

Forbes

KAZAKHSTAN

2024 MEDIA KIT



FORBES KAZAKHSTAN WE WRITE THE HISTORY OF BUSINESS

Forbes is the most popular business magazine in the world, established in 1917. One issued group includes Forbes Woman. In 2011, Forbes started to be published in Kazakhstan. Concept of magazine based on exclusive information. The magazine offers readers interesting stories about entrepreneurs, presents new ideas and tendencies, and examine the reasons of business fails.

Forbes Kazakhstan – magazine about richness: how to earn, save and spend money.

The circulation of magazine is 10 000 per month.

Choosing topics Forbes Kazakhstan seeks to show life of successful person.

The magazine publishes results of research of the biggest Kazakhstani companies' incomes and ratings of the richest and powerful business people of the country.

Forbes Kazakhstan – is magazine of optimism and luck.

RESEARCH OF THE YEAR:

January	Businessman of the year
February	Investments
March	Overview of education market / Ranking of schools
April	Ceo Survey
May	Rich list
June	30 under 30 rating
July	Rating of Banks
August	Ranking of insurance companies / Car market overview
September	E-commerce ranking / Rating of mobile apps
	Ranking of powerful women in Forbes Woman magazine
October	Most powerfull businessmen
November	Real estate rating
December	Ranking of private companies

ADVERTISING IN FORBES KAZAKHSTAN

Position	Standard issue	Special issue (May, October)	Price of Forbes Woman (April, September, December) Forbes in kazakh (May, October)
Single page	2 856	3 256	1 422
3rd cover	4 633	4 989	1 656
Back cover	6 544	7 122	2 367
1st spread	8 189	9 611	2 922
2nd spread	7 478	8 544	2 800
3, 4 spreads	6 589	7 833	2 800
Inside spread	5 411	6 056	2 289
1 page - Content	4 167	4 633	1 656
1 page – Masthead	4 167	4 633	1 656
1 page – Editor's letter	4 167	4 633	1 656
1/2 of page	1 722	1 922	856
Gatefold on the 1st cover page	7 778	9 222	2 889
Hard insert	5 411	6 056	2 289
Magazine embedding	2 222	2 222	2 222

Preparation of PR material by a professional journalist: **\$222**

When placing on «Gatefold» and «Hard insert» positions, an additional fee of **\$889** is charged for technical work of the printing house (applies to the full circulation)

Price are in USD.

MAGAZINE SUBSCRIPTION

Position	Subscription period	Price
Print version of the magazine (in the magazine's editorial office/on the forbes.kz website)	1 year	45
Electronic version of the magazine (App Store, Google Pay, Web-version)	1 year	22

Price are in USD



ADVERTISING ON FORBES.KZ

Position	Size, pixels	Type	Price
A	1170x90	End-to-End	8 per 1000 hits
B	870x90	End-to-End	7 per 1000 hits
B2	870x90	End-to-End	6 per 1000 hits
C	870x90	End-to-End	5 per 1000 hits
D	240x400	End-to-End	6 per 1000 hits
E	240x400	End-to-End	2 330 per month
F	870x90	End-to-End	1 630 per month
G	1170x90	End-to-End	1 170 per month
Full screen		1 hit to 1 unique	12 per 1000 hits

Position	Period	Value	Price
PR article	Home page – 1 day	No more than 7 000 characters and 5 illustration	1 778
PR article	Home page – 2 day	No more than 7 000 characters and 5 illustration	2 000
PR article	Home page – 3 day	No more than 7 000 characters and 5 illustration	2 444
Corporate newsletter	10 in articles in 2 months	No more than 7 000 characters and 5 illustration	16 667

Over 7 000 characters and/or 5 illustration – **plus 20%**. Over 10 000 characters – double rate.

Preparation of PR material by a professional journalist: **\$222**

Making edits to PR material after layout more than twice: **\$222**

Minimal value of purchasing banners – **50 000 hits**.

Prices are in USD

ADVERTISING ON YOUTUBE CHANNEL FORBES KAZAKHSTAN

Position	Description	Price
Product placement	Product is shown in film	1 333
Integration	The product is advertised by a journalist at the beginning or end of the video	1 556
Insert	Special video about the product	1 778
Interview	Interview with a speaker	6 667
Special project	Multi-participant plot	7 778

ADVERTISING IN SOCIAL NETWORKS

Позиция	Описание	Стоимость, тенге
Post	Instagram	2 222
Stories	Instagram	1 111
Reels	Instagram	3 333
Collaborated post	Instagram	3 333
Post	Facebook	1 111
Post	Telegram	1 111





EVENTS CALENDAR

April	Forbes Club Meeting
May	Forbes Tennis Cup – 10 years
June	Summit 30Under30
September	Forbes Women Club
November	Forbes Club Meeting

