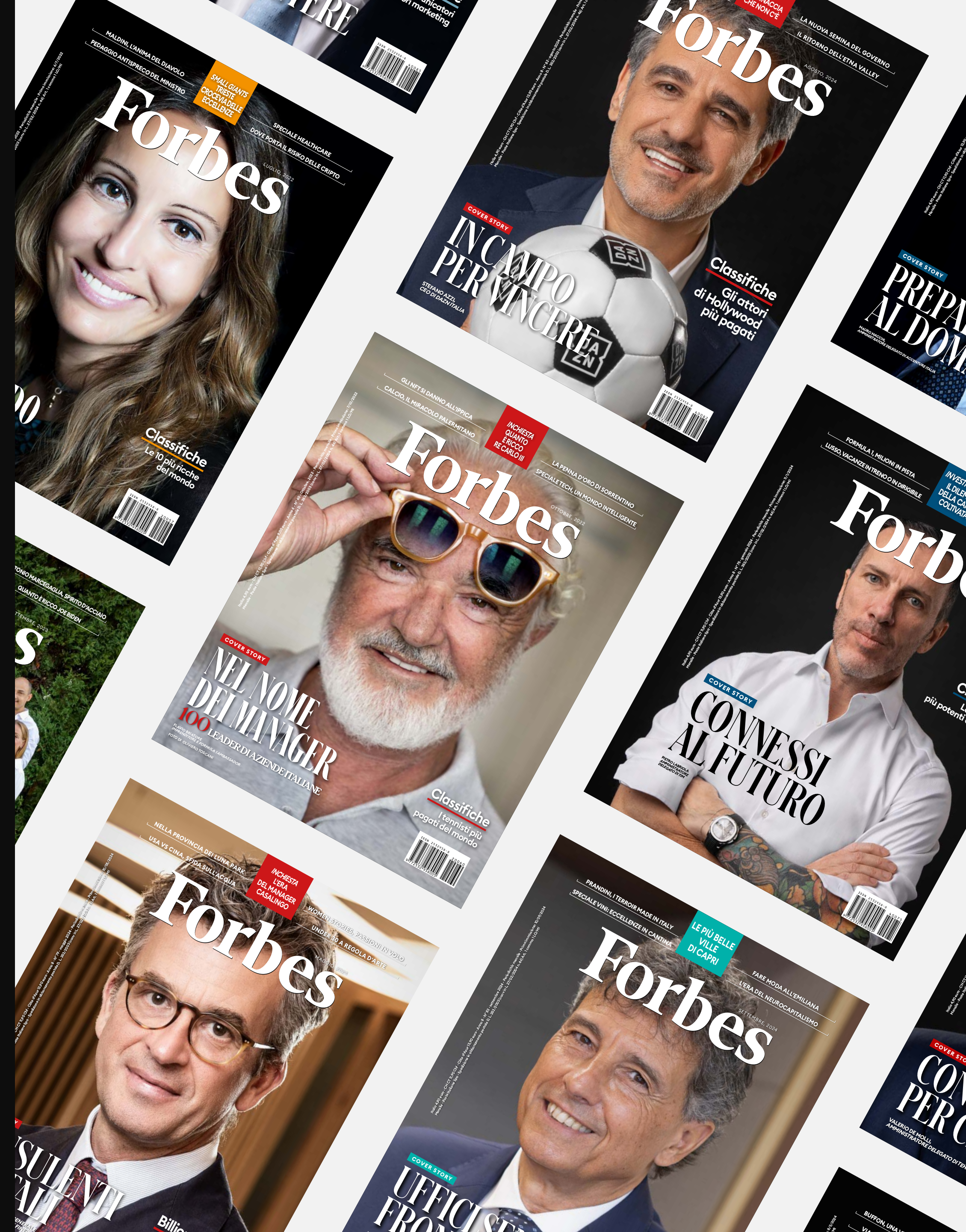


Forbes
ITALIA

Media Kit 2025

2025 PARTNERSHIP OPPORTUNITIES





A media brand of reference

The Forbes Italy team brings together the best professionals to engage a global audience, reaching the ideal target audience in the most strategic moments and contexts.

DIGITAL & SOCIAL

3M+

Unique visitors

1M+

Social fanbase

53k+

Newsletter subscriptions

PRINT

200k

Readers

25k

Copies sold

7k

Subscriptions sold

EVENTS

100+

Events per year

11k+

Total attendees (2018 to present)

63%

Leaders and Entrepreneurs

INTERNATIONAL EDITIONS

42

Global editions

68

Countries

30

Languages



F

FORBES MISSION

Decoding major changes and great challenges to discover talents and enhance them until they achieve ultimate success.

Forbes Italy’s Target Audience

A detailed analysis of the readership profile, with data on age, region and mode of access.

