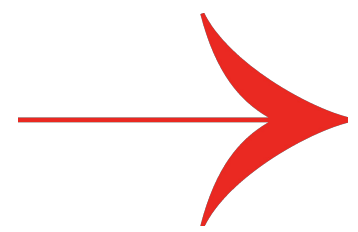




Forbes Luxembourg 2024 Media Kit

2024 Visibility & Sponsorship Opportunities



Abstract

Forbes will have its Luxembourgish version starting from January 2024 – Forbes.lu –, whether it's with a dedicated online news site, four issues per year with Luxembourgish coverage, and four events in Luxembourg in 2024, including the famous Forbes Under 30 Summit.

In Luxembourg, Ventures Media team will be supported by the Silicon Luxembourg team for local deployment, both in terms of editorial and commercial and event-related aspects.



Forbes

An American business magazine founded by Bertie Charles Forbes, Forbes is headquartered on 5th Avenue, New York. B. C.

Forbes magazine was founded on September 15, 1917, by B. C. Forbes, a financial columnist for Hearst newspapers, and his partner Walter Drey, who served as the general manager of the Wall Street magazine.

The magazine is renowned for its various rankings, including those for the best-performing companies, market capitalizations, top business schools, most influential women, executive salaries, influential personalities, and its coverage of celebrities and the wealthiest individuals.

Some fifty other titles use the Forbes franchise, while being published by other publishers. Forbes Be and Forbes Lu are thus opening up ambitious prospects in this geographical segment.



M



FORBES LUXEMBOURG'S MISSION

To give people the knowledge, resources,
inspiration and connections they
need to achieve success.

Forbes Luxembourg

A global media outlet with a Luxembourg touch.

Forbes Be and Forbes Lu are part of the publishing group Ventures Media, a pioneer in the media sector for over three decades. Under the leadership of editorial director Joan Condijs Forbes Be and Forbes Lu aims to become a leading source for economic news in the Belgian and Luxembourg markets.

Over the last few decades, Forbes has established itself as one of the leading brands in the world of business. While its rankings of the world's richest people and the world's most successful companies are one of the hallmarks of this medium, Forbes' reputation is also built on its content, which highlights the men and women who make business happen, its analysis of major economic trends and the technological innovations that will shape tomorrow's world. Forbes stands out for its in-depth articles, interviews and portraits of the leading figures in business, as well as its research into the latest trends and its lifestyle sections. Forbes Be and Forbes Lu will be incorporating all these ingredients in their quarterly magazines and on their website. The publications will have a strong Belgian and Luxembourgish accent, with most of the content produced by local teams in both Dutch and French.

What prompted the launch of Forbes Luxembourg?

Forbes Be and Forbes Lu were born from a powerful vision: to inspire, empower, and guide. We saw a gap in the Belux market and stepped in to fill it by delivering exceptional local and international business and leadership content. We believe in the potential of individuals, businesses, and ideas. Our mission is to inspire our readers while providing a valuable platform for advertisers to connect with the Belux audience. We are dedicated to becoming the reference point for economic, financial, and societal discussions within the Belux territory.



Target audience

The Belux territory, at the crossroads of commercial, strategic, and technological exchanges, serves as a pivotal launching point for Forbes Luxembourg.

Our target audience comprises a dynamic community of business professionals, entrepreneurs, and executives, typically aged between 25 and 60. Comprising 70% men and 30% women, many are part of couples and reside in the vibrant regions of Brussels, Antwerp, and Luxembourg. With educational backgrounds often equivalent to a Master's degree, they are actively engaged in their professions.

Crucially, Belux is home to a significant number of multinational corporations, with Brussels acting as the European capital, Antwerp as a bustling commercial hub, and Luxembourg as a major financial center. These three central cities serve as hotbeds for lobbying activities, where individuals with substantial purchasing power, innovative ideas, and influential networks converge. It is within this fertile ground that the Forbes Luxembourg audience will thrive and flourish.





