Forbes

GERMAN-LANGUAGE EDITION




SUPER
WOMAN



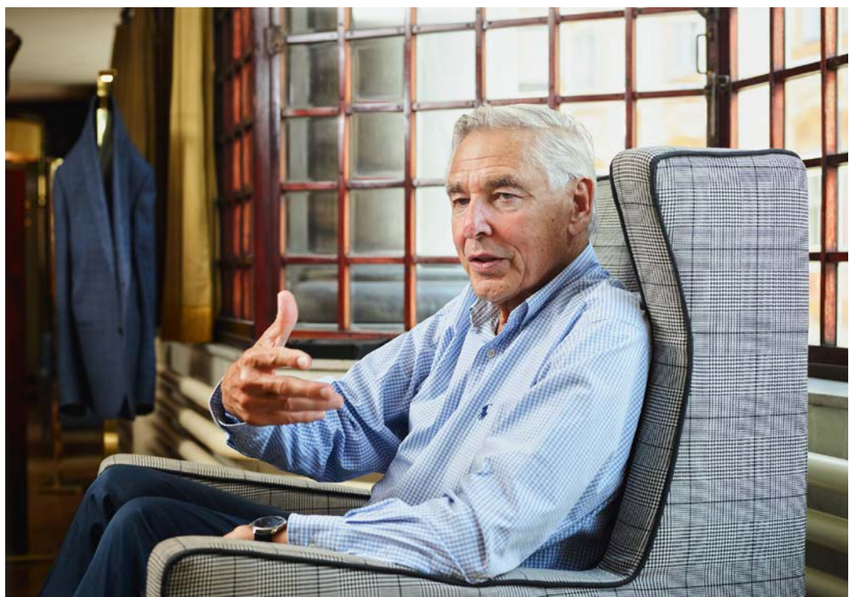



SUPER
WOMAN






SUPER
WOM



FEB29 BACKGROUND

FEB29 unites numerous exciting brands and projects under one umbrella– from the German-language edition of Forbes, to the international design conference OFFF, the digital TV channel F15', the think tank F-42 and the science magazine tuw.media in cooperation with the Vienna University of Technology. Launched in 2017, the company has its hand in updating what's already there and creating what isn't. It works with content of all shapes and colors - always grounded in research and presented in a balanced way. It also gives voice to its business partners throughout the DACH region and the world. FEB29 thinks globally, works locally and is present in Berlin, Geneva, Cologne, Munich, Vienna and Zurich.

OFFF F15′ Forbes F—42

tuw.media

FORBES DACH

Forbes is the world's leading business publication. Founded in 1917, today the brand unites more than 40 editorial teams under its global umbrella. The German-language edition of the magazine, Forbes DACH, profiles the most exciting entrepreneurial thinkers of the German-speaking region - and beyond. It features entrepreneurs as well as CEOs, investors as well as founders, students as well as artists. With three content pillars – C-Level, Forbes Women and Forbes Under 30 – we tell stories about strong individuals who are changing the world. Our print magazine forms the core, but we are also present on all multimedia platforms.

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.

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.

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.

RESPECT

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

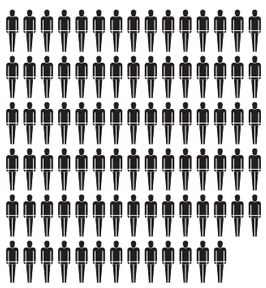
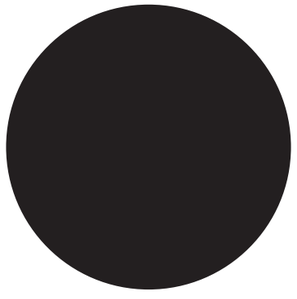
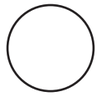
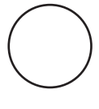
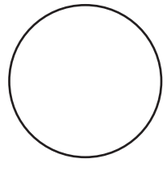
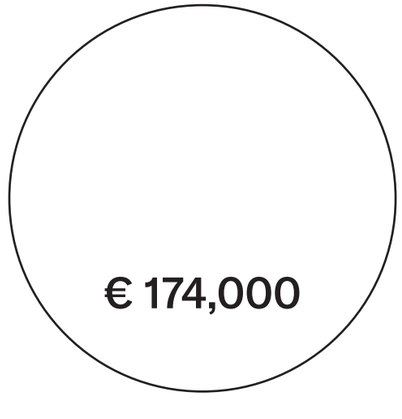
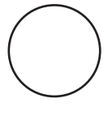
BOLDNESS

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.