66%

Readers

34%

Female readers

22%

20-30 years old

49%

31-45 years old

29%

46-65 years old

MAJOR REGIONS

52%

North

26%

Center

22%

South and Islands

VISITS BY DEVICE

80%

Mobile

17%

Desktop

2%

Tablet

1%

Smart TV

SOURCES OF VISITS

47%

Organic search

38%

Other

13%

Referral

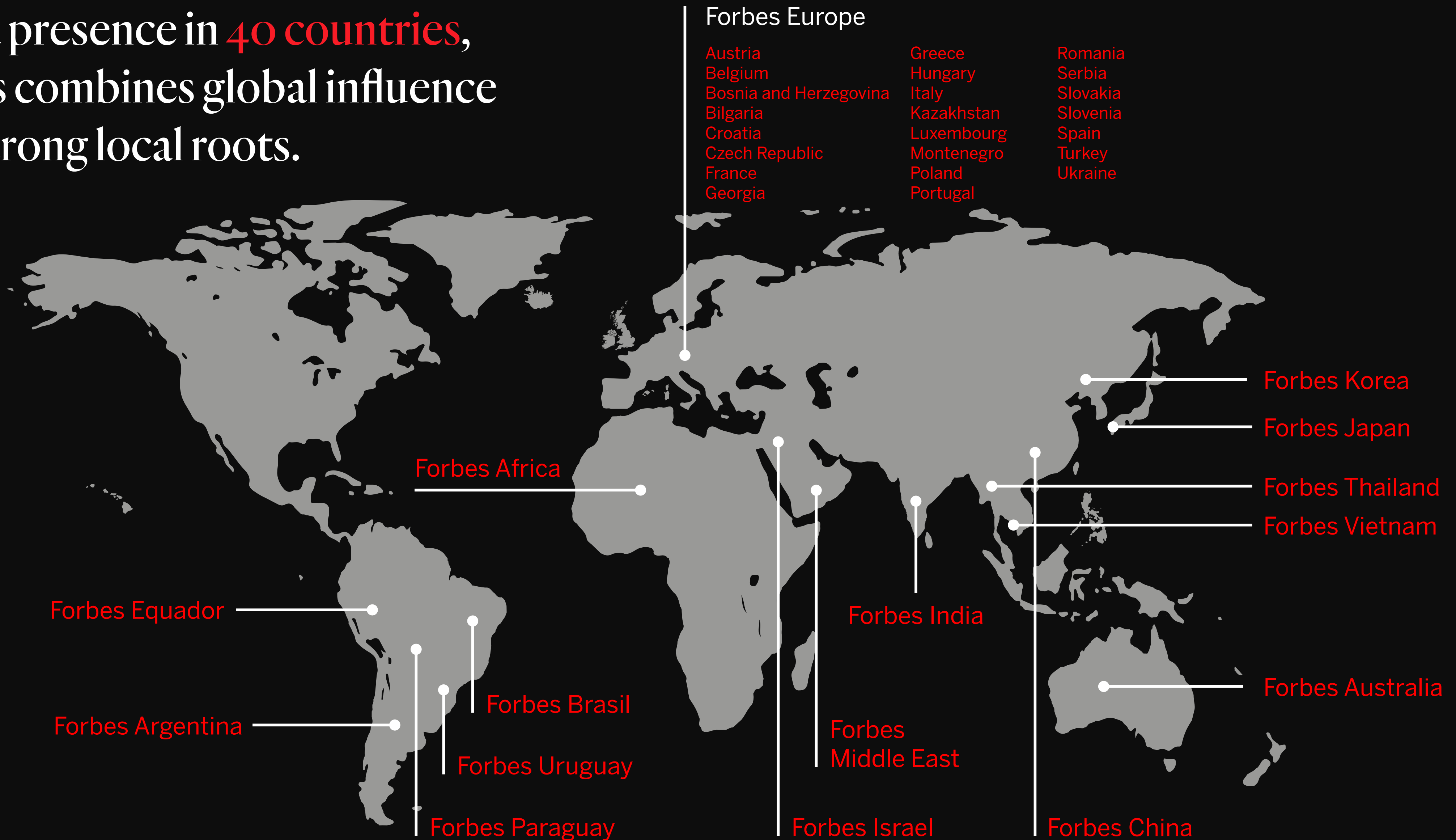
2%

Email

1%

Social

With a presence in **40 countries**,
Forbes combines global influence
with strong local roots.



