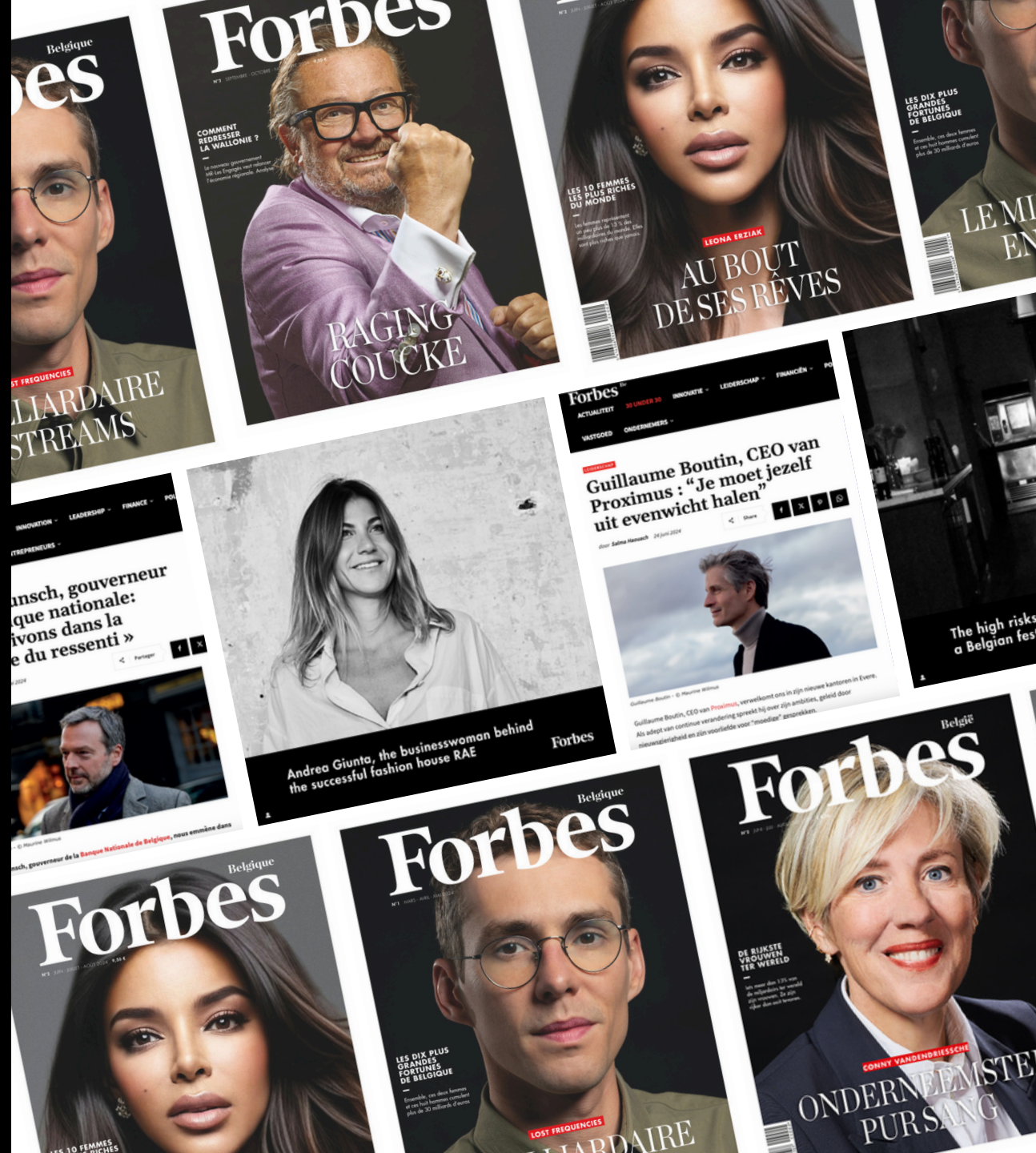


# Forbes<sup>Be</sup>

## 2025 Media Kit





## FORBES BELGIUM'S MISSION

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

# Forbes Belgium in 2024

4 ISSUES



MARCH-APRIL

JUNE-JULY-AUGUST

SEPTEMBER-OCTOBER

NOVEMBER-DECEMBER

# Forbes Belgium in 2024

## EVENTS



LAUNCH EVENT



SUSTAINABILITY LEADERS SUMMIT



UNDER 30 SUMMIT

VIDEO: [HTTPS://YOUTU.BE/LAGGXJ6S8RG](https://youtu.be/LAGGXJ6S8RG)

# Forbes Belgium

## A GLOBAL MEDIA WITH A BELGIAN ACCENT

Forbes Belux is 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 Belgium aims to become a benchmark for the Belgian business landscape.