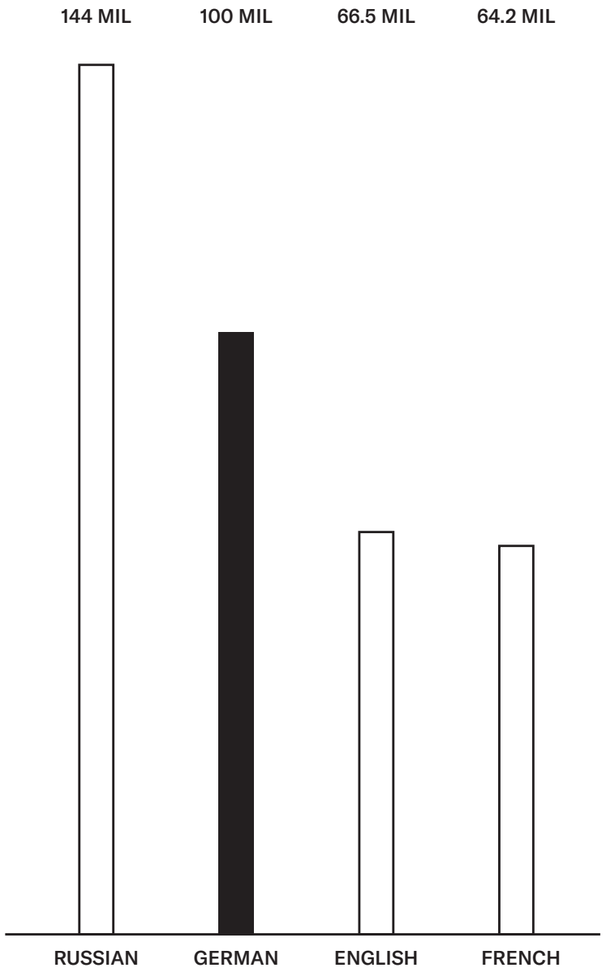
DIVERSITY

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.

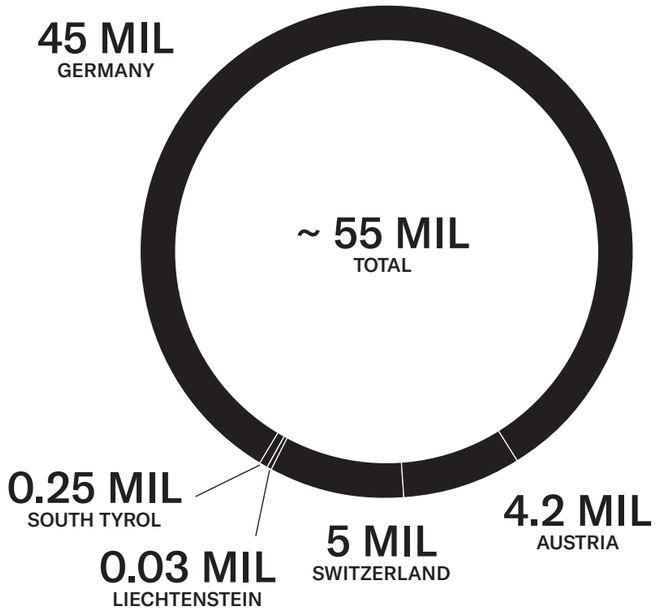

HAMBURG
BERLIN
COLOGNE
MUNICH
VIENNA
ZURICH
GENEVA

	GERMANY	AUSTRIA	SWITZERLAND	LIECHTENSTEIN	SOUTH TYROL
POPULATION	 82 MIL	 8.8 MIL	 8.5 MIL	37,810	527,750
GDP	 € 3.3 TRIL	 € 369.9 BIL	 € 586.8 BIL	€ 6.1 BIL	€ 22.2 BIL
GDP PER CAPITA	 € 39,000	 € 38,000	 € 70,000	 € 174,000	 € 42,000

