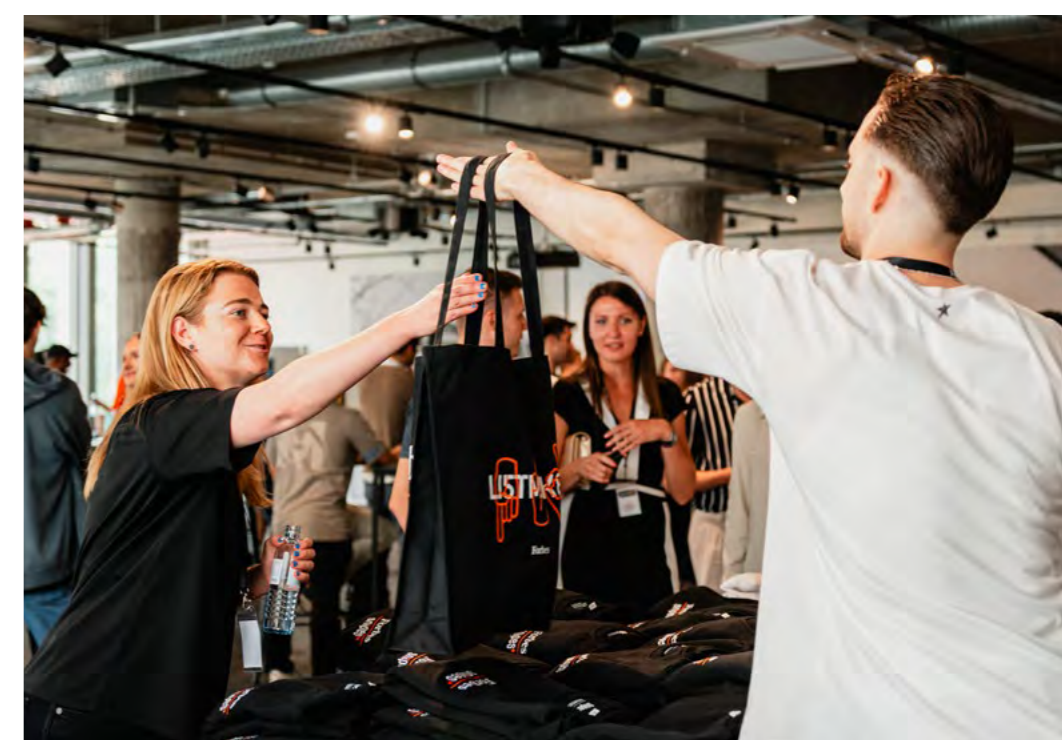
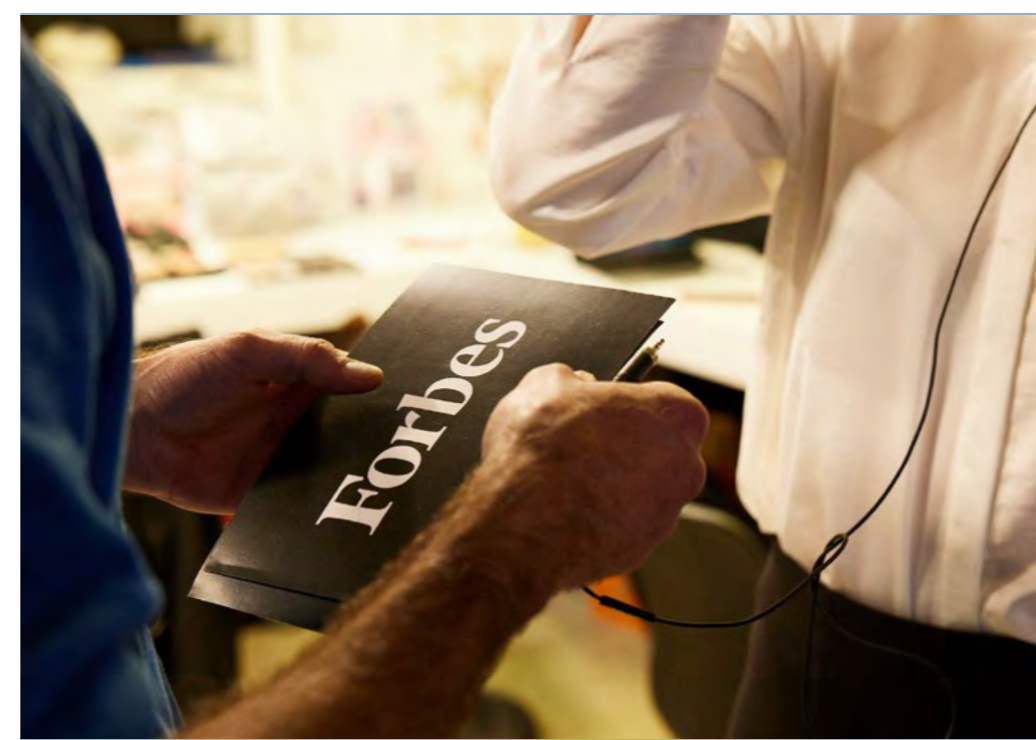