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 Belgium will be incorporating all these ingredients in its quarterly magazines and on its website. The publications will have a strong Belgian accent, with most of the content produced by local teams in both Dutch and French.

## WHAT PROMPTED THE LAUNCH OF FORBES BELGIUM?

Forbes Belgium was born from a powerful vision: to inspire, empower, and guide. We saw a gap in the Belgian 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 Belgian audience. We are dedicated to becoming the reference point for economic, financial, and societal discussions within the Belux territory.



# Forbes Be Audience

## WHO IS THE FORBES READER?

### AGE

39% 25-34 YEARS OLD

38% 35-54 YEARS OLD

23% 55-70 YEARS OLD

### SEX

65% MEN, 35% WOMEN

### SOCIAL CLASS

75% OF THE READERS BELONG TO THE UPPER SOCIAL STRATA 1-4\*

\* **BESPOKE STUDY:** CONDUCTED BY AQ RATE, A SPECIALIZED RESEARCH FIRM, AND VALIDATED BY NEUTRAL EXPERTS, BRUNO LIESSE AND BERNARD COOLS.

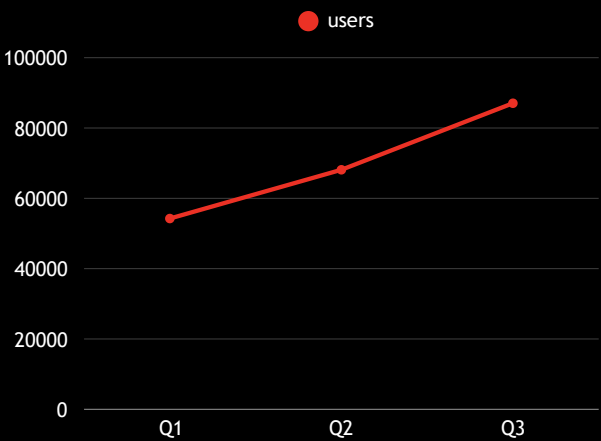
\* **METHODOLOGY:** SURVEY OF 2,032 INDIVIDUALS, REPRESENTATIVE OF THE BELGIAN ONLINE POPULATION AGED 21-70, CONDUCTED IN APRIL 2024.

\* **TARGETED AUDIENCE:** FOCUSED ON INDIVIDUALS WHO READ AT LEAST ONE MAGAZINE IN THE PAST YEAR, ENSURING UNBIASED RESULTS.