The Lists

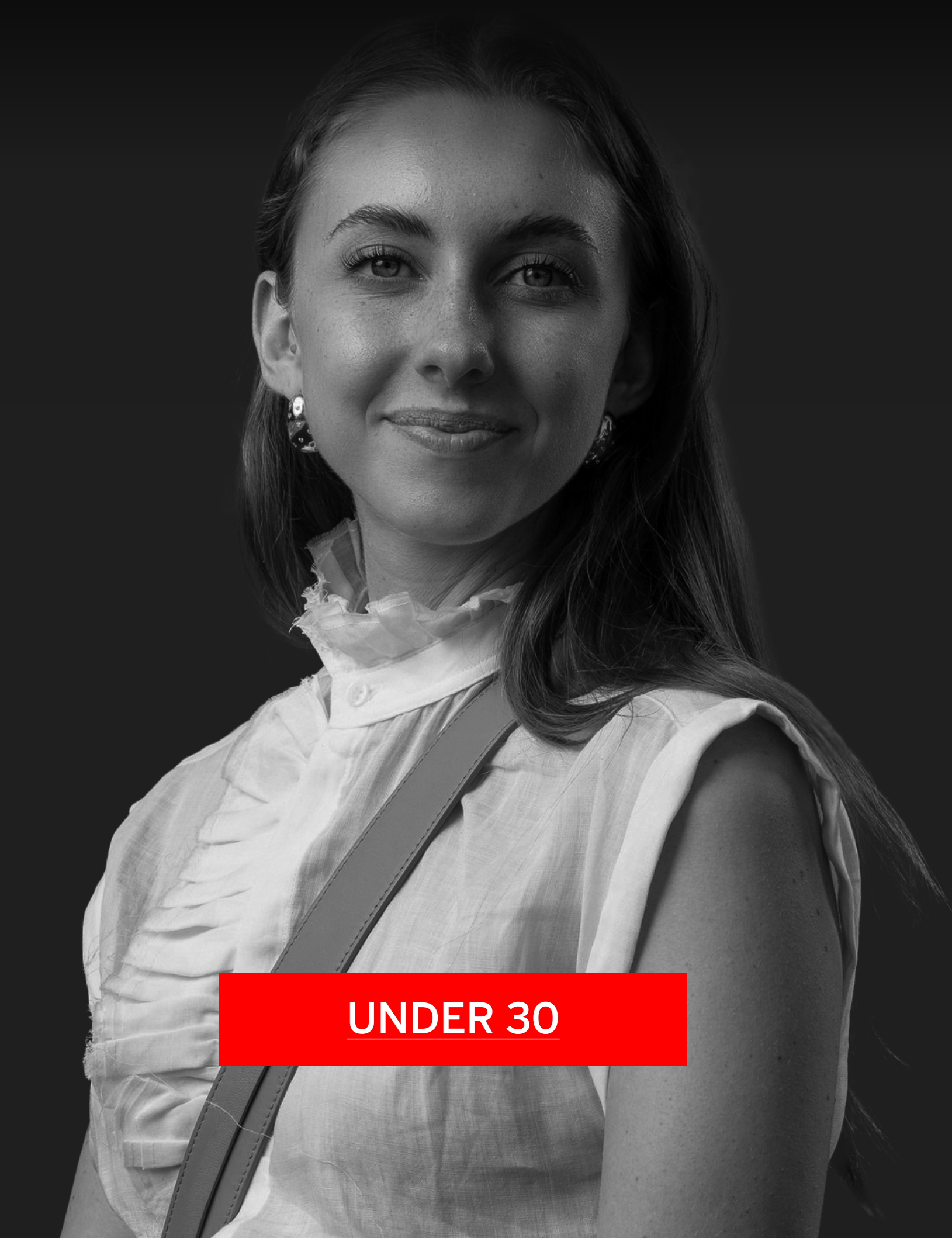
Always the most authoritative and influential rankings on the leading players in the global business community. Each year, Forbes rankings chronicle success in all its forms. From Forbes' Billionaires, the richest people in the world, to the young talents of the Under 30s and more.



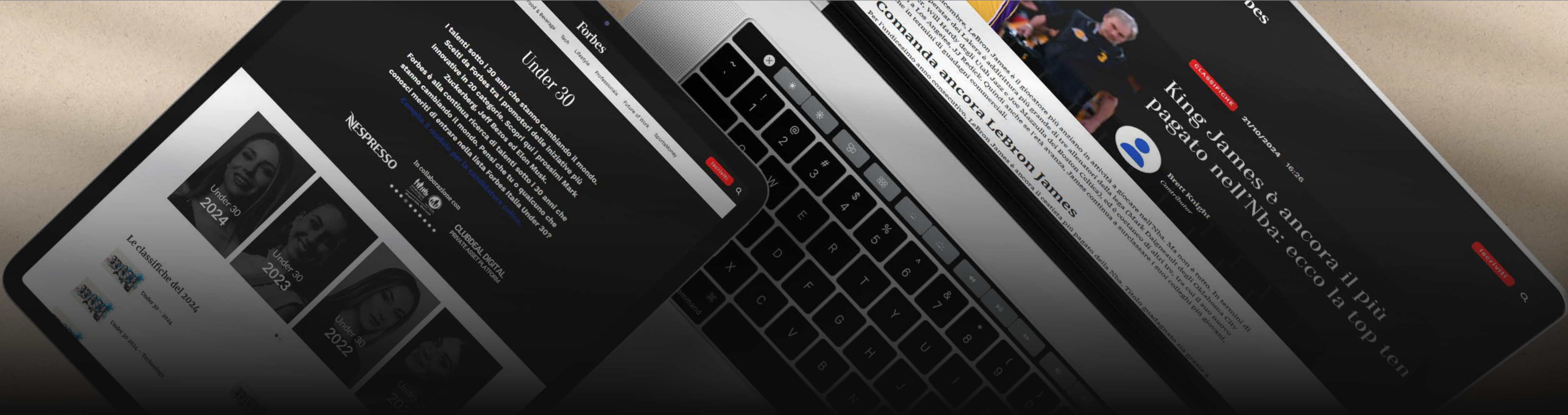
FORBES LISTS



BEST ITALIA



UNDER 30



Forbes Italia's Multimedia Platforms

Forbes provides brands, business leaders, and audiences across Italy with resources and platforms that drive success and ignite innovation.