LANGUAGES IN EUROPE (MEASURED BY POPULATION SIZE)



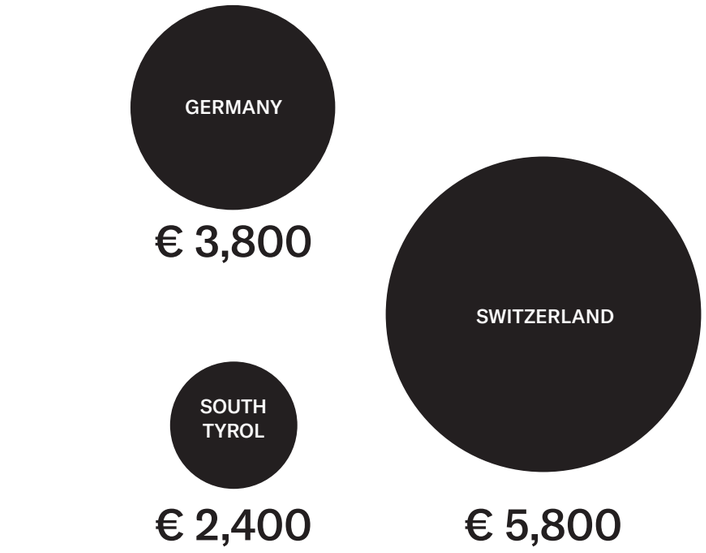
WORKING POPULATION IN THE DACH REGION



AVERAGE AGE IN THE DACH REGION

42.8

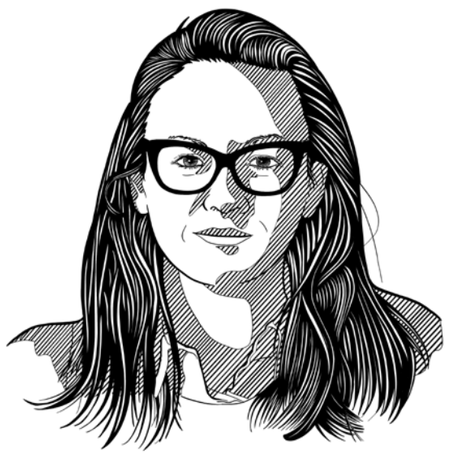
AVERAGE MONTHLY INCOME (PER CAPITA)





WE MOVE STRONG INDIVIDUALS

PUBLISHER'S NOTE

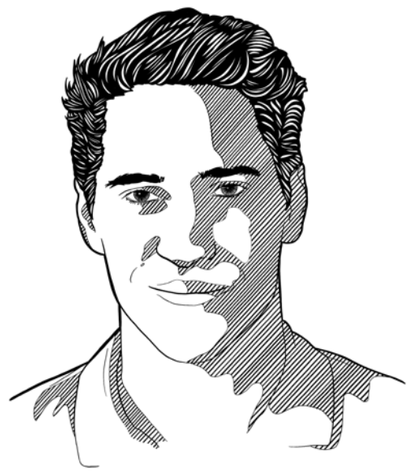


As entrepreneurs, we are autonomous, self-determined and independent. These are the cornerstones of our publishing activities and they are the values that are tangible in every one of our products and every cooperation with our partners. Our mission carries us throughout the DACH region and far beyond. We use our channels, which include the German-language edition of Forbes, the international design conference OFFF and our digital TV channel F15' to tell economic, socio-cultural and also political stories about people who impact and change the world.

Diversity is a central pillar - in terms of content, but also in our organization. We live and breathe diversity and work on all dimensions of it as a topic. The Forbes Women's Summit in particular, has grown into an effective vehicle and a powerful platform for the most important minds and opinion leaders - with an audience of almost 26,000 from the DACH region and around the world.

