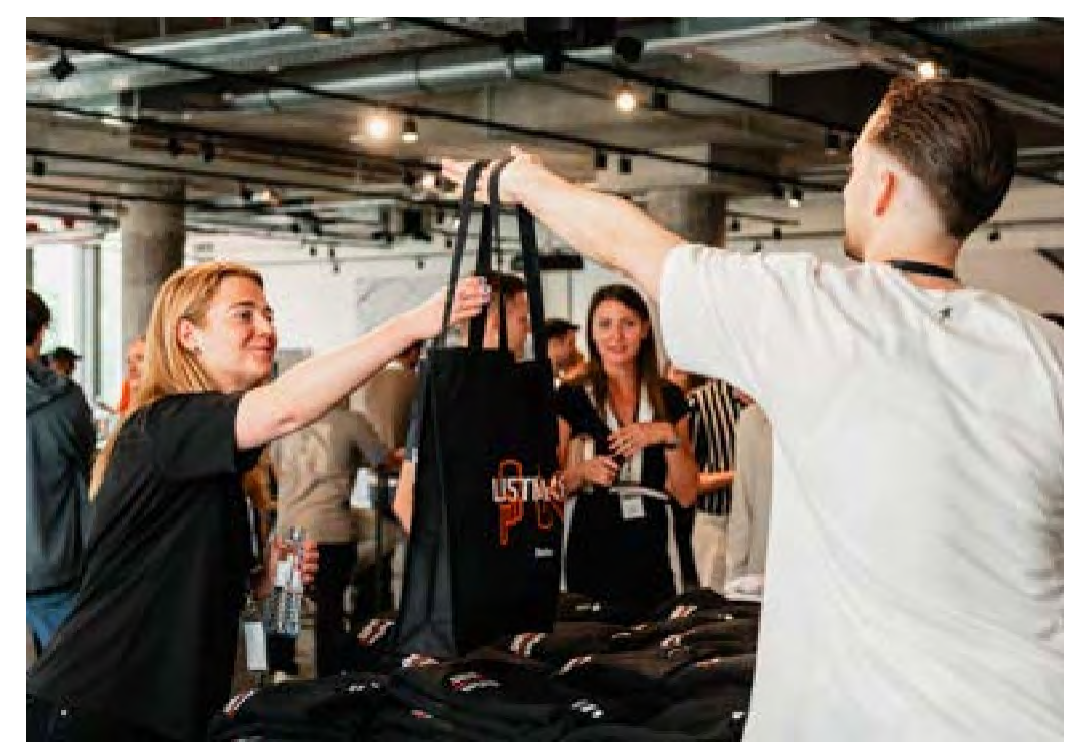


# Forbes

GERMAN-LANGUAGE EDITION

MEDIA DATA 2024







The thing was actually supposed to be called "Doers and Doings". But because it was fashionable in the 1910s to name magazines after people, our founder B. C. Forbes also chose his surname for his new magazine. It turned out to be a good decision: For over 100 years, Forbes has been reporting on the most exciting entrepreneurs and at the same time the richest people in the world - and has also been doing so in the German-speaking region since 2017.

As Forbes DA (German-language edition), we don't care whether someone is a family entrepreneur, start-up founder, rapper or influencer. We are interested in anything that is entrepreneurial and earns money in the process. We are convinced that entrepreneurial capitalism remains the best tool for creating prosperity and solving the major problems of the future. Although and precisely because this is now seen differently in some places.

## PURPOSE

We promote the free market and entrepreneurial capitalism. We not only celebrate entrepreneurs themselves, but also take an entrepreneurial approach to everything we do. We want to change the world with this mindset. This purpose is the driving force behind our entrepreneurial success.

## RESPECT

We respect our employees, customers, advertising partners and competitors. We combine their strengths by working closely with them, listening to them and always respecting our counterparts. This is the only way we can continue to improve.

## INTEGRITY

We work in an ethical and honest manner - and always with the highest integrity. These are the cornerstones of our company. We want to create a culture that enables and promotes fairness and transparency. In addition, the very highest quality in our journalistic work and our products is essential for our brand.

## COURAGE

We welcome new ideas and enjoy making risky decisions. Decisions. Calculated risk is part of our DNA. We learn from experiments and want to constantly improve. We have fun and are passionate about what we do. And: We always want to win.