Worldwide audience

DIGITAL & SOCIAL

66M

Global Uniques

41M

U.S. Visitors

50.5M+

Social Footprint

PRINT

5.36M

Readers

4.3M

Average Noted Audience

EVENTS

100+

Events

50.2K+

Global Registrants

180+

Countries Represented

WORLDWIDE EDITIONS

45

Global Editions

76

Countries

27

Languages

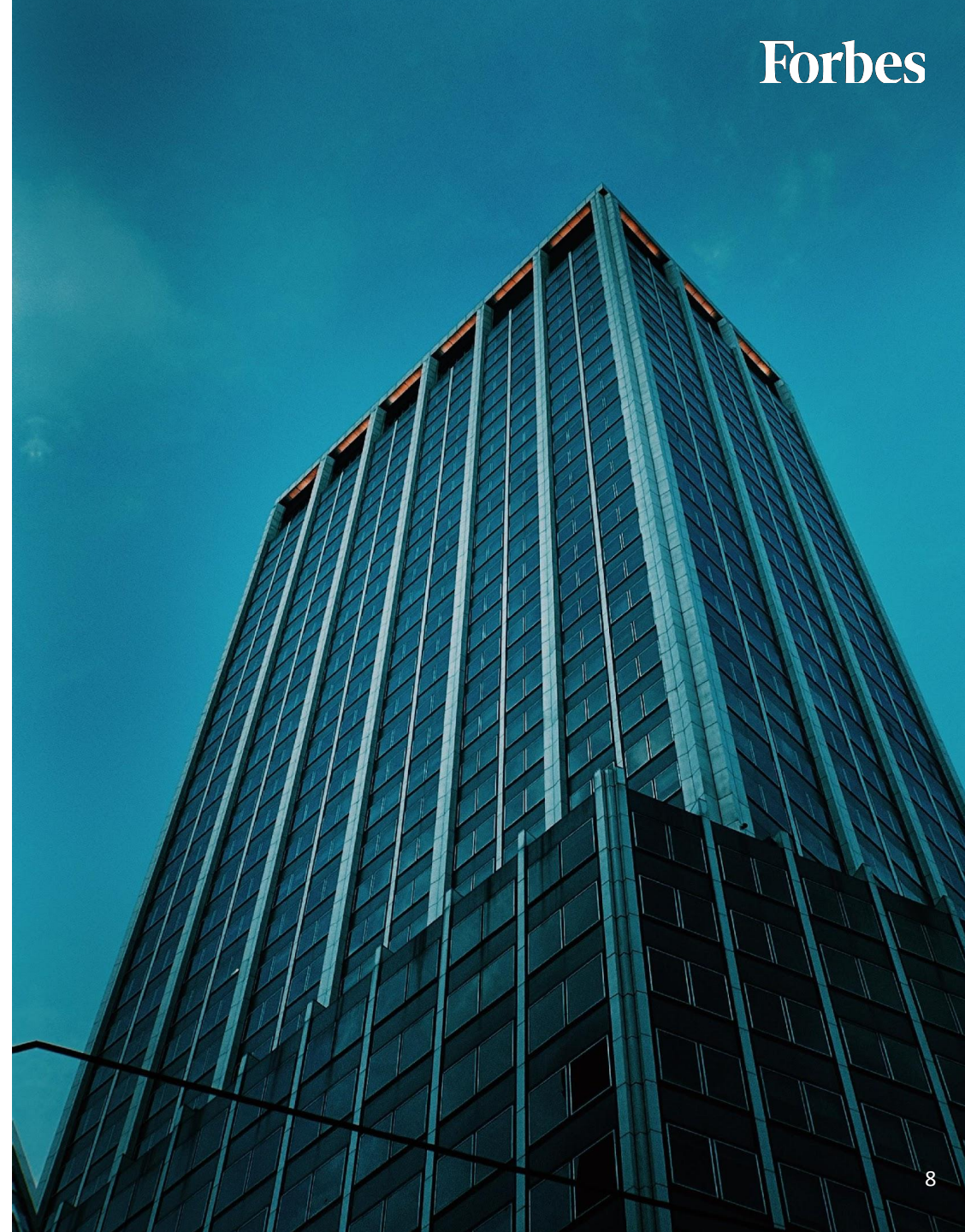
Meet the editorial team of Forbes Luxembourg

Under the expert leadership of Joan Condijs, appointed as Editorial Director, Forbes Luxembourg aims at being the reference point for high-quality journalism in the fields of business, lifestyle, and economics, combining local and global perspectives.