Print

- ADV Page
- Article
- Brand Voice
- Insight
- Specials
- Inserts/Supplements

Events

- Iconic Nights
- Roadshow
- Forbes Live
- Media Partnership

Web

- Display ADV
- Article
- Digital Brand Voice

Social

- Social

Video/Podcast

- Video Interview
- Video/Podcast

[Return to the index](#)

Print

The Forbes Italia magazine is an authoritative source for in-depth articles, interviews, and exclusive rankings, dedicated to those who want to stay updated on trends and key players in the economic landscape.

ADV Page

Our advertising pages provide businesses and entrepreneurs with visibility among a select audience, strengthening their identity in one of the world's most prestigious publications.



Article

Our editorial articles offer businesses and entrepreneurs exclusive spaces to share their stories and reach a global, influential audience.



Brand Voice

Our Brand Voice solutions give companies the opportunity to tell their story and engage a wide audience through omnichannel strategies.

Insight

We collaborate with organizations to create and distribute content and research that shape the future of business with practical insights.



Specials

Our themed sections offer brands a targeted opportunity to connect with a select audience through dedicated content on industry trends and leaders.

[View the calendar](#)



Special Calendar 2025

SPECIALS	
Jenuary	Well-being
February	Export & Internationalization
March	Engines - Welfare & Social Sustainability
April	Travel - Salone Special + Design - AI - Business Peace
May	Real Estate - Foundations & Charity - Financial Services - Risto-rural-chic
June	Energy Transition - Human Capital
July	Healthcare • Yacht • Most Powerful Chef
August	Circular Economy - Sport & Innovation
September	Logistics - Wines
October	Digital Transition - Accessories - E-Commerce
October	Healthcare - Eicma - Marketing Services
December	Travel - Retail Travel - Retail

DESIGN COLUMNS	
March	Design column “Salone/Fuori Salone del Mobile”
April	Salone/Fuori Salone del Mobile” special
May	Design column “Salone/Fuori Salone del Mobile”
October	Milan “Fall Design Week” column
October	Furniture column “Christmas, gifts for design lovers”

Inserts/Attachments

Our inserts and supplements provide in-depth coverage of business, economy, finance, and lifestyle. Focusing on companies, success stories, innovation, technology, and growth strategies, each publication is designed to offer entrepreneurs, managers, and enthusiasts detailed analyses, exclusive interviews, and insights on trends, with the goal of informing and inspiring the audience.

[View the calendar](#)



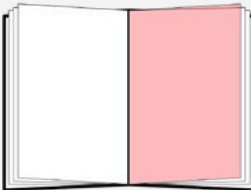
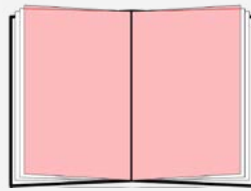
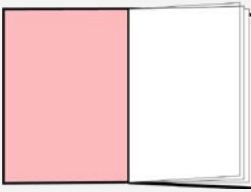
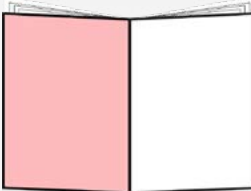
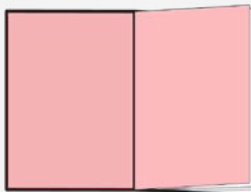
Inserts/Attachments Calendar 2025

ATTACHMENTS

Jenuary	Small Giants
February	Eccellenze
March	Small Giants
April	Professionals
May	Small Giants
June	
July	Small Giants
August	
September	Small Giants
October	
November	Small Giants
December	Responsibility



Print Formats

PAGE		
	SINGLE PAGE	€ 15.000
<hr/>		
	DOUBLE PAGE SPREAD	€ 25.000
COVER		
	FRONT COVER	€ 25.000
<hr/>		
	BACK COVER	€ 20.000
<hr/>		
	BACK COVER + INSIDE FRONT COVER	€ 35.000
<hr/>		



Print Specifications

TYPOLOGY ADV	FORMATS	PRINT AREA	WITH BLEEDS
SINGLE PAGE	203mm x 267mm (8"x10½")	191mm x 254mm (7.5"x10")	209mm x 273mm (7.5"x10")
DOUBLE PAGE	406mm x 267mm (16"x10.5")	394mm x 254mm (15.5"x10")	413mm x 273mm (16.25"x10½")

Image resolution

266-300 dpi.
RGB and LAB color images are not acceptable.

Preparing Files

Create documents in portrait mode without resizing or rotating.
When abundance is required, provide +5 millimeters beyond the cut area. Include all standard cut marks, abundance marks, and register marks outside the image area.