## INNOVATION

Collaboration, teamwork and the pursuit of excellence make us innovative, allow us to develop products quickly and generate growth. This makes us pioneers in the media landscape. We are not afraid of change - in fact, we thrive on it. We know that we have to remain agile and reinvent ourselves in a changing media landscape.

## DIVERSITY

We represent diversity in all its forms. Just as science unites diverse ideas and opinions, our project also thrives on the perspectives of a wide variety of people who come together and work towards a common goal. We need diversity in order to better understand the past, present and future.









FORBES MAGAZINE  
THE LEADING BUSINESS MAGAZINE IN  
THE GERMAN-SPEAKING WORLD

You know Forbes. Iconic covers, much-quoted lists, new faces. We tell stories of people who change and push boundaries. We portray the most exciting entrepreneurial thinkers in the German-speaking region.



## FORBES EVENTS

THE STARTING POINT OF OUR  
GROWING COMMUNITIES  
AND SOUGHT-AFTER MEETING  
PLACES FOR MANY INTERESTING  
PEOPLE

Our speakers and partners create - and we create around them - events that are always special: exclusive and elegant, exciting and varied. The 30 UNDER 30 Summit, the Forbes Women's Summit or the Money Summit are events that people want to attend - and are therefore always fully booked.





UNDER 30 2023





## FORBES UNDER 30

Expensive energy prices, rapidly rising inflation, a war in Europe - and all this against the backdrop of an ongoing health and climate crisis. Young entrepreneurs in Europe have reason enough to despair.

But if there's one thing our Forbes Under 30 DACH Listmakers prove time and time again, it's that they always find clever solutions, no matter how big the problems to be solved may be. Athletes and artists, entrepreneurs and investors, researchers like CEOs - they are all working on solutions to the climate crisis, adapting their business model in times of corona and often organizing aid for the people in Ukraine on the side.

Europe must become more entrepreneurial at all levels. We need visions and solutions, new images and role models - whether in the start-up scene or in politics. Our Under 30 Listmakers are a welcome change, as they show us every day what this entrepreneurial Europe can look like. They provide the much-needed optimism that we need to carry on in the face of all the crises.