In Luxembourg, a local editorial team will cover economic news and be close to the readers.

Joan Condijs

Forbes be and Forbes Lu will be overseen by Editor-In-Chief Joan Condijs. A talented journalist with over fifteen years of experience at Le Soir, he led L'Echo, transforming it into a successful digital media outlet. He also co-founded the first Belgian news channel, LN24. As a writer, he has delved into the realities and intricacies of the economic world, showcasing his versatility, and has also authored several novels.



About Ventures Media

Since its creation in 1981, the Ventures Media group—named “Edition Ventures” until January 2023—has been publishing inspiring, high-end magazines, books and exceptional address guides: ELLE, Marie Claire, IDEAT, L’Officiel, ELLE Décoration, ELLE à Table, Psychologies, Art & Décoration, Déco Idées, Guide Hôtels, High Life, Zoute An Art Of Living, ...

Ventures Media blends experience with innovative strategic vision, maintaining its role as a trendsetter and providing practical responses to the needs of an ever-evolving industry. Publishing, digital and social media, events: Ventures Media thrives in a perpetually evolving world. Our core business includes:

- Publishing inspiring, high-quality magazines, books, and specialized address guides.
- Crafting high-quality, multi-format content for digital media (websites, platforms...) and social media, spanning video, audio, visual, and editorial.
- Designing and organizing unique events.
- Developing targeted cross-functional campaigns and media for our partner brands.

As Ventures Media perceives challenges as catalysts for progress, it formulates creative and ambitious solutions, thereby transmitting positive and sustainable values.

With a renewed identity, Ventures Media solidifies itself as a company deeply rooted in the present and firmly oriented toward the future. Our reaffirmed identity boasts over one million* followers on Facebook and Instagram, over 2.5 million annual prints, nearly 2 million monthly website visitors, and nearly 110,000 newsletter subscribers.

**400,000 Facebook, 647,000 Instagram, as of January 10, 2023.*



Connect Through Forbes' Editorial Platforms

Our team of content creators brings an array of cutting-edge editorial products to ensure you reach your target audiences in the right place—at the right time.

Magazine

Forbes Luxembourg magazine, an extension of the esteemed Forbes brand of journalism, reaches audiences in Luxembourg and Belgium. Available at various retail locations, prominent business hubs, and popular urban areas in both countries, this print publication is renowned for its comprehensive lists and profound interviews. It enjoys a well-established reputation as a dependable source of ethical editorial content and precise information, acknowledged by both readers and influential figures.

Branded Content

Forbes delivers, produces and distributes excellent content solutions for your brand across our suite of products that generate awareness and action via full-scale storytelling and design solutions.

Video

Forbes brings best-in-class journalism to life through original video and marketing for our partners.

Events

Forbes Luxembourg will organise the Forbes Under 30 Event, where innovation, ambition, and impact converge. Forbes Under 30 is a celebration of the Luxembourg's most promising young talent, visionaries, and disruptors across various industries. This annual event brings together top-notch individuals who are setting new benchmarks for excellence and pushing the boundaries of what's possible.

Digital Display

Forbes.lu – as well as Forbes.be – offer premium display advertising opportunities for valued brands, featuring a range of impactful formats, including takeovers, leaderboards, half-page ads, and medium rectangles.

Social

Join us on our diverse range of social media platforms: LinkedIn, Instagram, etc. There, we craft captivating and top-notch content every day. We can't wait to connect with you!



MORE WAYS TO ENGAGE

*Opportunities
To Align*



Forbes Luxembourg Events

Forbes Luxembourg Under 30 Summit

Forbes Luxembourg is proud to announce the upcoming Forbes Under 30 Summit, a remarkable gathering where innovation, ambition, and impact unite. This exclusive event serves as a vibrant celebration of the most promising young talents, visionaries, and disruptors hailing from Luxembourg, representing a diverse array of industries. Each year, Forbes Under 30 brings together exceptional individuals who are not only achieving unparalleled success but also redefining the standards of excellence and pushing the limits of what is achievable.

