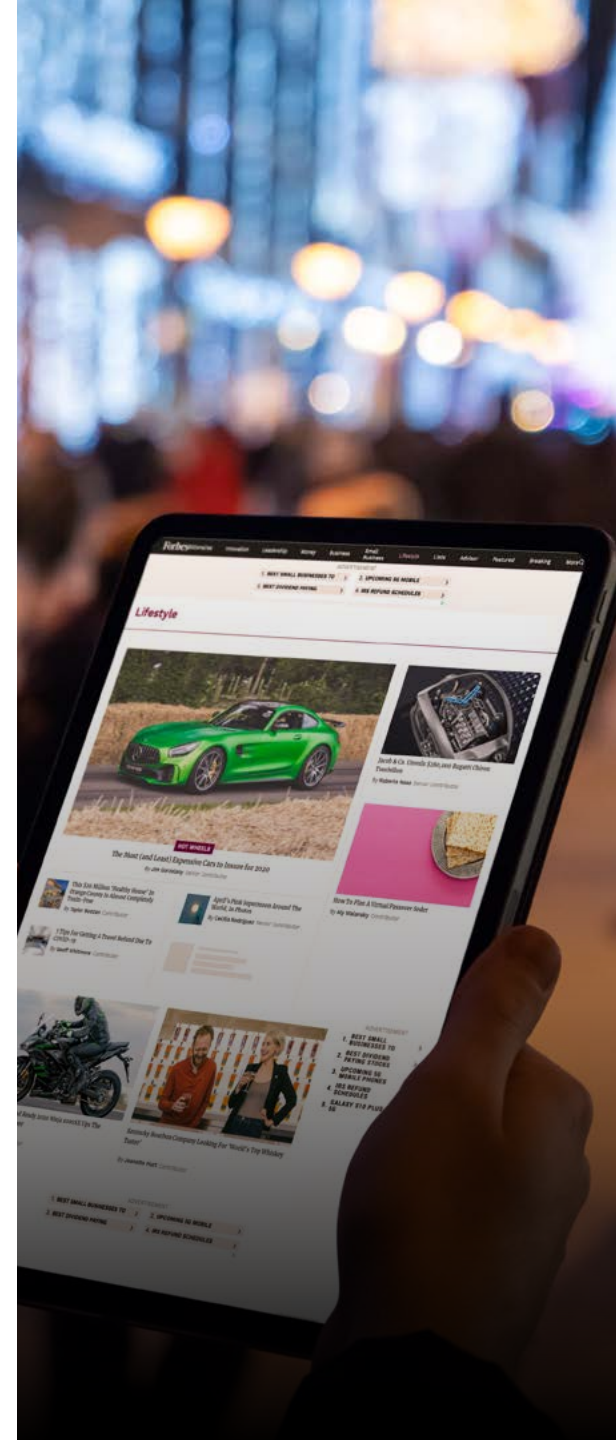
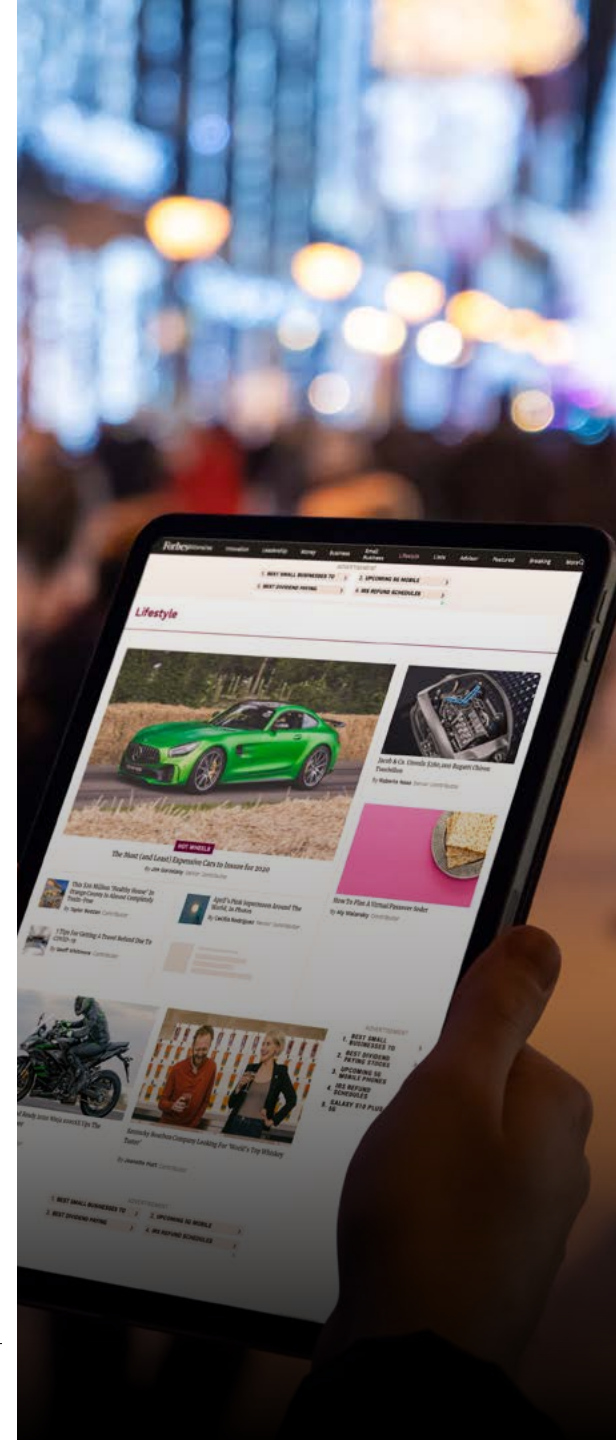