Klaus Fiala, Editor-in-Chief

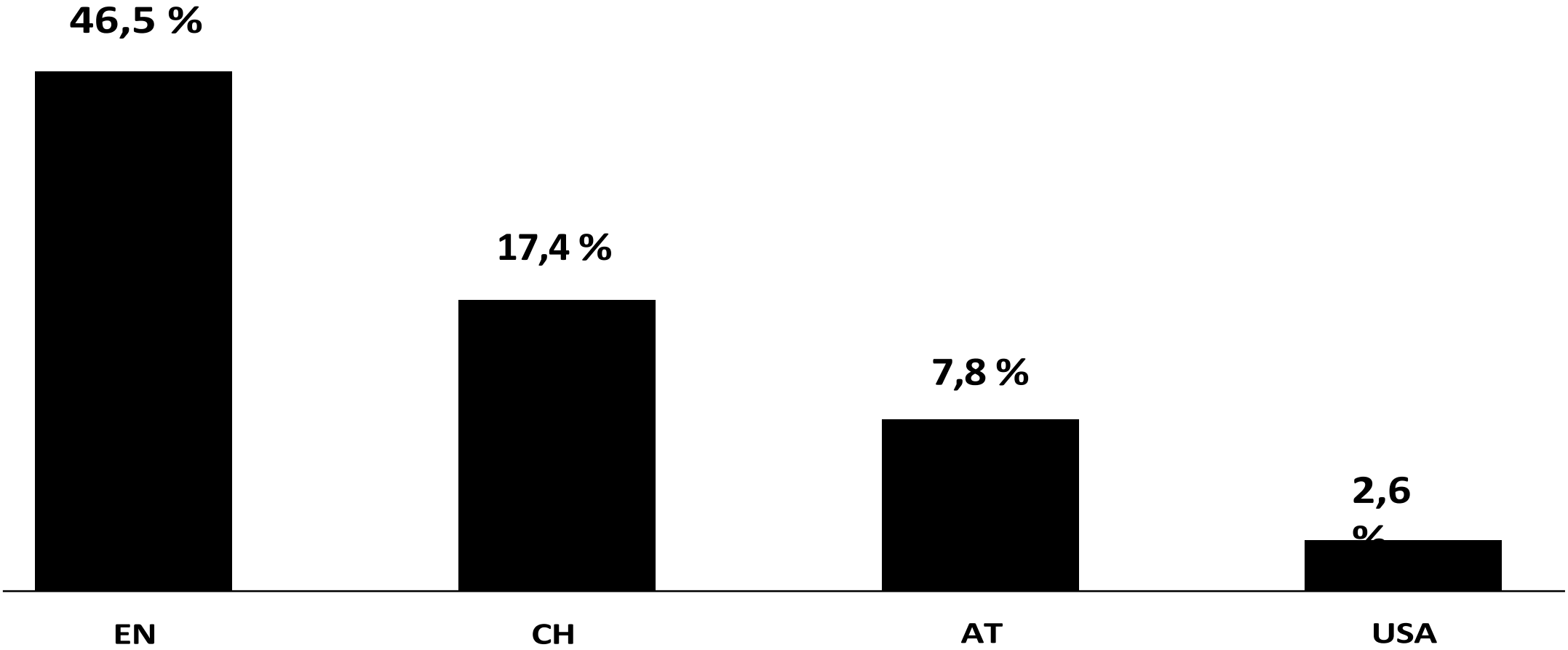


1.700

THERE WERE APPLICATIONS FOR THE UNDER 30 LIST IN THE ROOFTOP REGION IN 2022



THE UNDER 30-LANDING-PAGE VISITORS CAME FROM THESE TOP COUNTRIES





UNDER 30  
SUMMIT 2022



24,2 K  
FOLLOWER

RANGE:  
1.1 MIO.



15,4 K  
FOLLOWER

RANGE:  
320 K



3,4 K  
FOLLOWER

RANGE:  
1,5 K

14 K

NEWSLETTER  
SUBSCRIBER  
S

1,7 K

APPLICATIONS

390 K

VIEWERS FOLLOWED THE  
CAMPAIGN IN THE FIRST  
48 HOURS OF THE LIST  
APPEARANCE



1,4 M

PEOPLE WERE REACHED WITH THE 30 UNDER 30 CAMPAIGN



FORBES

WOMEN'S SUMMIT



NOVEMBER 2

2023

## FORBES

WOMEN'S  
SUMMIT

No doubt, women have come far. Between 2015 and 2022, the number of female board members in DAX companies has doubled; for the first time in history, the ECB president is a woman. Taylor Swift, who recently made the Forbes List of America's Richest Self-Made Women, has not only sold more records than the male rappers Kanye West and Drake, she is currently also the number two of the most-streamed artists on Spotify. Most recently, 30 women were leading their countries.

We're not there yet, but to get where we are, we had to fight. And then, the rhetoric often sounded angry, loud and shrill. This was necessary and admirable, but over war cries, it's sometimes hard to listen. But we need decision makers, often men, to listen. Because the Gender Pay Gap is a reality, the majority of boards are still male-dominated and countries like the United States, France and China have never had female leaders in their history.

So while there is reason to celebrate we need to adapt our strategy to further these achievements. While we need to continue to be bold and innovative, we need to turn fiery speeches into constructive dialog. After the fierce warrior, we now need savvy leaders to make it to full parity. Otherwise we lose the full potential of diversity. Let's not create a Girls Club after all the Boys Clubs. Let's not try to be as masculine as possible. Sara Blakely, the founder of Spanx, said it best: "Maybe the feminine is actually a strength that needs to be harnessed, and needs to have a voice at the table."