Heidi Aichinger

NOTE FROM THE EDITOR-IN-CHIEF

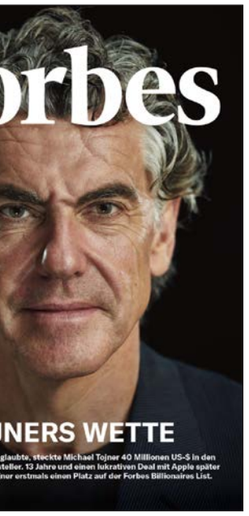


In 1917, at the height of the First World War, B.C. Forbes founded the eponymous magazine. It was about entrepreneurs and their ventures, about business and money. "Business was originated to produce happiness, not to pile up millions," Forbes wrote in the first issue. That still holds true today.

And those people who implicitly follow this guiding principle are the ones we want to find and portray. Entrepreneurs, founders and executives who don't frequent the financial casino, but instead work diligently to create jobs, enable innovation and generate prosperity for all. Our view of the world and our line of publishing is based on the belief that these strong individuals are changing our world.

And as a company, we ourselves also want to make a difference. At the height of the coronavirus crisis, we want to be and remain pioneers in the German-language media landscape. This requires new ideas - and clever partners. After all, anyone who constantly reports on entrepreneurial success also wants and needs to deliver themselves.

Klaus Fiala

















FORBES MAGAZINE

THE LEADING BUSINESS MAGAZINE IN THE GERMAN-SPEAKING REGION

Forbes is known. It's known for iconic covers, oft-cited lists and new faces. We tell stories of people who impact us and push boundaries. We profile the most exciting entrepreneurial thinkers in the German-speaking region.







FORBES DAILY

A FREE NEWSPAPER, THAT EXPLAINS OUR ECONOMY

Forbes Daily is the first free business newspaper in the DACH region. The product tackles complex issues – money, health, wealth, entrepreneurship – and contributes to a great deal of public awareness. In doing so, it highlights global connections via local stories.







FORBES EVENTS

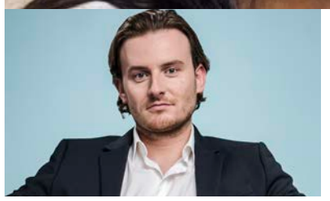
THE STARTING POINT FOR OUR GROWING COMMUNITIES AND A SOUGHT-AFTER MEETING PLACE FOR MANY INTERESTING MINDS

Together with our speakers and partners we create events that are always memorable: exclusive and elegant, exciting and varied.
30 Under 30 events, the Forbes Women's Summit or the CMO Conference are events that people want to attend – and are therefore always fully booked.







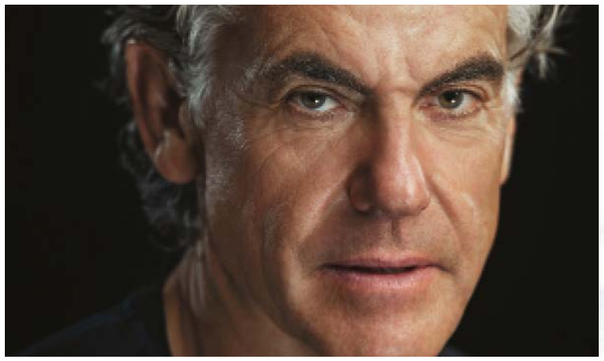




















F15′

THE NEW DIGITAL TV CHANNEL - KNOWLEDGE TO WATCH

Created during a crisis – but built to last. Entertainment at the highest level, conversations about current and timelessly intruiging topics, diverse, and strong individuals. All this, available directly in your living room, without any airs and graces. That's F15' – our digital TV channel.

EVENTS

FORBES EVENT

WOMEN'S SUMMIT

AT CHAPTER

U30 SUMMIT

AT CHAPTER

DIGITAL

NEWSLETTER · WEBSITE · PODCAST · VIDEO

TV FORMAT

DIGITAL TV

DIGITAL TV

F15′

PRINT

F DAILY

F DAILY

F DAILY

F DAILY

NO. 1–21: SCIENCE & INNOVATION

NO. 2–21: HEALTH & WEALTH

NO. 3–21: AI

NO. 4–21: MONEY

NO. 5–21: TRAVEL & TOURISM

NO. 6–21: NEXT

NO. 7–21: SMART CITIES

NO. 8–21: WOMEN

NO. 9–21: TRADE

NO. 10–21: UNDER 30

JAN · FEB · MAR · APR · MAY · JUN · JUL · AUG · SEPT · OCT · NOV · DEC

EVENTS

FORBES EVENT

WOMEN'S SUMMIT

DE CHAPTER

U30 SUMMIT

DE CHAPTER

DIGITAL

NEWSLETTER · WEBSITE · PODCAST · VIDEO

TV FORMAT

DIGITAL TV

DIGITAL TV

F15′

PRINT

F DAILY „PROPERTY AND WEALTH"