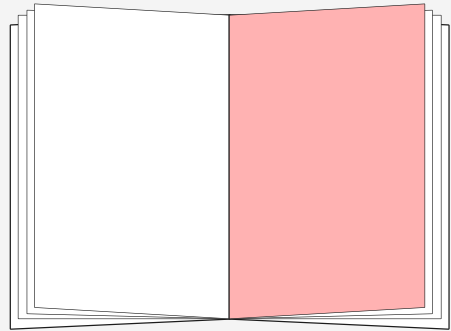
Export

PDF/X1a, with high-resolution CMYK or grayscale images and all embedded fonts. Files created with applications such as Adobe Illustrator, Adobe InDesign, QuarkXpress, and Pagemaker are not acceptable.



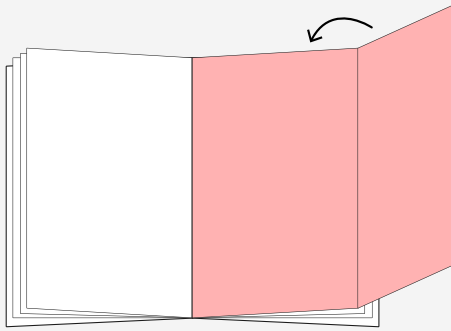
Insert Specifications

TIPOLOGY



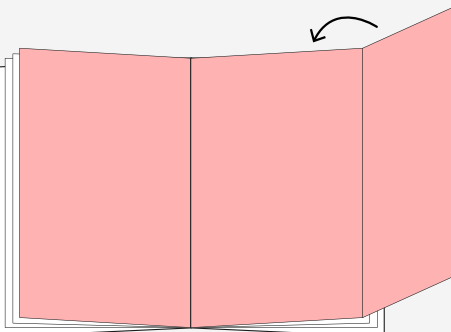
DUINO INSERT

€ 16.000



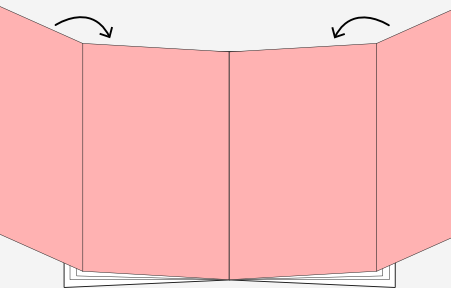
TWO-PANEL INSERT

€ 22.000



THREE-PANEL SLIP-IN INSERT

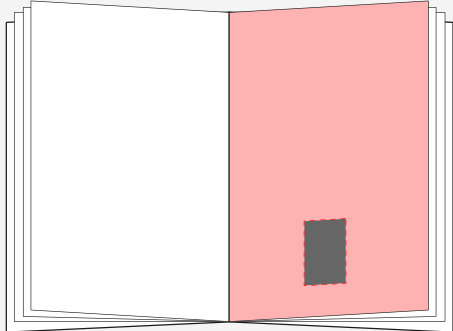
€ 26.000



FOUR-PANEL WINDOW INSERT

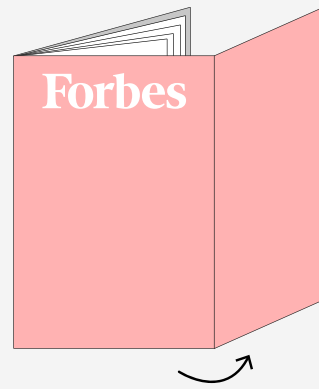
€ 31.000

TIPOLOGY



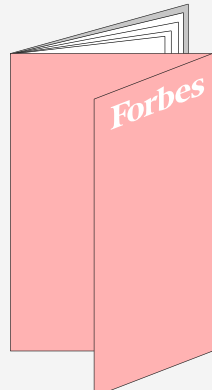
COSMETIC SACHET APPLICATION
INSERT

€ 17.000



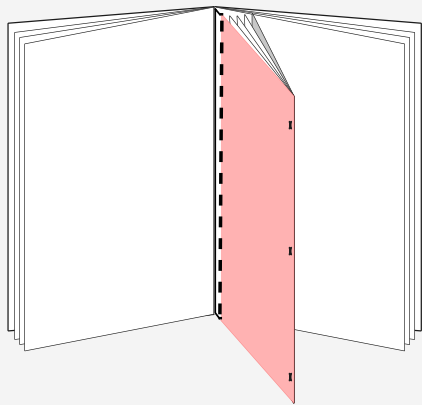
INSIDE FLAP COVER

€ 28.000



OUTSIDE FLAP COVER

€ 24.000



DETACHABLE INSERT WITH
PERFORATED COVER

€ 64.000

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Events

Forbes Italia organizes high-profile events that bring together leaders, companies, and entrepreneurs. These gatherings provide a unique opportunity for networking and exchanging ideas on key business and innovation topics.

Iconic Nights

Forbes Italia's Iconic Nights are the most exclusive events of the year, designed to celebrate excellence, innovation, and the key players behind Italian and international success. Unique evenings where entrepreneurs, leaders, and visionaries come together to inspire one another and create connections in an atmosphere of prestige and style.