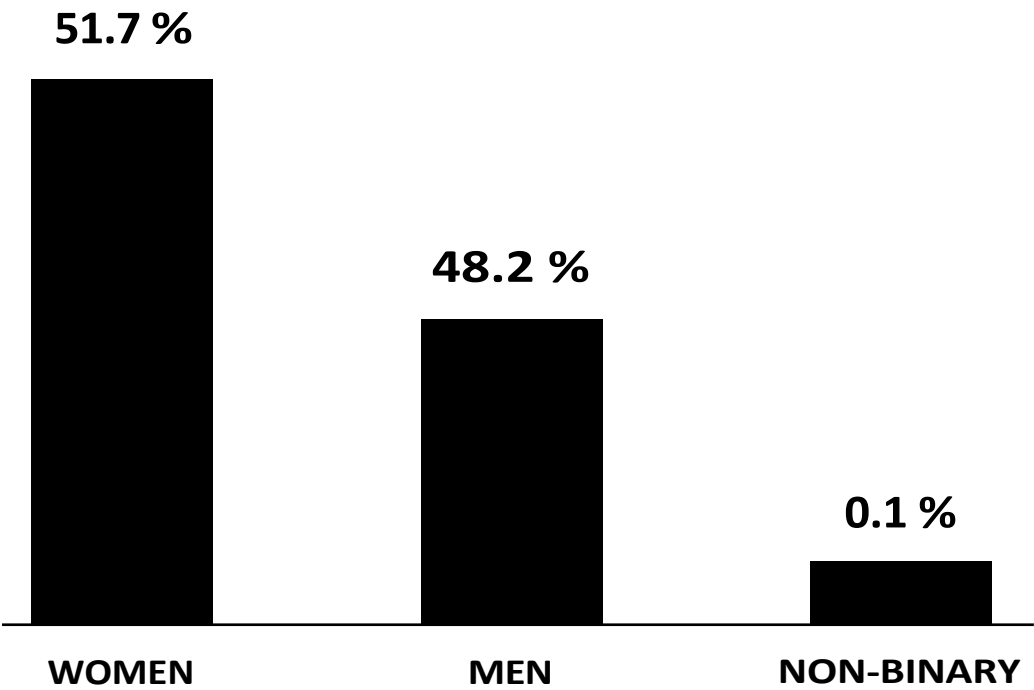
Join us at this years Women's Summit to listen to female voices who are trying to do exactly that. And help us think about the next step for the Forbes Women's Summit. Is it still needed? Does it need a new strategy itself? And if so: What could a potential next chapter be?