# Forbes Be Statistics 2024

## WEBSITE & SOCIAL NETWORKS STATISTICS



3.163.668

Sessions/ Month

42

Seconds/Visit

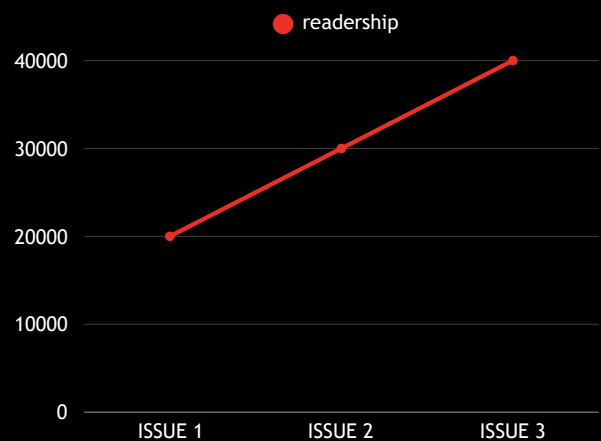
1.400.000

Users/ Month

3.483.033

Page views/ Month

## PRINT STATISTICS



100.000

Estimated readership

# Forbes Be Socials Statistics 2024



FR 313  
NL 112



4.058



6.015



Nathalie Baeten, Marc Coucke's wife  
on the verge of creating her own empire

Forbes



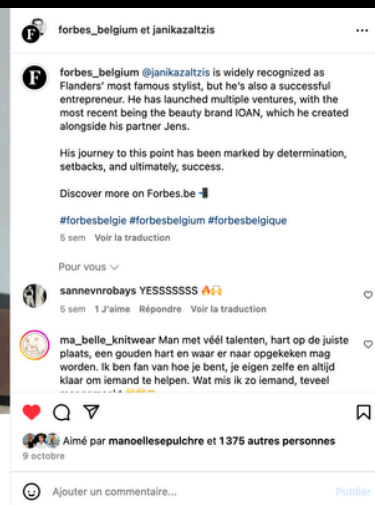
The dual battle of Hortense de Castries

Forbes



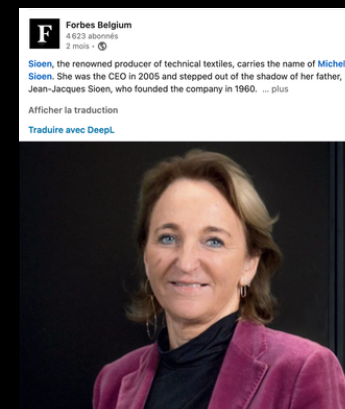
The entrepreneurial journey of  
Jani Kazaltzis: "Success is the result of  
a whole series of failures."

Forbes



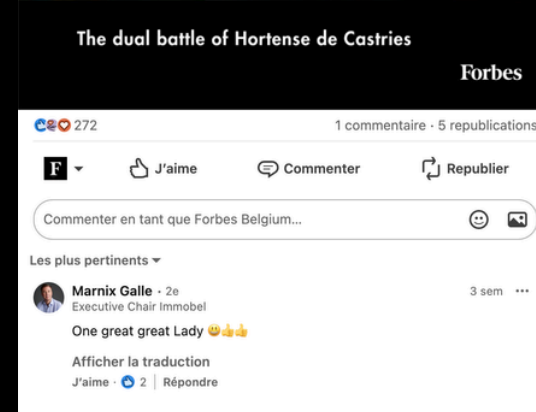
The Dot Society, a marketing innovator from  
Antwerp with aspirations on a global scale

Forbes



Michèle Sioen: "You don't get anything  
by itself"

Forbes



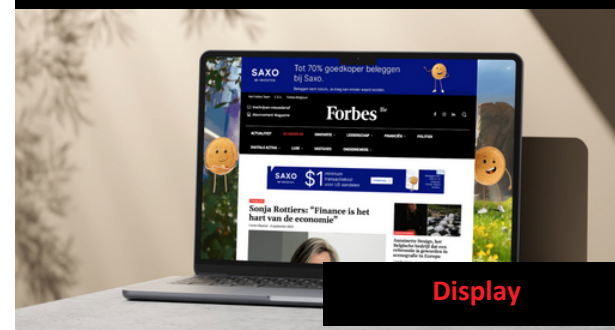
MORE WAYS TO ENGAGE

*Opportunities  
To Align*



## 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.



# Forbes Belgium Events

## Forbes Be Power Women's Summit - Q2

The 2025 Forbes Power Women's Summit will bring together trailblazing leaders across industries and generations to unlock new ideas and drive impactful change toward a more resilient, equitable future.

For over a decade, the Forbes US Power Women's Summit, hosted by Moira Forbes, has been central to critical conversations for women. The 2025 Summit will highlight the most pressing issues leaders face today, offering a blueprint for navigating change and empowering others.

## Forbes Be Sustainability Leaders Summit - Q3

As the world pushes toward sustainability, urgent action and transformative leadership are crucial. How can communities and businesses adopt innovative solutions for meaningful change? What are the best ways to implement energy innovations and transition to clean energy? Can AI help tackle climate challenges? Join us for the second edition as we bring together leaders driving practical solutions and impactful actions to combat climate change.

## Forbes Be Under 30 Summit - Q4

Forbes Belgium proudly presents the second edition of the Forbes Under 30 Summit, a premier event celebrating the region's most promising young talents and visionaries across diverse industries. This exclusive gathering highlights those who are redefining excellence and pushing the boundaries of success.



PLATFORM

*Print Calendar, Rates & Specs*

# 2025 Print Editorial Calendar

04/04/25 <b>APRIL</b>	Billionaires/Entrepreneurship
13/06/25 <b>JUNE</b>	Women
19/09/25 <b>SEPTEMBER</b>	Sustainability
05/12/25 <b>DECEMBER</b>	30 Under 30

*All Dates Subject to Change*

## 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 2.500*  
*distribution and subscriptions 2.500*

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



# 2025 Print Editorial Calendar

## 04/04/25 APRIL - BILLIONAIRES/ENTREPRENEURSHIP

Showcase your brand alongside top entrepreneurs and industry leaders shaping the global economy. Reach decision-makers and innovators ready for the next big move.

