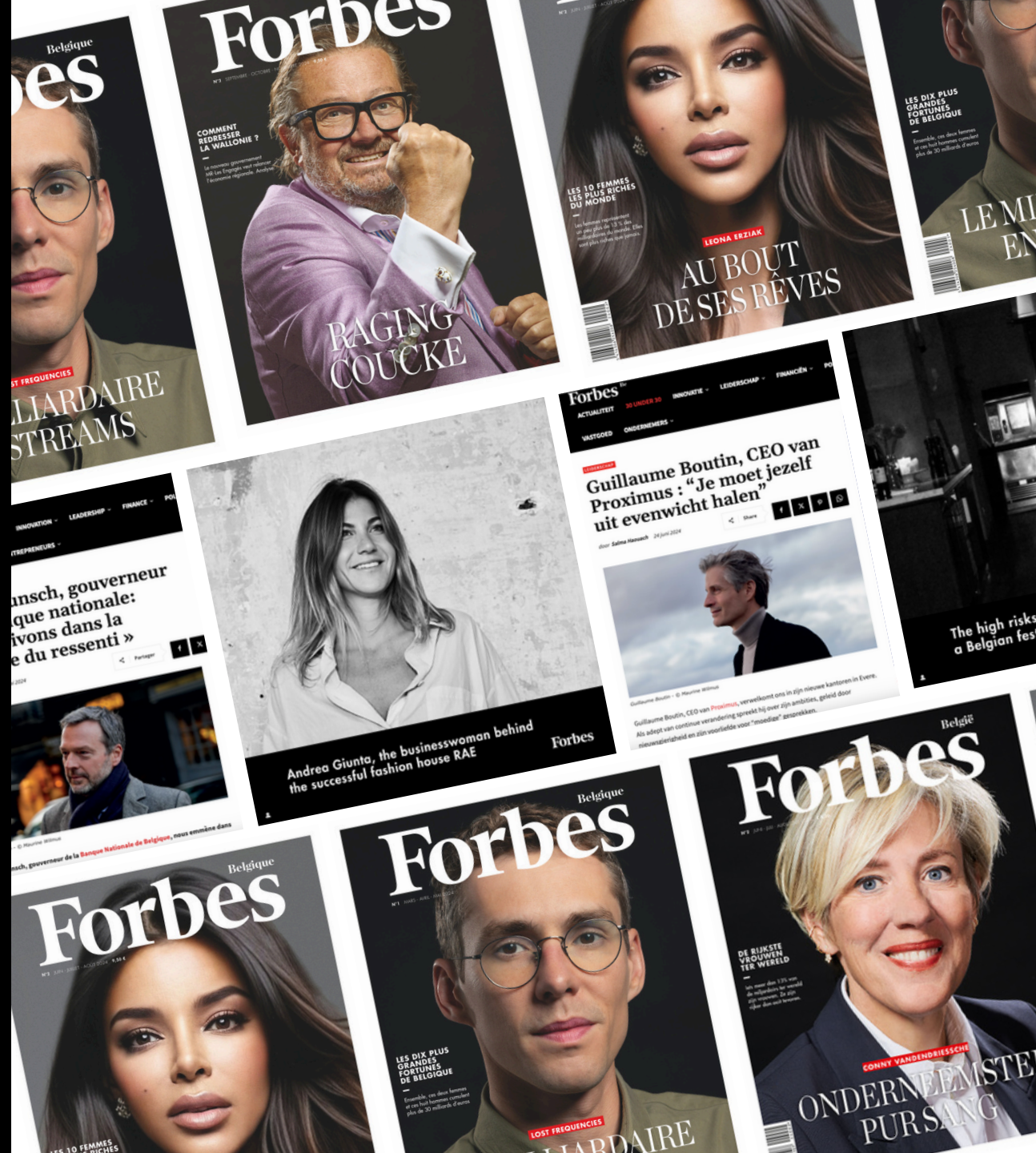
