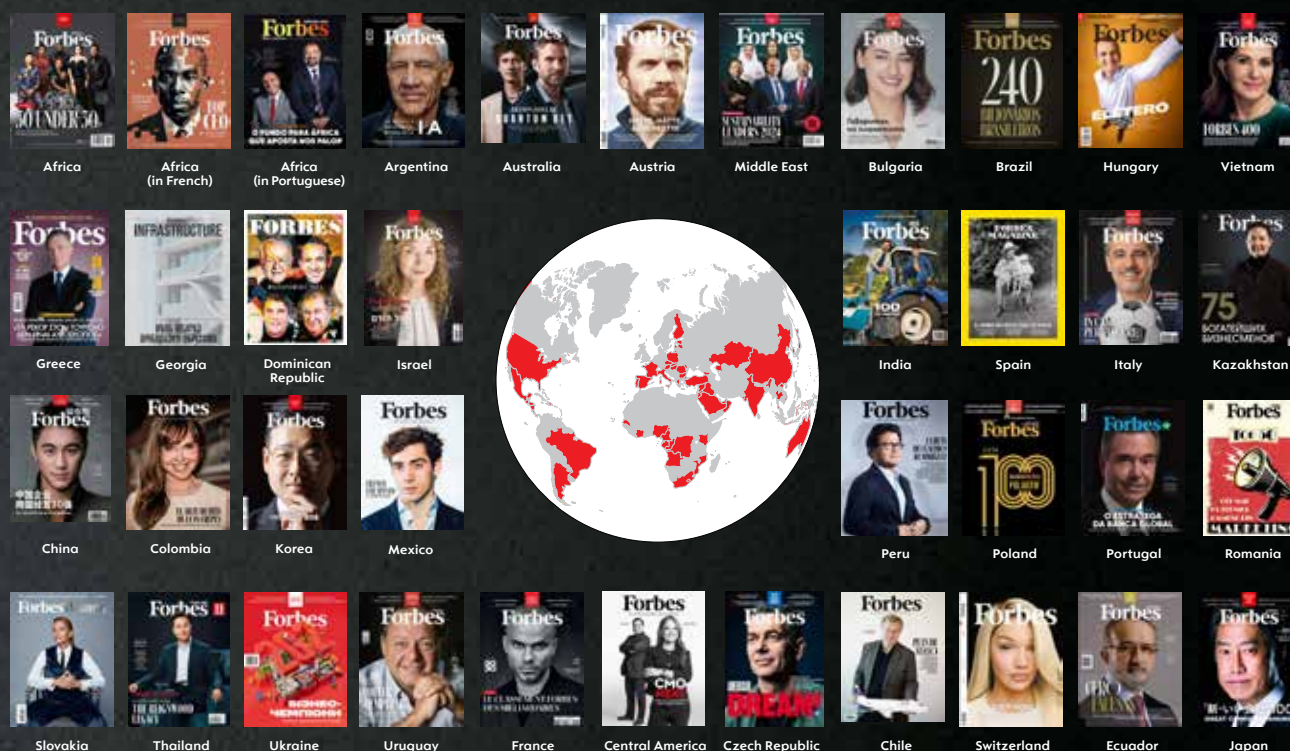


# Forbes

KAZAKHSTAN

## 2025 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
	Ranking of powerful women in Forbes Woman magazine
October	Most powerfull businessmen
November	Real estate rating
December	Ranking of private companies

The issue plan may change throughout the year

## 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	2 793	3 185	1 674
3rd cover	4 533	4 880	1 946
Back cover	6 402	6 967	2 783
1st spread	8 011	9 611	3 435
2nd spread	7 315	8 359	3 261
3, 4 spreads	6 446	7 663	3 152
Inside spread	5 293	5 924	2 717
1 page - Content	4 076	4 533	1 946
1 page – Masthead	4 076	4 533	1 946
1 page – Editor's letter	4 076	4 533	1 946
1/2 of page	1 685	1 880	1 011
Gatefold on the 1st cover page	7 609	9 022	3 370
Hard insert	5 293	5 924	2 717
Magazine embedding	2 174	2 174	2 609

Preparation of PR material by a professional journalist: **\$217**

For the placement of the material without the «Sponsored»: **plus 20%**

When placing on «Gatefold» and «Hard insert» positions, an additional fee of **\$870** 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	52
Electronic version of the magazine (App Store, Google Pay, Web-version)	1 year	21

**Price are in USD**



## ADVERTISING ON FORBES.KZ

Position	Size, pixels	Type	Price
A	1170x90	End-to-End	6 per 1000 hits
B	870x90	End-to-End	5 per 1000 hits
Full screen		1 hit to 1 unique	13 per 1000 hits

Position	Period	Value	Price
PR article	Home page – 1 day	No more than 7 000 characters and 5 illustration	2 174
PR article	Home page – 2 day	No more than 7 000 characters and 5 illustration	2 391
PR article	Home page – 3 day	No more than 7 000 characters and 5 illustration	2 826

For the placement of the material without the «Sponsored»: **plus 40%**

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

Preparation of PR material by a professional journalist: **\$217**

Making edits to PR material after layout more than twice: **\$217**

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

**Prices are in USD**



## ADVERTISING ON YOUTUBE CHANNEL FORBES KAZAKHSTAN

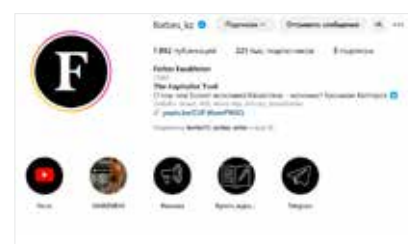
Position	Description	Price
Product placement	Product is shown in film	1 304
Integration	The product is advertised by a journalist at the beginning or end of the video	1 522
Insert	Special video about the product	1 739
Interview	Interview with a speaker	6 522
Special project	Multi-participant plot	7 609



## ADVERTISING IN SOCIAL NETWORKS

Позиция	Описание	Стоимость, тенге
Post	Instagram	2 174
Stories	Instagram	1 087
Reels	Instagram	3 261
Collaborated post	Instagram	3 261
Post	Facebook	1 087
Post	Telegram	1 087

For the placement of the material without the «Sponsored»: **plus 40%**







## EVENTS CALENDAR

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