Forbes

GERMAN-LANGUAGE EDITION

MEDIA KIT 2024



FEB29 BACKGROUND

From the German-language edition of Forbes to the international design conference OFFF to the science magazine tuw.media in cooperation with TU Wien – FEB29 unites exciting brands and projects under its roof. The company, which was launched in 2017, is everywhere where the old is being edited and the new is being created. It is attached to content in all colors and forms – always precisely researched and presented in a balanced way. It gives its business partners a voice and carries it into the DACH region and the world. FEB29 thinks globally, works locally and is present in Berlin, Geneva, Cologne, Munich, Vienna and Zurich.

FORBES DA

Forbes is the world's leading business publication. Founded in 1917, the brand today unites more than 49 editorial teams spanning 81 countries. The German-language edition of the brand, Forbes DA, portrays the most interesting entrepreneurial thinkers of the German-speaking region – and beyond. It focuses its coverage on entrepreneurs, but also features CEOs, investors as well as founders, students and artists.

Forbes focuses on three initiatives – Billionaires and 'Old Money', Forbes Women and Forbes Under 30. We tell stories about strong individuals that are changing the world. Our print magazine forms the core of our activities, but we are also present on all multimedia platforms and host extraordinary events.

PURPOSE

We believe in our longstanding purpose: to be global champions of free market enterprise and entrepreneurial capitalism. Not only do we celebrate the power of the entrepreneur, we also bring an entrepreneurial mind-set to everything we do. It's our shared purpose that inspires us to help change the world and that drives our business success.

RESPECT

We respect the dignity of our employees, consumers, advertisers, partners and competitors. By working together, listening with an open mind and accepting each other, we harness the collective power of each individual to make us better.

INTEGRITY

Operating in an ethical way, with honesty and integrity, is the foundation of our business. We're committed to creating a culture that ensures fairness and promotes transparency. Maintaining the quality of the journalism we produce, the content we create and the products we develop is critical to the integrity of our brand.

BOLDNESS

We embrace new ideas, make bold decisions and take action. Calculated risk is core to our DNA. We learn from our experiments and seek continuous improvement. It's important to us that we have a passion for what we do, that we have fun and that we play to win.

INNOVATION

We focus relentlessly on innovation. Collaboration, teamwork and a commitment to excellence allow us to innovate, develop products faster, grow and lead the way in the media industry. We don't fear change – we thrive on it. Amid the ever-evolving media and tech landscape, we recognize the need to remain nimble and to constantly reinvent ourselves.

DIVERSITY

We represent diversity in all its forms. Just as science brings together diverse ideas and opinions, our project thrives on the perspectives of diverse people coming together and working toward a common goal. We need diversity to better understand the past, present and future.