ADVERTISING FORMATS	POSITION ON THE WEBSITE	UNIT RATE IN EUR, EXCL. VAT	UNIT RATE IN BGN, EXCL. VAT
<b>Digital cover</b>	<b>CUSTOM BrandVoice</b> publication + creating a <b>Digital cover</b> with Forbes Bulgaria logo + Reposting on Forbes' social networks + Reposting in <b>Forbes Newsletter</b>	EUR 8 000	BGN 15 646,64
<b>CUSTOM FORBES INSIGHTS</b>	publication with customized Forbes design in the category <b>FORBES INSIGHTS</b> and in a category, according to the contents of the material	EUR 2 500	BGN 4 889,58
<b>CUSTOM BRANDVOICE</b>	publication with customized Forbes design in the category <b>BrandVoice</b> and in a category, according to the contents of the material	EUR 2 100	BGN 4 107,24
<b>FORBES INSIGHTS</b>	publication in the category <b>FORBES INSIGHTS</b> and in a category, according to the contents of the material	EUR 2 000	BGN 3 911,66
<b>BRANDVOICE</b>	publication in the category <b>BrandVoice</b> and in a category, according to the contents of the material	EUR 2 000	BGN 3 911,66
<b>THE EYE</b>	publication in the category <b>Lifestyle</b>	EUR 1 600	BGN 3 129,33
<b>FROM THE SOURCE</b>	publication in the category <b>FROM THE SOURCE</b> and in a category, according to the contents of the material	EUR 1 600	BGN 3 129,33
<b>FROM THE SOURCE Subscription</b> 9 publications in a 1-year period	publication in the category <b>FROM THE SOURCE</b> and in a category, according to the contents of the material	EUR 12 600	BGN 24 643,46

