

Forbes

KAZAKHSTAN

2026 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	AI and Technologies
March	Private Schools Ranking
April	Show Business Review
	Ranking of the Richest Businesswomen (Forbes Woman)
May	Ranking of the Richest Businessmen
June	30 Under 30 Ranking
July	Bank Ranking
August	Ranking of the Highest-Paid CEOs / Auto Market Review
September	E-commerce Ranking
	Ranking of the Most Influential Women (Forbes Woman)
October	Ranking of the Most Influential Businessmen
November	Rentier Ranking
December	Private Companies Ranking

The issue plan may change throughout the year

ADVERTISING IN FORBES KAZAKHSTAN

Позиция	Cost of standard issue, (incl. 16% VAT)	Cost of special issue (May, October), (incl. 16% VAT)	Cost of Forbes Woman (April, September, December) and Forbes in Kazakh (May, October), (incl. 16% VAT)
Inner spread	2 700	3 100	1 800
Inside spread	5 100	5 700	2 600
3rd cover page (inside back cover)	4 340	4 700	1 900
4th cover page (back cover)	6 100	6 640	2 700
1st spread	7 700	9 000	3 300
2nd spread	7 000	8 000	3 120
3rd–4th spread	6 200	7 400	3 016
1 page – Contents	4 000	4 360	1 862
1 page – Masthead	4 000	4 360	1 862
1 page – Editor's letter	4 000	4 360	1 862
Vignette for TOP 75 Richest / 50 Most Influential / Women		5 000	3 000
Gatefold on the 1st cover	7 000	9 000	4 000
Hard insert	5 100	5 700	2 600
Magazine inserts	4 000	4 000	3 000

Preparation of PR material by a professional journalist: **\$300**

For placements on “gatefold” and “hard insert” positions, an additional fee of **\$1000** is charged for the printing house's technical work (applies to the entire circulation).

Price are in USD

MAGAZINE SUBSCRIPTION

Position	Subscription period	Price (incl. 16% VAT)
Subscription to the digital version of the magazine (App Store, Google Play, Web version)	1 issue	2
	3 months	7
	6 months	11
	1 year	20
Subscription to the print version of Forbes Kazakhstan / Forbes Woman / Forbes in Kazakh	1 issue	5

Price are in USD



ADVERTISING ON FORBES.KZ

Position	Size, pixels	Type	Price
A	1170x90	End-to-End	6 per 1000 hits
Full screen		1 hit to 1 unique	14 per 1000 hits

Position	Period	Value	Price
PR article	Home page – 1 day	No more than 7 000 characters and 5 illustration	2 400
PR article	Home page – 2 day	No more than 7 000 characters and 5 illustration	2 600
PR article	Home page – 3 day	No more than 7 000 characters and 5 illustration	3 000



Over 7,000 characters and/or 5 illustrations – **20% surcharge**; Over 10,000 characters – double rate

Editing PR material after layout more than twice – **\$300 surcharge**

Making edits to PR material after layout more than twice: **\$300**

Minimum banner purchase volume – 50,000 impressions

Prices are in USD

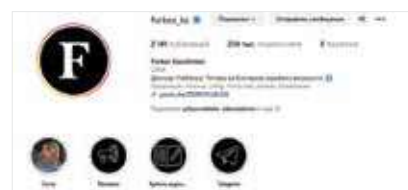
ADVERTISING ON YOUTUBE CHANNEL FORBES KAZAKHSTAN

Position	Description	Price
Product placement	Product is shown in film	1 300
Integration	The product is advertised by a journalist at the beginning or end of the video	1 500
Insert	Special video about the product	1 700
Interview	Interview with a speaker	6 400
Special project	Multi-participant plot	7 400



ADVERTISING ON SOCIAL NETWORKS

Position	Description	Price
Post	Instagram	2 400
Stories	Instagram	1 200
Reels	Instagram	3 400
Collaborated post	Instagram	4 000
Post	Facebook	1 200
Post	Telegram	1 200



Price are in USD



FORBES KAZAKHSTAN EVENTS CALENDAR

February	Forbes Woman Brunch Forbes Club dinner
April	Forbes Club meeting; Forbes Woman Brunch Forbes Club dinner
May	Forbes Cup Tennis Tournament
June	Forbes 30 Under 30 Summit; Forbes Woman Brunch Forbes Club dinner
August	Forbes Woman Brunch
October	Forbes Woman Brunch Forbes Kazakhstan 15 years Anniversary Gala
November	Forbes Club dinner
December	Forbes Woman Brunch