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

The brand is well-known for its iconic covers, oft-cited lists and interesting new angles on the world of business. We tell stories of people that have impact and push boundaries. Our focus are entrepreneurs, no matter if they're young or experienced, male or female.



FORBES EVENTS

**OUR EVENTS ARE THE STARTING POINT
FOR OUR EXCLUSIVE COMMUNITIES
AND A POPULAR MEETING PLACE FOR
INTERESTING MINDS**

Together with outstanding speakers and strong partners we create events that last: exclusive and elegant, exciting and different. Our events include, amongst others, the Forbes Money Summit, the Forbes Women's Summit as well as Forbes Under 30 events.



UNDER 30 2023



**FORBES
UNDER 30**

High energy prices, rapidly increasing inflation and a war in Europe – and all that against the backdrop of an ongoing climate crisis. Young entrepreneurs in Europe have reason enough to despair.

But if our Forbes Under 30 DACH listmakers prove one thing, it's that they always find smart solutions, no matter how big the problems. Athletes and artists, entrepreneurs and investors, executives and CEOs – they all work on solutions for the climate crisis, adapted their business models in times of Covid and often organize help on the side for people in Ukraine.

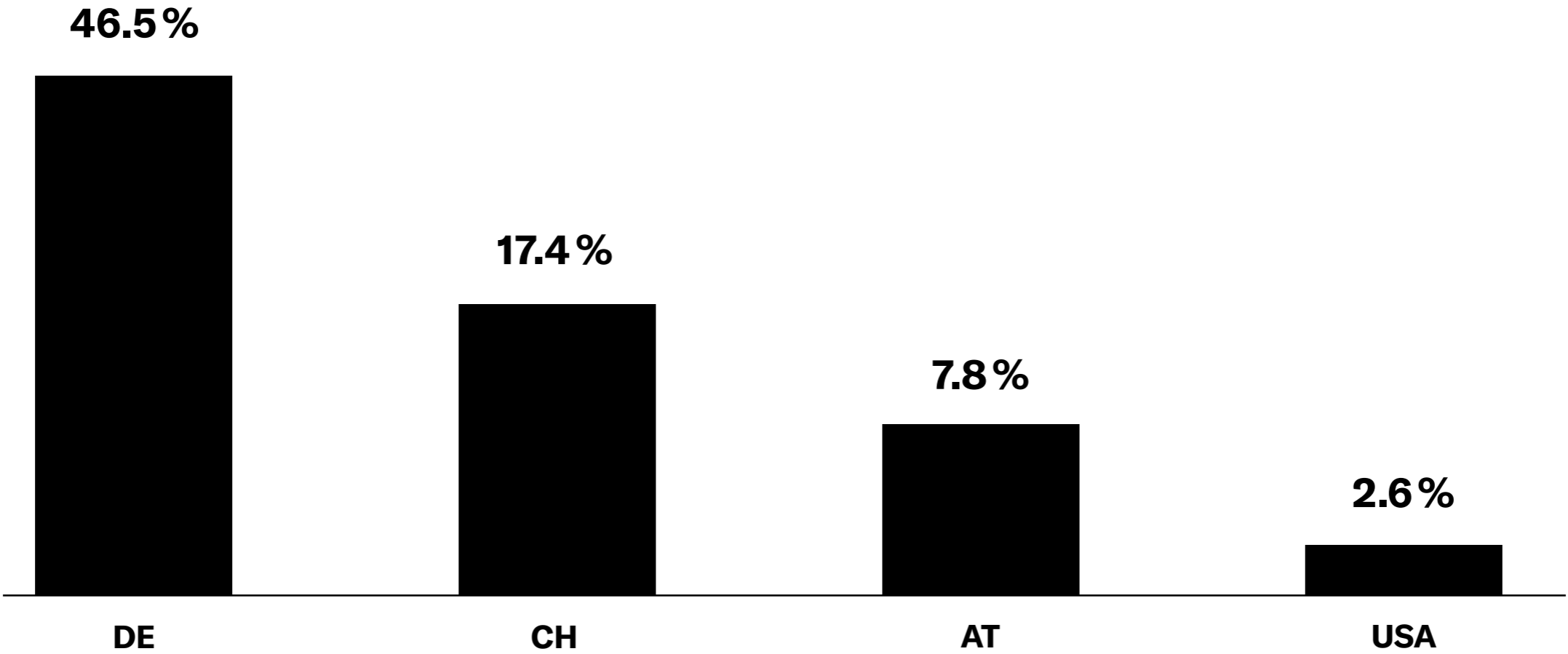
Europe needs to become more entrepreneurial at all levels. We need visions and solutions, new images and role models – whether in the startup scene or in politics. Our Under 30 listmakers are a welcome change as they show us every day what such an entrepreneurial Europe could look like. They give us the urgently needed optimism we need to just keep going.