F DAILY „DIGITAL COSMOPOLITAN CITY BERLIN"

NO. 1–21: SCIENCE & INNOVATION

NO. 2–21: HEALTH & WEALTH

NO. 3–21: AI

NO. 4–21: MONEY

NO. 5–21: TRAVEL & TOURISM

NO. 6–21: NEXT

NO. 7–21: SMART CITIES

NO. 8–21: WOMEN

NO. 9–21: TRADE

NO. 10–21: UNDER 30

JAN · FEB · MAR · APR · MAY · JUN · JUL · AUG · SEPT · OCT · NOV · DEC

EVENTS

WOMEN'S SUMMIT

CMO/CBO ZURICH

CH CHAPTER

CONFERENCE WESTERN SWITZERLAND, GENEVA

CH CHAPTER

U30 SUMMIT

CH CHAPTER

DIGITAL

NEWSLETTER · WEBSITE · PODCAST · VIDEO

TV FORMAT

DIGITAL TV

DIGITAL TV

F15′

PRINT

F DAILY MOBILITY/ SCIENCE

F DAILY AI/SCIENCE

NO. 1–21: HEALTH & WEALTH

NO. 2–21: AI

NO. 3–21: MONEY

NO. 4–21: TRAVEL & TOURISM

NO. 5–21: NEXT

NO. 6–21: SMART CITIES

NO. 7–21: WOMEN

NO. 1–21: 1. WESTERN-CH

NO. 8–21: TRADE

NO. 9–21: UNDER 30

JAN · FEB · MAR · APR · MAY · JUN · JUL · AUG · SEPT · OCT · NOV · DEC

MAGAZIN

TOPICS	PRINTING DEADLINE	DATE OF ISSUE	PUBLISHED IN
INNOVATION	FEBRUARY 8TH 2021	FEBRUARY 11TH 2021	
HEALTH & WEALTH	MARCH 8TH 2021	MARCH 11TH 2021	
	MARCH 8TH 2021	MARCH 18TH 2021	
ARTIFICIAL INTELLIGENCE	APRIL 9TH 2021	APRIL 15TH 2021	
	APRIL 9TH 2021	APRIL 23RD 2021	
MONEY	MAY 7TH 2021	MAY 14TH 2021	
	MAY 7TH 2021	MAY 21ST 2021	
TRAVEL & TOURISM	JUNE 4TH 2021	JUNE 10TH 2021	
	JUNE 4TH 2021	JUNE 18TH 2021	
NEXT	JULY 9TH 2021	JULY 15TH 2021	
	JULY 9TH 2021	JULY 23RD 2021	
SMART CITIES	AUGUST 9TH 2021	AUGUST 13TH 2021	
	SEPTEMBER 10TH 2021	SEPTEMBER 23RD 2021	
WOMEN	OCTOBER 8TH 2021	OCTOBER 14TH 2021	
	OCTOBER 8TH 2021	OCTOBER 22ND 2021	
TRADE	NOVEMBER 5TH 2021	NOVEMBER 11TH 2021	
	NOVEMBER 5TH 2021	NOVEMBER 19TH 2021	
UNDER 30	DECEMBER 6TH 2021	DECEMBER 10TH 2021	
	DECEMBER 6TH 2021	DECEMBER 15TH 2021	

DAILY

PRINTING DEADLINE	PUBLISHED IN
FEBRUARY	
JUNE	
OCTOBER	
DECEMBER	

TOPICS (MAGAZINE)