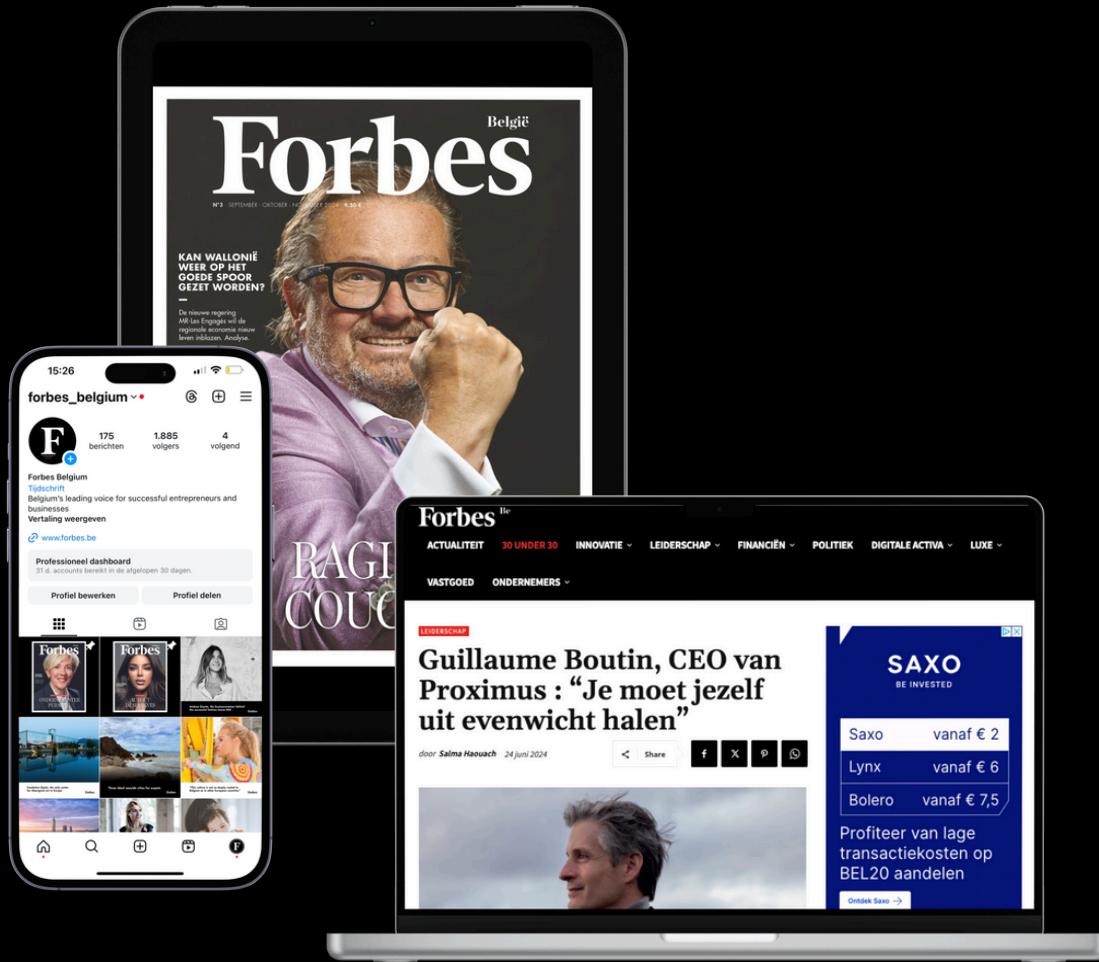