2025 Events

Sport & Innovation
Gran Galà Vinitaly
Most Powerful Chef
Party Under 30
Unconventional Excellence
Nuovo Rinascimento
Women's Party
Top Creators
Private Banking Awards
CEO Awards
Winter Gala

Customized proposals starting from
€ 60,000 + VAT



Roadshow

Two tours, each consisting of 10 annual stops, celebrating SMEs and regional excellence across various Italian cities, traversing the country from North to South.

Small Giants

10 stops dedicated to regional SMEs recognized by Forbes as the best in the area, offering a networking opportunity for entrepreneurs and professionals.

Italian Excellence

10 stops that focus not only on regional SMEs but also highlight Italy's leading sectors, such as fine food, wine, Italian craftsmanship, and tourism, with an award ceremony recognizing local start-ups as Italian Excellence.

Customized proposals starting from
€ 30,000 + VAT



Small Giants

The 2025 Roadshow

The roadshow offers the opportunity to meet local entrepreneurs to discuss topics such as access to credit, internationalization, sustainability, and innovation. In 2025, the tour will make 10 stops across Italy with the support of regional offices of Confindustria, Chambers of Commerce, and Confapi.

The Magazine

Small Giants is Forbes’ project dedicated to SMEs that stand out for innovation, courage, and strategic vision. The bi-monthly magazine is distributed free of charge alongside Forbes. The editorial line includes sections useful for SME managers and showcases success stories of entrepreneurs from across Italy.

Target Audience

Speakers and Guests

- Representatives of National and Local Institutions
- Entrepreneurs
- Managers
- Local Investors

2025 Destinations

#1 January 30th
Cuneo

#2 February 24th
Vicenza

#3 March 19th
Catania

#4 May 5th
Matera

#5 May 26th
Forlì

#6 June 18th
Como

#7 July 10th
Pesaro

#8 September 30th
Imperia

#9 October 22th
Trento

#10 November 19th
Varese

Italian Excellence

The 2025 Roadshow

Forbes Italian Excellence is Forbes Italia’s multimedia project dedicated to craftsmanship, agriculture, and commerce—key pillars of the Italian economic and cultural fabric. The roadshow offers a unique opportunity to meet local entrepreneurs and delve into topics such as innovation, sustainability, and the future of these strategic sectors. In 2025, the tour will make 10 stops across Italy with the support of regional offices of Confagricoltura, Confcommercio, Confartigianato, Confercenti, and Coldiretti.

Target Audience

Speakers and Guests

- Representatives of national and local institutions
- Representatives of local trade associations
- Journalists from TV, radio, and print media
- Local media, influencers
- Content creators and bloggers
- Local entrepreneurs and managers
- Opinion leaders
- Professionals and service companies
- Arts, architecture, and design sector
- Local personalities

2025 Destinations

#1	February 19 th Turin	#2	March 20 th Palermo
#3	April 17 th Parma	#4	May 6 th Bari
#5	June 4 th Benevento	#6	July 24 th Cosenza
#7	September 18 th Fermo	#8	October 7 th Bologna
#9	November 13 th Trieste	#10	December 10 th Rome

Forbes Live

Forbes Live events embody the exclusive spirit of Forbes Italia, combining strategic topics with the celebration of individuals who define success. Through a mix of hybrid formats, we explore the most relevant sectors, creating unique opportunities for discussion and inspiration. Each event is a distinctive experience designed to highlight excellence and promote innovative visions, connecting leaders, professionals, and visionary minds in an environment of prestige and influence.

2025 Events

100 Eccellenze
100 Professionals
100 Marketing & Comunicazione
100 Wineries
Healthcare Summit
AI
Infrastructures & Transport
Lifestyle
Quality of Life
BioRinascimento
Empower the Future (online)
Digital Revolution (online)

Customized proposals starting from
€ 50,000 + VAT



Media Partnership 2025

A media partnership offers strategic visibility through media coverage, digital promotion, and co-branding, including customized content, streaming, PR, and physical presence, to maximize the impact of the event or project.

Media Partnership 2024

Ambrosetti

Amplifon

Assolombarda

Banca Intesa

Brainpull

Confindustria

Confindustria Giovani

Industriali Capri

Conflavoro

Consulentia

Dallarda

DMCC

Domori

Ducati

Edimen

EY

IEF (Stati Generali dell'Export)

J&J

Kon (Sustainability Awards)

Linkedin

Movesion (Fastweb)

Regione Lombardia

Rossocorsa (RollsRoyce)

Starting Finance

TeamSystem (Best in Class)

Wind

WOBI (World Business Forum)



Special Projects

Forbes Italia organizes high-profile events that bring together leaders, companies, and entrepreneurs. These gatherings provide a unique opportunity for networking and exchanging ideas on key business and innovation topics.

Next Leaders

Next Leaders is Forbes Italia's project dedicated to young Italian talents; an initiative designed to enhance the skills and potential of those who will form the future leadership of the country. This space, both digital and physical, offers younger generations the opportunity to express themselves, gain recognition, and build meaningful relationships with the world of institutions and businesses.