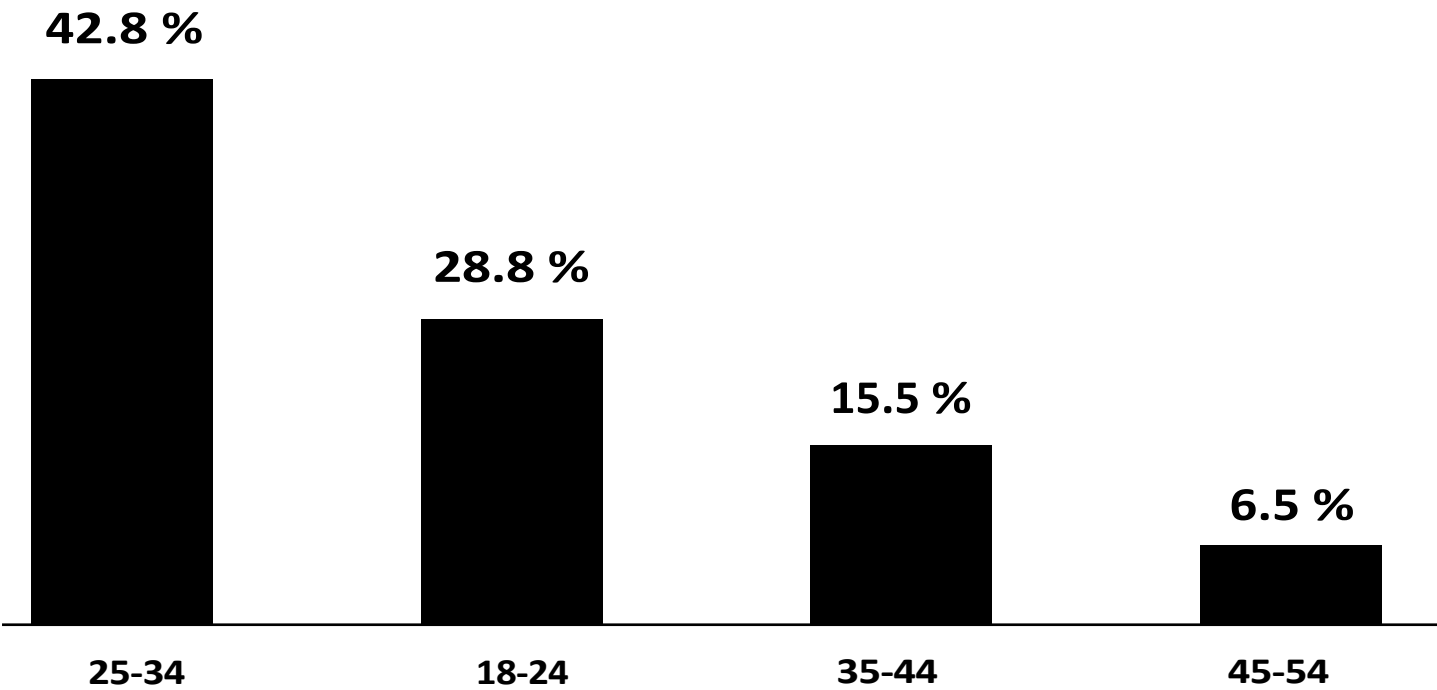
1.3 M

PEOPLE WERE REACHED WITH THE WOMEN'S SUMMIT CAMPAIGN

GENDER



AGE





WOMEN'S  
SUMMIT 2022



24.2 K  
FOLLOWERS

REACH:  
944 K



15.4 K  
FOLLOWERS

REACH:  
326 K



3.4 K  
FOLLOWERS

REACH:  
18 K

14 K  
NEWSLETTER  
SUBSCRIBERS

34  
SPEAKERS  
WERE PART OF THE  
WOMEN'S SUMMIT

70.1 K  
VIEWERS  
IN THE FIRST  
48 HOURS

EVENTS



START  
GLOBAL



MONEY  
SUMMIT



WOMEN'S  
SUMMIT



UNDER 30  
SUMMIT

DIGITAL



NEWSLETTER



WEBSITE



VIDEO



THE  
MAGAZIN  
E



NR. 1-24:  
SUSTAINABILITY



NR. 2-24:  
TOURISM



NR. 3-24:  
MONEY



NR. 4-24:  
HEALTH



NR. 5-24:  
SMART CITIES



NR. 6-24:  
LUXURY



NR. 7-24:  
INNOVATION



NR. 8-24:  
WOMEN



NR. 9-24:  
TRADE



NR. 10-24:  
UNDER 30



THE  
MAGAZINE

TOPICS	PRESSURE CLOSURE	PUBLICATION DATE
SUSTAINABILITY	FEBRUARY 23, 2024	FEBRUARY 29, 2024
TOURISM	22 MARCH 2024	MARCH 28, 2024
MONEY	24 APRIL 2024	30 APRIL 2024
HEALTH	MAY 24, 2024	MAY 30, 2024
INNOVATION	16 JUNE 2024	02 JULY 2024
LUXURY	AUGUST 14, 2024	AUGUST 21, 2024
SMART CITIES	SEPTEMBER 18, 2024	SEPTEMBER 24, 2024
WOMEN	OCTOBER 18, 2024	OCTOBER 24, 2024
TRADE	1E. NOVEMBER 2024	NOVEMBER 23, 2024
UNDER 30	DECEMBER 17, 2024	DECEMBER 23, 2024

WHO WE REACH

As the German-language edition of the world's best-known business magazine, we are everywhere where old things change and new things emerge. Forbes is read by the decision-makers of today, but also by the innovators of tomorrow. Whether you are a smart entrepreneur, an experienced CEO, a young start-up founder or a talented student, we give our readers new ideas and help them make better decisions. We appeal to all those who operate regionally but also think internationally, value performance and promote the self-determined individual.

Entrepreneur	Students
C-Level	Decision-makers (business, industry, financial sector)
Forbes Women-Community	Start-up founders and investors
30 Under 30-Community	

DISTRIBUTION  
SWITZERLAND

THE MAGAZINE

Type: Monthly magazine

Price: 12,00 CHF

Edition: 30,000 pcs.