Klaus Fiala, Editor-in-Chief

2,000

PEOPLE WERE NOMINATED FOR THE 2023 FORBES UNDER 30 LIST IN THE DACH REGION

HERE ARE THE TOP COUNTRIES FROM WHICH TRAFFIC CAME TO OUR UNDER 30 PAGE IN 2022



UNDER 30
SUMMIT 2022



24.2 K
FOLLOWERS

IMPRESSIONS:
1.1 MIO.



15.4 K
FOLLOWERS

IMPRESSIONS:
320 K



3.4 K
FOLLOWERS

IMPRESSIONS:
1.5 K

14 K

NEWSLETTER
SUBSCRIBERS

1.7 K

APPLICATIONS

390 K

LIST VIEWS
(48 H)

1.4M

PEOPLE WERE REACHED WITH THE UNDER 30 CAMPAIGN

FORBES

WOMEN'S SUMMIT



2. NOVEMBER

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.

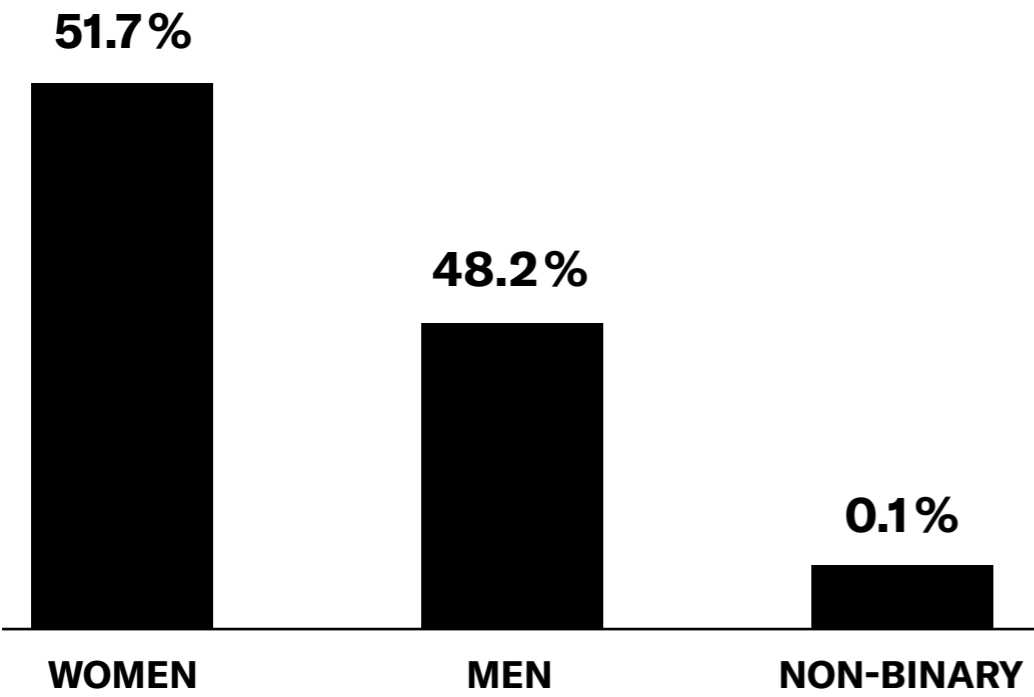
So while there is reason to celebrate we need to adapt our strategy to further these achievements. While we need to continue to be bold and innovative, we need to turn fiery speeches into constructive dialogue. After the fierce warrior, we now need savvy leaders to make it to full parity. Otherwise we 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?