FEBRUARY

SCIENCE & INNOVATION

Research & Development

New Business Modells

List: 20 Spin-Offs To Watch DACH 2021

MARCH

HEALTH & WEALTH

Pharmaceutical Industry

Digital Health

The healthy business case

APRIL

ARTIFICIAL INTELLIGENCE

Research & Development

New business models

List: 20 Spin-Offs To Watch DACH 2021

MAY

MONEY

Asset Management

Luxury

List: Rich List DACH 2021

JUNE

TRAVEL & TOURISM

Tourism

Traffic

Travel Industry / Hotels To Visit DACH 2021

JULY

NEXT

Innovation

Technology

Future

AUGUST/SEPTEMBER

SMART CITIES

Real Estate

Infrastructure

Sustainability

OCTOBER

WOMEN

Diversity & Inclusion

Female Entrepreneurship

List: Women In Tech DACH 2021

NOVEMBER

TRADE

Logistics

E-Commerce

List: Fund Managers DACH 2021

DECEMBER

UNDER 30

Entrepreneurship

Young Money

List: Forbes Under 30 DACH 2021

WHO WE REACH

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

Entrepreneurs

C-Level

Forbes Women-Community

30 Under 30-Community

Students

Decision-maker s(Economy, industry, financial sector)

Start-up-founders and -investors

DISTRIBUTION AUSTRIA

MAGAZINE

Type:
Monthly magazine

Price:
€ 8.50

Circulation:
30,000 editions

Reach:
100.000 people

Distribution: subscriptions, addresses, newsstands and partners

DAILY

Type:
Newspaper

Price:
free

Circulation:
200,000 editions

Reach:
500.000 people

Distribution:
Selected Mailshot

FORBES MAGAZINE AUSTRIA

PAGE SIZES AND PRICES

U2 + p.3: € 28,000

p.4 + S.5: € 26,000

p.6 + p.7: € 24,000

2/1 pages: € 22,000

U4: € 15,000

U3: € 13,000

1/1 page: € 12,000

Advoice: € 15,500 (Fixed price)

1/1 page:
203 × 265 mm
(+3mm Overfiller)

2/1 Seiten:
406 × 265 mm
(+3mm Overfiller)

CROSS-BORDER-PACKAGES

The prices shown are for the Austrian market. The German version of the magazine is available as a digital version via Readly.com and reaches 70,000 readers per month. The Austrian magazine is published with a circulation of 30,000. Separate products can be booked for each of these countries. Cross-border packages (Germany, Switzerland, Austria) can be booked upon request.

AGENCY COMMISSION

Eligible media/advertising agencies 15% of net price.

COVER



U2 + P.3



P.4 + P.5



P.6 + P.7



2/1 PAGES



1/1 PAGE



U3



U4



FORBES ADVOICES

DAILY



MAGAZINE



Forbes-Advoices are not advertising. Our approach to this product is rooted in journalistic integrity. We want to ask the right questions, get to the heart of the matter, offer the reader added value. That's why our "Advoices" are not created by clients, but rather by us - editors and photographers interested in good stories and exciting people.

Besides a minimal label, there is no difference between Advoices and our regular articles. We believe advertising does not have to be ignored, it should be read. And that only happens with our readers if we offer added value. That's exactly what Advoices are for.

In contrast to advertorials, which are also text-based, where customers supply the content, the Advoice editorial team at Forbes is responsible for creating the content.