Forbes Luxembourg Sustainability Leaders Summit

As the world continues to move towards a more sustainable future, the need for action and transformative leadership has never been more urgent. Innovations abound, how can communities and businesses adopt solutions to make meaningful change? What are the most practical implementations of energy innovation, and how can corporations successfully make the switch to clean energy? And now that AI is in the spotlight, can it be used to solve the complexities of a changing climate? Join us as we bring together business leaders, entrepreneurs, policy leaders and newsmakers who are embracing viable solutions and visible action to address climate change.

And more: two 'signature' events will be organized in Luxembourg in 2024: **Forbes Luxembourg Connect** to gather the entrepreneurs and the Forbes' team together and the **Forbes Luxembourg Golf Trophy** to celebrate entrepreneurship in a friendly atmosphere.



PLATFORM

Print Calendar, Rates & Specs



2024 Print Editorial Calendar

Print magazine

2024, MARCH 29

Billionaires

2024, MAY 31

Women

2024, SEPTEMBER 20

Entrepreneur

2024, DECEMBER 6

Under 30

Print Run

25.000 copies

- 10.000 NL copies in Belgium
- 10.000 FR copies in Belgium
 - circulation newsstands 16.000
 - distribution and subscriptions 4.000
- 5.000 FR copies in Luxembourg
 - circulation newsstands 1.500
 - distribution and subscriptions 3.500

Distribution: Bookshops, newsagents, prestigious sports clubs, private banks, over 80 business points of distribution e.g. Silversquare, Big 4, David Lloyd, Fosbury & Sons, Spaces,...

Goal: Readership 100.000

All Dates Subject to Change



Forbes Magazine – Luxembourg Rate Card

STANDARDS		OTHER FORMATS	
SINGLE PAGE	€ 5.250	1/2 PAGE	€ 3.250
DOUBLE PAGE	€ 9.250	1/4 PAGE	€ 1.550
PREMIUM		DOUBLE 1/2	€ 6.150
SINGLE OPENING or DOUBLE OPENING	€ 7.650 or € 14.650	INSERTIONS	
DOUBLE BIS	€ 13.950	2 PAGES	€ 3.850
GATEFOLD 3 PAGES	€ 20.650	4 PAGES	€ 4.950
GATEFOLD 4 PAGES	€ 27.950	6 PAGES	€ 5.550
4TH COVER	€ 9.650	8 PAGES	€ 6.050
3RD COVER COUVERTURE	€ 6.950	12 PAGES	€ 6.350
CONTRIBUTOR'S SIDE	€ 8.750		
COLOPHON SIDE	€ 8.250		
SUMMARY SIDE	€ 7.550		

Note: Receive a minimum of 10 magazine copies at your office for distribution. For orders exceeding this quantity, please contact your local representative.

Print Production Specifications

AD SIZE	BLEED EDGES (HxL) *
2/1	267 mm (H) x 406 mm (L/B)
1/1	267 mm (H) x 203 mm (L/B)

* + allow an extra 5mm on each side for cutting

TECHNICAL INFORMATION

Material to be supplied

in PDF format + color proof + bleed format

Please note: any material not supplied in the requested PDF format will be invoiced.

Delivery of advertising material

Valérie De Jonghe - support.ad@editionventures.be

Delivery of material

4 weeks before publication

Reservations

6 weeks before publication

Cancellations

see conditions of sale

CREATIVE FORMULAS INCARTS

2 pages : 115 €/1.000 + technical costs

4 pages: €130/1,000 + technical costs

6 pages : 170 € /1.000 + technical costs

8 pages : 185 € /1.000 + technical costs

COLLECTED SAMPLE: €98/1,000 + technical costs

For all other creative formulas, please contact us.



PLATFORM

Digital Calendar, Specs & Units

Forbes.lu – Luxembourg Rate Card

Be seen on Forbes

Your native content strategically integrated online and shared on socials.