The Forbes Next Leaders Association brings together:

- **Academy Voice**
The voices of the main Italian university associations.
- **Future of Work**
Young people and work: innovation, creativity, and the future.
- **Corporate to Campus**
A bridge between universities and companies: where theory and practice meet.

Top Graduate

Forbes Italia, in collaboration with Intesa Sanpaolo, launches the Top Graduate Awards: a project that celebrates academic excellence and promotes the innovative ideas that will shape the future of professions.

The initiative aims to highlight the most significant graduation theses, offering visibility to young talents and creating a platform for dialogue between the academic world, companies, and institutions.

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Web



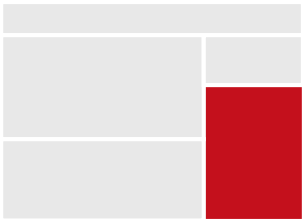
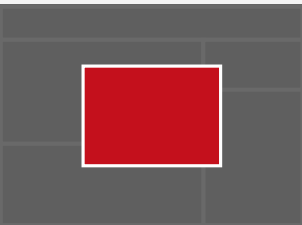

The Forbes Italia website is the digital reference for news, insights, and analysis on the world of business, economy, and innovation, offering content that is updated daily to inform and inspire leaders and professionals.

Display ADV

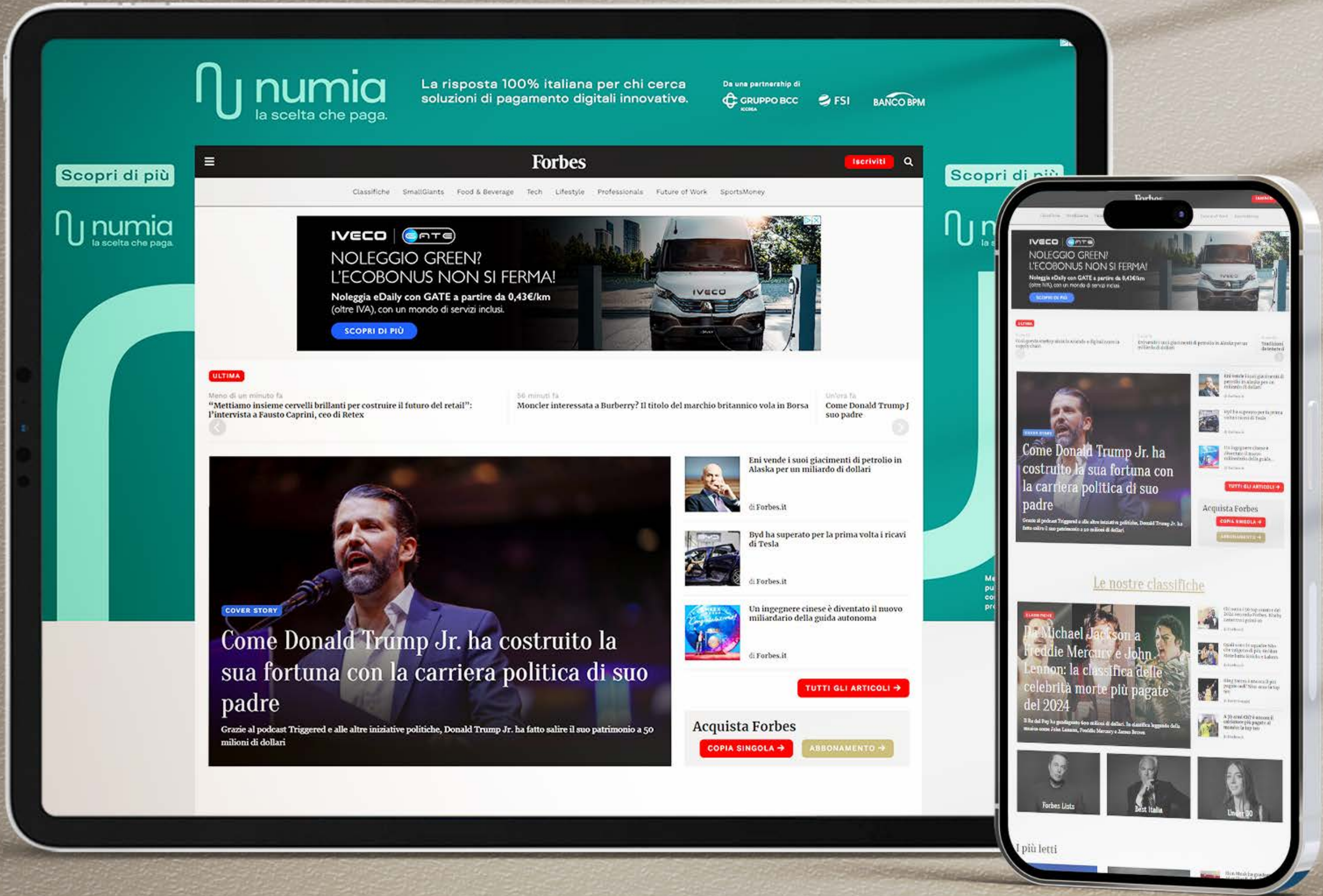
Our advertising pages provide businesses and entrepreneurs with visibility among a select audience, strengthening their identity in one of the most prestigious publications in the world.