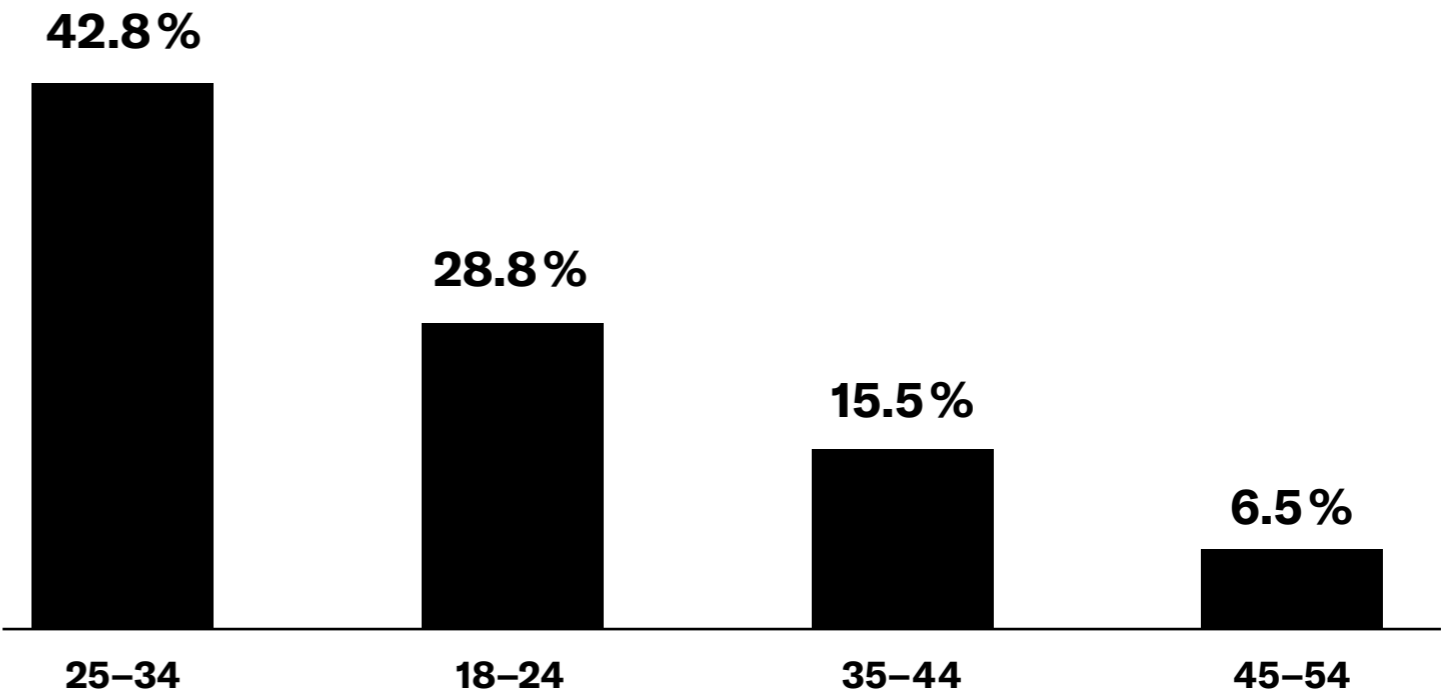
1.3 M

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



MAGAZINE



NO. 1-24:
SUSTAINABILITY



NO. 2-24:
TOURISM



NO. 3-24:
MONEY



NO. 4-24:
HEALTH



NO. 5-24:
INNOVATION



NO. 6-24:
LUXURY



NO. 7-24:
SMART CITIES



NO. 8-24:
WOMEN



NO. 9-24:
TRADE



NO. 10-24:
UNDER 30

MAGAZINE

TOPICS	PRINTING DEADLINE	DATE OF ISSUE
SUSTAINABILITY	FEBRUARY 23, 2024	FEBRUARY 29, 2024
TOURISM	MARCH 22, 2024	MARCH 28, 2024
MONEY	APRIL 24, 2024	APRIL 30, 2024
HEALTH	MAY 24, 2024	MAY 30, 2024
SCIENCE & INNOVATION	JUNE 16, 2024	JULY 2, 2024
LUXURY	AUGUST 14, 2024	AUGUST 21, 2024
SMART CITIES	SEPTEMBER 18, 2024	SEPTEMBER 24, 2024
WOMEN	OCTOBER 18, 2024	OCTOBER 24, 2024
TRADE	NOVEMBER 15, 2024	NOVEMBER 23, 2024
UNDER 30	DECEMBER 17, 2024	DECEMBER 23, 2024

OUR AUDIENCE

As the German-language edition of the world’s best-known business magazine, we are covering everyone that’s transforming the old or creating the new. Forbes is being read by the decision-makers today, but also by the innovators of tomorrow.

Whether you’re an experienced entrepreneur, seasoned CEO, young startup founder or ambitious student, we give our readers new ideas and help them make better decisions. We appeal to all those that operate regionally, but at the same time think internationally, want to have impact and foster a world of self-determined individuals.

Entrepreneurs	Students
C-Level	Decision-makers (from business, industry, the financial sector)
Forbes Women community	
30 Under 30 community	Startup founders and investors

DISTRIBUTION
SWITZERLAND
MAGAZINE

Publication:
10 issues per year

Circulation and reach (Austria):
30,000 pieces / 100,000 readership