BRANDED ARTICLE

1 BRANDED ARTICLE	€ 3,950
3 BRANDED ARTICLES	€ 10,350
5 BRANDED ARTICLES	€ 14.850

Included in branded content article:

Production (incl. writing services and photo shoot) *

Publication on Forbes.lu

Insertion in weekly newsletter

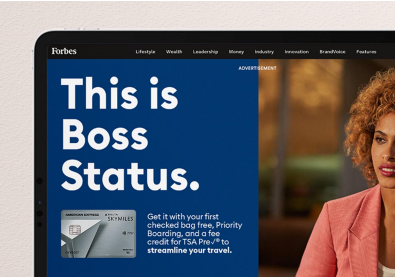
Sharing on social networks: LinkedIn (first!), Instagram

* Video shoot: price on demand



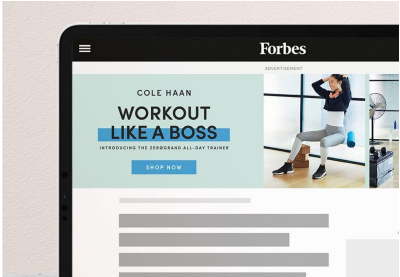
Proprietary Ad Unit Experiences In A Premium Environment

Constructed to seamlessly live within the Forbes ecosystem, our custom-built digital ad suite is specifically designed for our premium partners and global audiences, resulting in an impactful presentation with increased engagement & brand awareness.



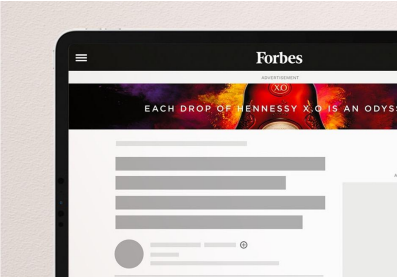
Takeover

50 € CPM



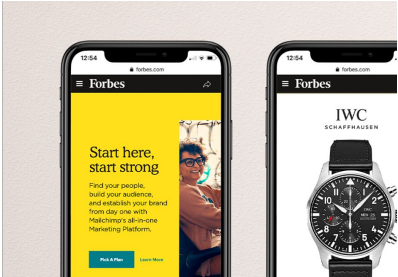
Billboard

30 € CPM



Leaderboard

20 € CPM



Half page

30 € CPM



Mobile rectangle

20 € CPM

PLATFORM

Advertising packages

Advertising packages – print + digital

Get a glimpse

Discover the world of Forbes and the resonance of your publications with the "discovery" and "starter" offer. Take your first steps with the media and benefit from a unique offer for the launch of Forbes in 2024.

PACK « DISCOVERY »

1 branded content + socials € 3,950

1 combo « banner » for 1 week * € 2.250

YOUR « DISCOVERY » PACK AT € 4.850

PACK « STARTER »

1 branded content + socials € 3.950

1 combo « banner » for 1 week * € 2.250

1 print page € 5.250

YOUR « STARTER » PACK AT € 9.550

(*) Including 1 billboard + 1 half page + 1 mobile rectangle.

Note: Receive a minimum of 10 magazine copies at your office for distribution. For orders exceeding this quantity, please contact your local representative.



Advertising packages – print + digital + events

Forbes Year Partnership

Forbes Luxembourg provides multiple options of annual partnership packages designed for brands looking to connect with their target audience.

Forbes Year Partnership					
Print	€ 5.250	1	2	3	4
Branded content + socials	€ 3.950	1	2	6	12
Display « Billboard » 385.000 impressions	€ 11.550	1	1	2	3
YOUR « FORBES FOR 12-MONTH » PARTNERSHIP AT		€ 20.750	€ 29.950	€ 62.550	€ 103.050

Forbes Under 30 Partnership

Forbes Luxembourg offers a special package of 80k that includes the presence of your brand at the Forbes Luxembourg Under 30 Summit

Forbes Under 30 Partnership					
Print	€ 5.250	2	3	4	4
Branded content + socials	€ 3.950	2	6	12	12
Display 385.000 impressions	€ 11.550	1	2	3	3
Event	€ 80.000				1
YOUR « FORBES UNDER 30 » PARTNERSHIP AT		€ 29.950	€ 62.550	€ 103.050	€ 183.050

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Forbes