# Forbes<sup>Be</sup>

# 2026 Media Kit





## FORBES BELGIUM'S MISSION

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



# Forbes Belgium 2024 - 2025



# Forbes Belgium

## A GLOBAL MEDIA WITH A BELGIAN ACCENT

Forbes Belgium, part of Ventures Media, extends the global authority of the Forbes brand to the Belgian business landscape. Under the editorial direction of Joan Condijs, the publication combines international expertise with a distinctly local voice.

Launched in 2024, Forbes Belgium delivers high-quality journalism in Dutch and French, covering business, finance, leadership, and innovation. Its mission is to inspire and inform, while fostering dialogue on the economic and societal issues shaping the Belux region.

Through its quarterly magazine and digital platform, Forbes Belgium provides in-depth analysis, interviews, and reports, establishing itself as a reliable reference for the business community in Belgium and Luxembourg.





# 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.

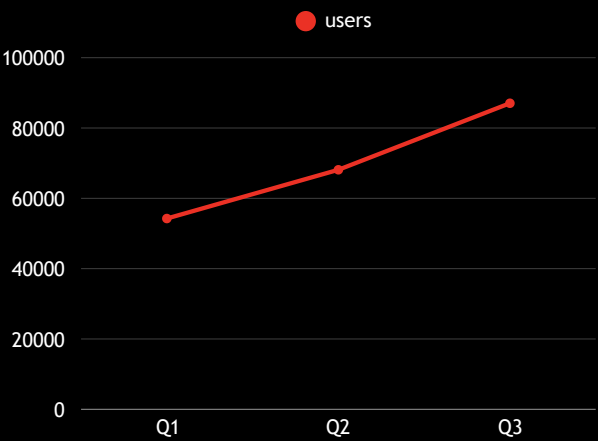
\* **METHODOLOGY:** SURVEY OF 2,032 INDIVIDUALS, REPRESENTATIVE OF THE BELGIAN ONLINE POPULATION AGED 21-70, CONDUCTED IN APRIL 2024.