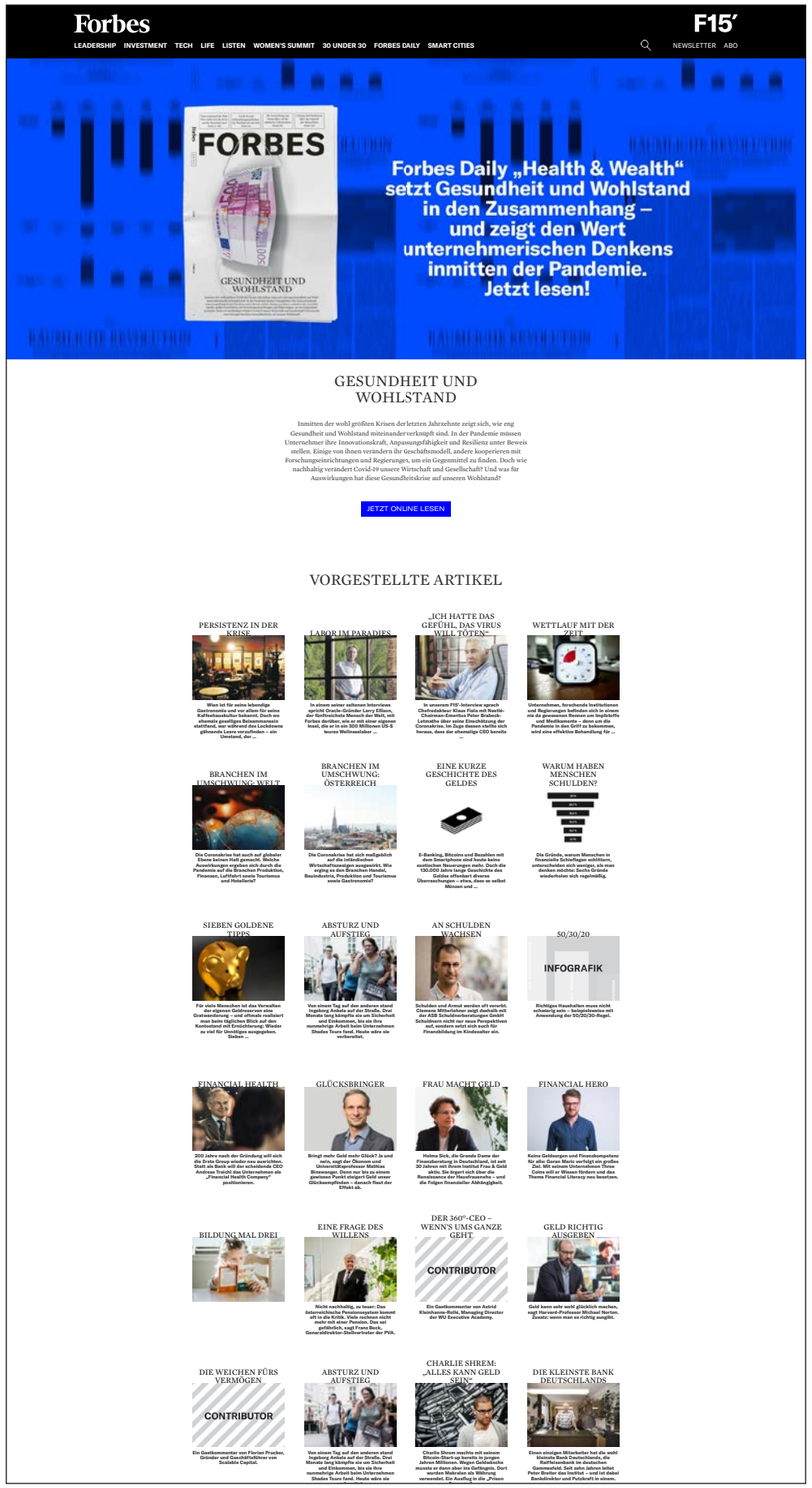
The Advoice offers enough space to portray a person in depth. Where does she come from? What does she do? Why is she important to one's company/ organization? What is their background? All these questions can be covered well on four pages - with suitable photos to accompany them.
Scope: an average of one to two pages in the newspaper and four in the magazine.



THE FREE NEWSPAPER

Can free newspapers be of high quality? Can free publications with a high reach be used to convey relevant content? We started the experiment with "Forbes Daily" and can now claim: Yes, it works!

With a circulation of 100,000 to 200,000 and a regional focus, the newspaper is intended to explain complex issues clearly through the stories of extraordinary people.



FORBES DAILY AUSTRIA

PAGE SIZES AND PRICES

1/1 page:
€ 22,500

U3:
€ 25,000

U4:
€ 28,000

Advoice 1/1:
€ 30,000

Advoice 2/1:
€ 45,000

1/1 page:
272 × 422 mm

CROSS-BORDER-PACKAGES

The prices quoted apply exclusively to the Austrian market. However, we would be happy to put together cross-media (magazine, newspaper, online, digital TV F15') and/or cross-border (Germany, Austria, Switzerland) offers for you.

AGENCY COMMISSION

Eligible media/advertising agencies 15% of net price.

SINGLE PAGE



U4



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