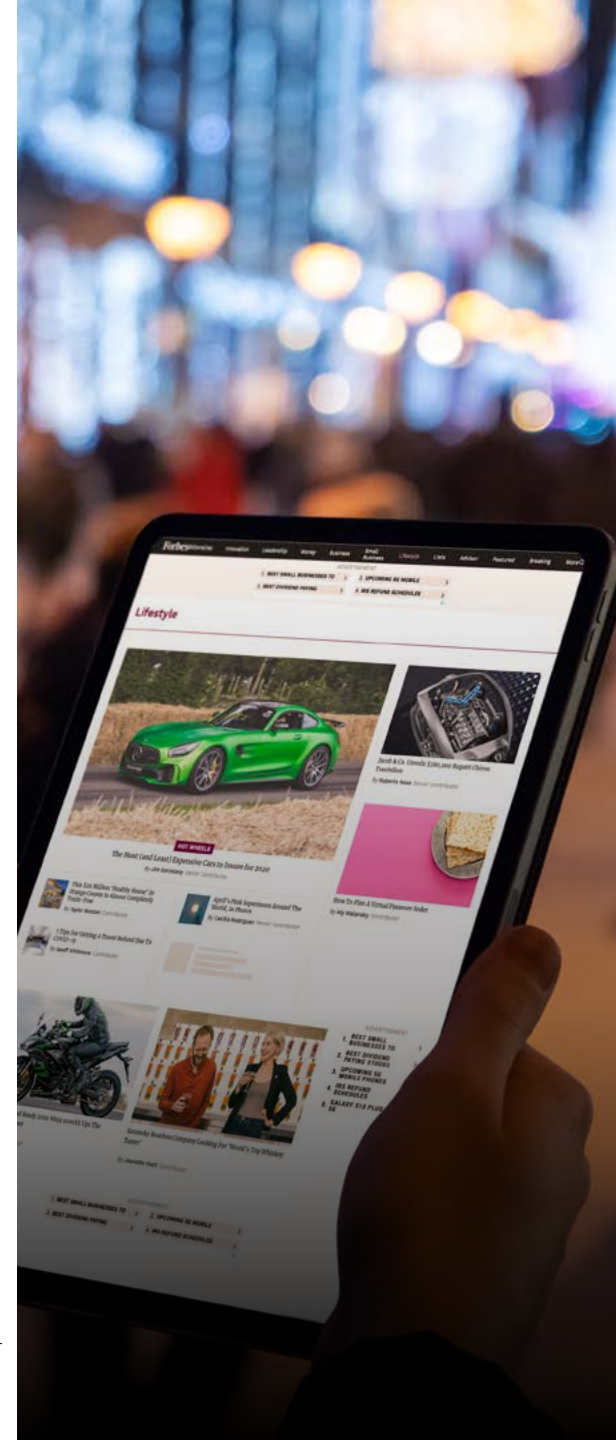


ADVERTISING FORMATS	POSITION ON THE WEBSITE	UNIT RATE IN EUR, EXCL. VAT	UNIT RATE IN BGN, EXCL. VAT
Reposting on Forbes' social networks - Facebook, Instagram and LinkedIn		EUR 600	BGN 1 173,50
Forbes Newsletter - summary of the publication with a link to the full article on the site		EUR 800	BGN 1 564,66
Forbes Women Newsletter - summary of the publication with a link to the full article on the site		EUR 400	BGN 782,33
Standalone Newsletter – sending a separate, dedicated newsletter to the entire Forbes Bulgaria subscriber base, with content entirely focused on the advertiser		EUR 1800	BGN 3 520,49
Support by an editor in writing an article		EUR 350	BGN 684,54
Embedding advertiser-provided video content into the article		EUR 500	BGN 977,92
Production of a FORBES VIDEO INTERVIEW (up to 3 minutes) – filming and editing a video interview, published either as part of the advertiser's article or as a standalone piece in the Forbes Video section		EUR 2800	BGN 5476,32
Adding subtitles to the video content		EUR 300	BGN 586,75



**FORBESBULGARIA.COM** ADVERTISING TARIFF

РЕКЛАМНИ ФОРМАТИ	ПОЗИЦИЯ В САЙТА	UNIT RATE IN EUR, EXCL. VAT	UNIT RATE IN EUR, EXCL. VAT
1200 x 250   Horizontal Leader board / desktop 400 x 125   Horizontal Leader board / mobile	on all pages	<b>EUR 15</b> /1000 impressions/	<b>BGN 29,34</b> /1000 impressions/
300x600   Half page	on all pages	<b>EUR 10</b> /1000 impressions/	<b>BGN 19,56</b> /1000 impressions/
300x250 medium rectangle mobile	on all pages	<b>EUR 7</b> /1000 impressions/	<b>BGN 13,69</b> /1000 impressions/
336x75   anchor / mobile 1600x90   anchor / desktop	on all pages	<b>EUR 15</b> /1000 impressions/	<b>BGN 29,34</b> /1000 impressions/
320x480 splash mobile // 800x600 splash desktop	on all pages	<b>EUR 20</b> /1000 impressions/	<b>BGN 39,12</b> /1000 impressions/



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