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



# Forbes Be Statistics 2025

## WEBSITE & SOCIAL NETWORKS STATISTICS



131.063

Sessions / month

42

Seconds/Visit

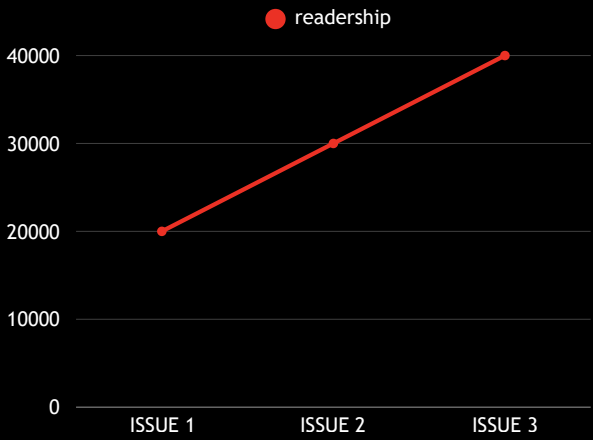
100.000

Users/ month

310.314

Page views / month

## PRINT STATISTICS



100.000

Estimated readership



# Forbes Be Socials Statistics 2025



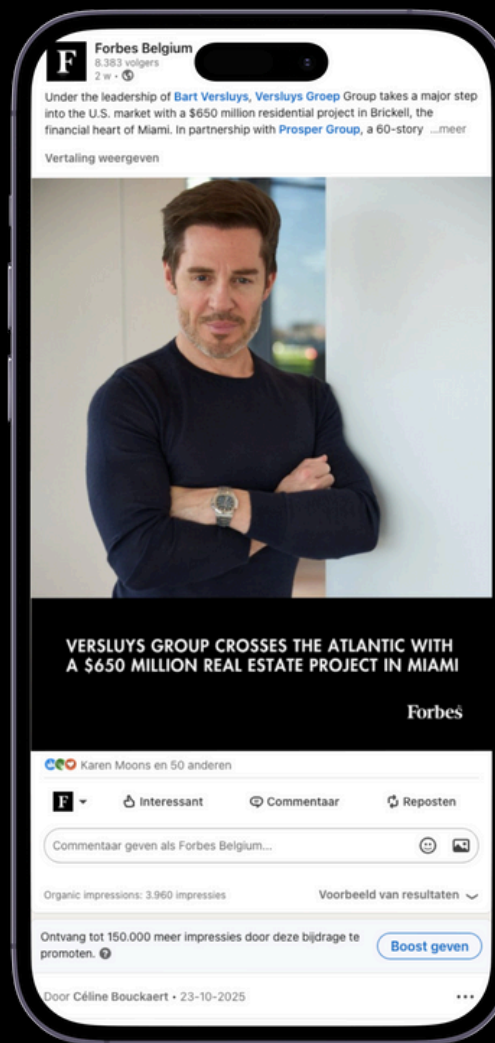
8.380



8.402



FR 512  
NL 178



MORE WAYS TO ENGAGE

*Opportunities  
To Align*





# Connect Through Forbes' Editorial Platforms

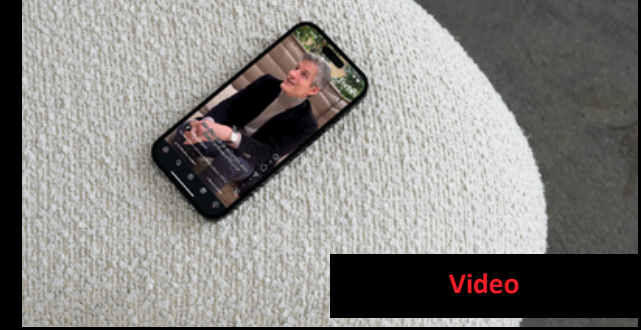
Our team of content creators brings an array of cutting-edge editorial products to ensure you reach your target audiences in the right place—at the right time.