Range: 100,000 persons

Distribution: subscriptions, addressed, kiosk and partners



FORBES MAGAZINE PAGE  
SIZES AND PRICES

U2 + P. 3: 28,000 CHF	1/1 page: 12,000 CHF	2/1 pages: 406 x 265 mm (+3mm overfiller)
P. 4 + P. 5: 26,000 CHF	Advice: CHF 20,000 (fixed price)	
P. 6 + P. 7: 24,000 CHF	1/1 page: 203 x 265 mm (+3mm overfill)	
2/1 pages: 22,000 CHF	2/1 pages: 406 x 265 mm (+3mm overfiller)	
U4: CHF 15,000		
U3: CHF 13,000		

AGENCY COMMISSION

Authorized media/advertising agencies 10 % of the net price

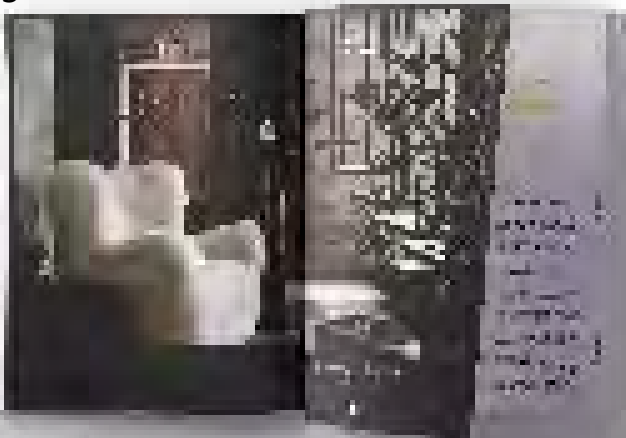
COVER



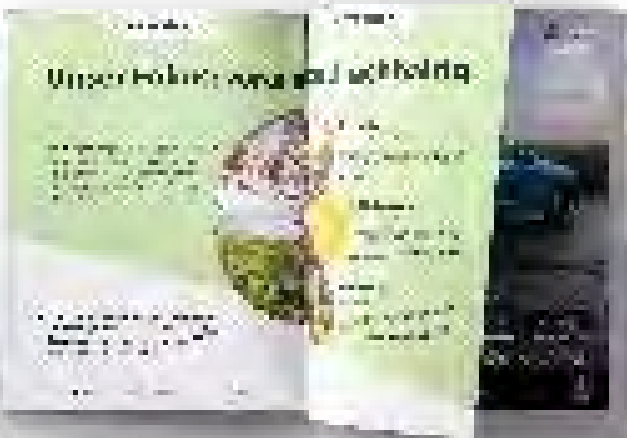
U2 + P. 3



P. 4 + P.  
5



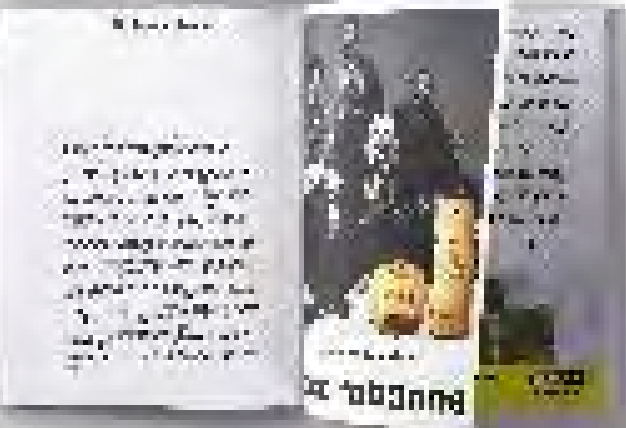
P. 6 + P. 7



2/1 PAGES



1/1 PAGE



U3



U4



## FORBES ADVOICES

## THE MAGAZINE



- Scope: 2-4 pages
- Production: Text and images are produced by Forbes (editors and photographers)
- Implementation: Forbes takes care of the entire implementation (interview to approval)
- Release: Creation by Forbes, release by the customer
- Labeling: "Paid advertisement"



## FORBES ADVERTORIALS

## THE MAGAZINE



- Scope: 1-2 pages
- Production: Text and images are supplied
- Implementation: Forbes-Grafik places images in the layout
- Release: Creation by the customer, no intervention by Forbes in content
- Labeling: "Paid advertisement"





Forbes