## 13/06/25 JUNE - WOMEN

Connect with influential female leaders and professionals. Highlight your brand's commitment to diversity and progress in this empowering issue.

## 19/09/25 SEPTEMBER - SUSTAINABILITY

Align your brand with sustainability and innovation. Reach eco-conscious consumers and companies leading the shift towards a greener future.

## 05/12/25 DECEMBER - 30 UNDER 30

Engage with the next generation of innovators and disruptors. Position your brand in front of young leaders shaping the future.

*All Dates Subject to Change*



# 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*

**Distribution:** Bookshops, newsagents, prestigious sports clubs, private banks, **over 80 business points of distribution.**

- Co-working spaces & business clubs: Silversquare, The Merode, Fosbury & Sons, the Nine, Friday Cowork Antwerpen, ...
- Immo: Engel & Völkers, Barnes, ...
- Sport clubs: David Lloyd, Aspria, Syncycle, LA Gym Premium, The Brick, ...
- Hotels/restaurants/bars: Steigenberger, Mix Brussels, Barsey, The Hoxton, The Jane, Botanic Sanctuary Antwerp, De Witte Lelie, ...
- Business: EY, Deloitte, KPMG, PWC, ...



# Forbes Magazine – Belgium Rate Card

STANDARDS	
SINGLE PAGE	€ 8.295
DOUBLE PAGE	€ 14.700
PREMIUM	
DOUBLE OPENING	€ 23.100
SECOND DOUBLE	€ 22.050
GATEFOLD 3 PAGES	€ 32.550
GATEFOLD 4 PAGES	€ 44.350
4TH COVER	€ 15.000
3RD COVER	€ 10.250
EDITO’S SIDE	€ 13.150
COLOPHON SIDE	€ 13.800
SUMMARY SIDE	€ 12.000

OTHER FORMATS	
1/2 PAGE	€ 5.150
1/4 PAGE	€ 2.575
DOUBLE 1/2	€ 9.870
INSERTIONS	
2 PAGES	€ 6.195
4 PAGES	€ 7.980
6 PAGES	€ 8.925
8 PAGES	€ 9.700
12 PAGES	€ 10.250

# 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, Specs & Units*

# Forbes.be – Belgium Rate Card

BRANDED CONTENT ARTICLE	
1.500 pageviews	€ 3.150
2.000 pageviews	€ 4.200
3.000 pageviews	€ 6.300
4.000 pageviews	€ 8.400
5.000 pageviews	€ 10.500
Included in branded content article:	
Branded content article on forbes.be	
Facebook post	
Instagram post	
Instagram story	
Insert weekly newsletter	
Boost	

**Production costs: price on demand**  
**(article, fotoshoot, videoshoot)**



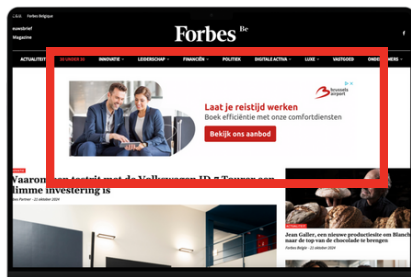
# Proprietary Ad Unit Experiences In A Premium Environment

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.

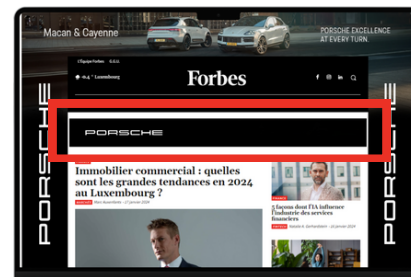
Takeover



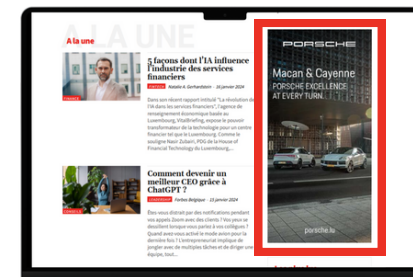
Billboard



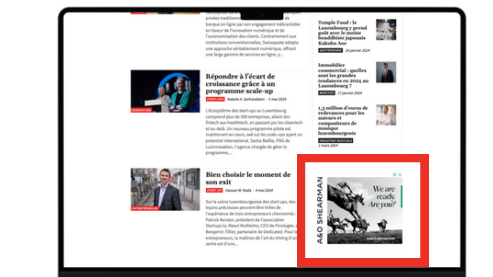
Leaderboard



Half page



Mobile rectangle



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