monthly pageviews
Forbes Website

442 000

unique monthly visitors
Forbes Website

31 200

subscribers
LinkedIn Newsletter

62 000

LinkedIn
followers

56 000

Facebook
followers

17 300

Instagram
followers

45 000

subscribers
Forbes Newsletter



11% of the website's visitors used desktop



89% - a mobile device

FURTHER PARTNERSHIP OPPORTUNITIES

MEDIA PARTNERSHIPS

The Forbes Bulgaria team believes that supporting best practices will serve as an example and create a climate of trust and partnership among companies that are doing successful business in Bulgaria.

Bulgarian Business Media EOOD, the publisher of Forbes magazine in Bulgaria and the owner of the exclusive rights associated with the FORBES brand, provides the opportunity to realize media partnerships by providing advertising presence and coverage in the channels of Forbes Bulgaria.