Magazine



Branded content



Video



Socials



Events



Display

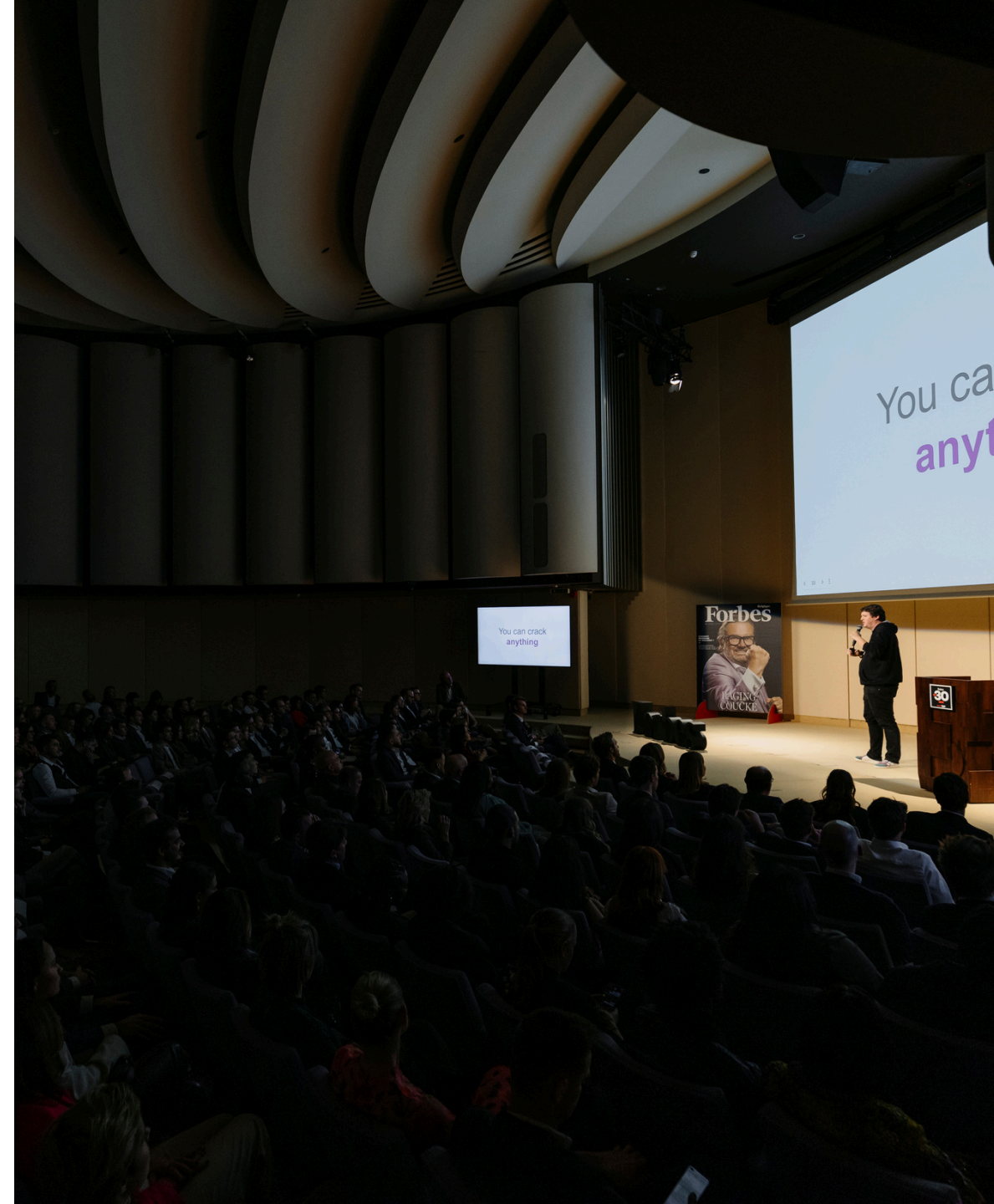
# Forbes Belgium Events

## Forbes Be AI Summit

The 2026 Forbes Belgium AI Summit will unite visionary leaders, innovators, and changemakers at the forefront of artificial intelligence to explore how this transformative technology is reshaping industries, economies, and society. Building on Forbes' legacy of convening thought leaders, the Summit will dive deep into the opportunities and challenges of the AI era - examining its impact on business, creativity, and ethics. From breakthrough innovations to real-world applications, the event will offer a roadmap for harnessing AI responsibly and driving progress in an increasingly intelligent world.

## Forbes Be Under 30 Summit

Forbes Belgium proudly presents the third 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*

# 2026 Print Editorial Calendar

03/04/26 <b>APRIL</b>	Billionaires/Entrepreneurship
12/06/26 <b>JUNE</b>	Women
02/10/26 <b>OCTOBER</b>	Sustainability
04/12/26 <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.**

- 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

PRODUCT	PRICE
BRANDED CONTENT ARTICLE	€ 4.000 + € 500 boost + € 350 technical costs
FACEBOOK POST	€ 1.500
LINKEDIN POST	€ 2.000
INSTAGRAM STORY	€ 1.000
INSTAGRAM POST	€ 2.000
INSTAGRAM REEL/TIKTOK	€ 2.000 + € 1.500 technical costs



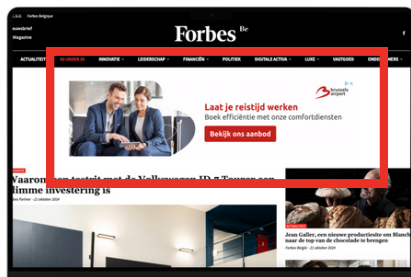
# Proprietary Ad Unit Experiences In A Premium Environment

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.

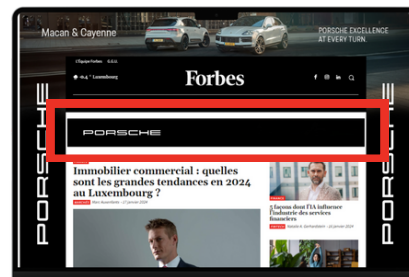
Takeover



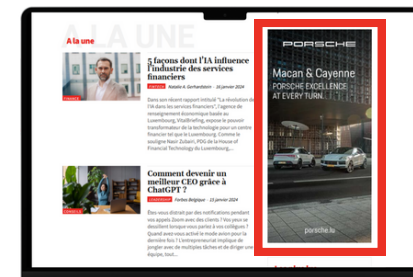
Billboard



Leaderboard



Half page



Mobile rectangle





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