

Forbes

Suomi



THE ONLY PLACE TO INFLUENCE PEOPLE HARDEST TO INFLUENCE!

Forbes is the most influential business media brand in the world. It was founded in 1917 by American journalist B.C. Forbes. The brand is about entrepreneurship, leadership, investment, technology and powerful storytelling of success. Today Forbes reaches more than 75 million people worldwide with its business message each month, thorough magazines in US and 37 local editions around the globe, Forbes.com, TV, conferences, social and mobile platforms. SK Media Finland Oy, exclusive Forbes license partner in Finland since 2017

The content of Forbes Finland will consist of 60% Finnish business news, commentary and features, and 40% editorial from Forbes magazines from around the world.

ALL PRICES ARE GIVEN IN EUR EXCLUDING VAT

inside page (first 10 pages)	12 900
inside page	9 900
4th cover (back cover)	19 900
3th cover	16 000
2th cover	17 500
2/1 spread with second cover	23 900
spread (first 10 pages)	20 500
spread	17 000
2/3 of a page (portrait)	7 000
1/2 of a page (landscape)	6 000
1/3 of a page (portrait)	4 500

DISCOUNTS

2-3 publications	-5 %
4-6 publications	-10 %
7+ publications	-25 %
Group discount	-7 %*
Agency discount	-15 %
Full 100% prepayment discount	-10 %
prepayment discount (1 month)	-5 %
+15% for special placement	

* Group discount is available only if the client takes the same advertising solution in the same month in Forbes Latvia or Estonia.

KEY FACTS: FORBES FINLAND

First issue: March 2017
Size: 205 x 265 mm
Number of pages: 70 - 120
Language: Finnish
Retail price: 6.90 €
Circulation: 70,000
Published: monthly

TECHNICAL SPECIFICATIONS

- 1 page – 205 mm x 265 mm
 - with bleed – 215 mm x 275 mm
- spread – 410 mm x 265 mm
 - with bleed – 420 mm x 275 mm
- 1/2 of a page (landscape) – 205 mm x 132,5 mm
 - with bleed – 215 mm x 142,5 mm
- 1/3 of a page (portrait) – 67,6 mm x 265 mm
 - with bleed – 77,6 mm x 275 mm
- 2/3 of a page (portrait) – 135 mm x 265 mm
 - with bleed – 145 mm x 275 mm

The layout of the magazine is made on IBM PC. Advertisements accepted only electronically – on CD, via e-mail. Please contact our advertising department beforehand. Advertisements must be submitted in EPS (CS2) format in Adobe Illustrator or in Press Quality PDF. Layout should have CMYK color space and 300 dpi resolution for bitmaps. The ink limit: under 300%. Type must be outlined PDF/JPG control file or a colored printout generated from the layout latest version must be attached.

CONTACT US

SK Media Finland Oy, exclusive Forbes Publisher in Finland,
Business ID 2768725-2, Unioninkatu 20-22, 00130 HELSINKI
www.forbes.fi
info@forbes.fi / Tel: +358 10 524 9900