Circulation and reach (Switzerland):
30,000 pieces / 100,000 readership

Distribution:
Subscriptions, individual delivery, kiosks and partners

Digital reach of the Austria edition:
30,000 to 35,000 readers on the online kiosk myreadit.at as well as 75,000 readers on readily.com

FORBES MAGAZINE
PAGE SIZES AND PRICES

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

AGENCY COMMISSION

Eligible media/advertising agencies 10% of net price.

COVER



U2 + P. 3



P. 4 + P. 5



P. 6 + P. 7



2/1 PAGES



1/1 PAGES



U3



U4



FORBES ADVOICES

MAGAZINE



- Scope: 2–4 pages
- Production: Text and photos are created by Forbes (editorial team and photographers)
- Forbes takes care of the entire production process (from interview to authorization)
- Authorization: Forbes produces the content, the client authorizes everything
- Labelling: "Paid Advertising" / "Bezahlte Anzeige"

FORBES ADVERTORIALS

MAGAZINE



- Scope: 1–2 pages
- Production: Text and photos are delivered by client
- The Forbes graphic design team puts everything into our layout
- Authorization: Production by the client, Forbes doesn't intervene
- Labelling: "Paid Advertising" / "Bezahlte Anzeige"



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**FEB29 MEDIEN-
UND VERLAGS GMBH**

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UID: CHE-192.840.94

The image features the word "Forbes" in a white, serif font, centered horizontally. The text is overlaid on a background composed of six vertical color bands: yellow, light blue, green, pink, red, and dark blue. At the bottom of the image, there is a black and white piano keyboard graphic, with the keys extending across the entire width of the frame.

Forbes