Online Advertising Formats

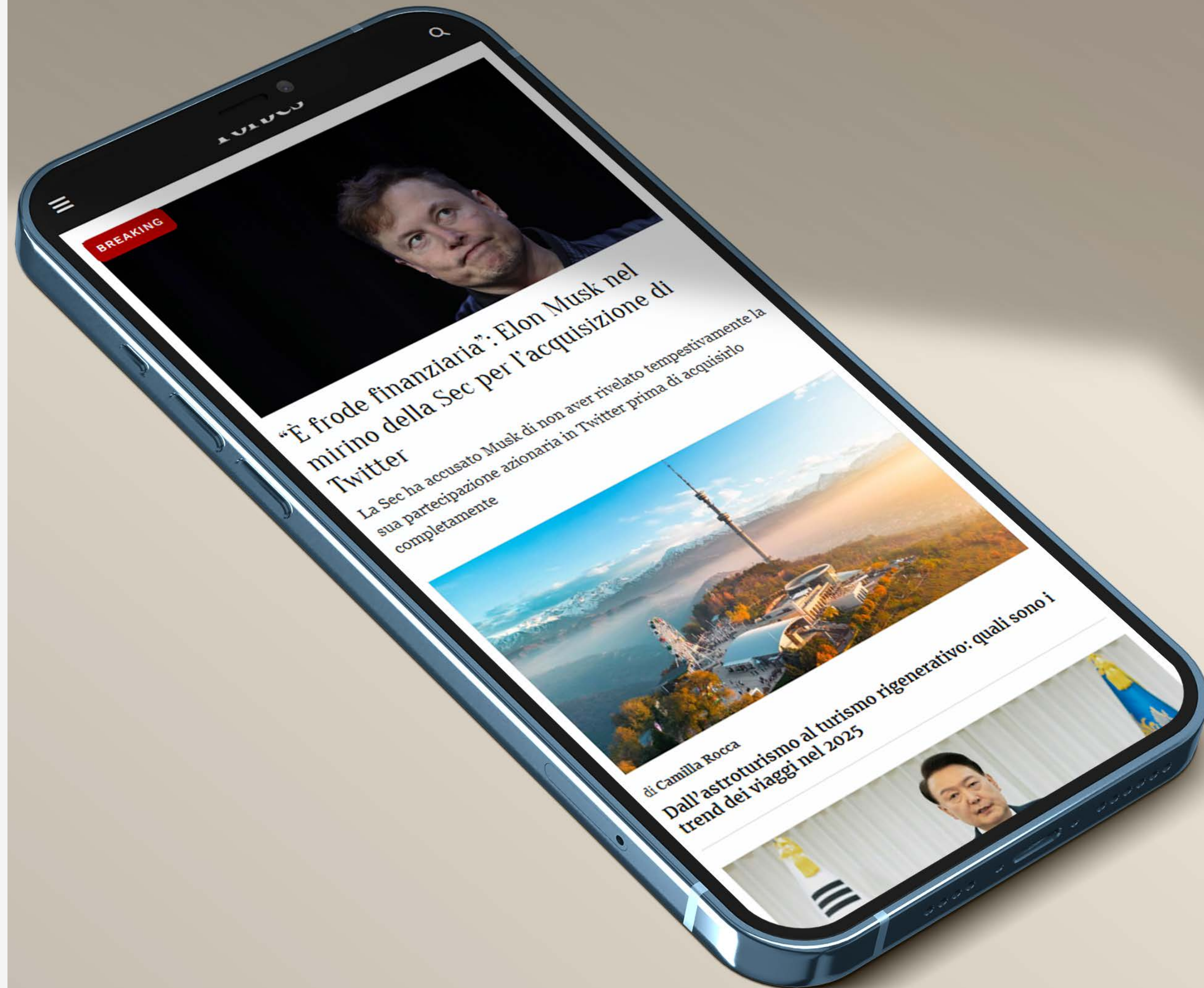
TIPOLOGIA		SPECIFICHE	DETTAGLI
	MASTHEAD	jpeg, gif 100 KB 970x250 px	The Masthead is placed between the website's header and the body of the page and is the ideal solution for delivering high-impact creative content.
	SKIN	jpeg 200 KB 1920x1080 px	The Skin format involves the exclusive sponsorship of the header background. It's perfect for campaigns that require high brand visibility.
	TOWER	jpeg 200 KB 300x600 px	The Banner Tower format occupies a sidebar on the website, making it ideal for campaigns that aim to capture attention without interfering with the main content.
	SPLASH SCREEN	jpeg 200 KB 1280x720 px	The Splash Screen format appears in full-screen mode when the site is opened, providing maximum visibility for high-impact campaigns.
	BOX MOBILE	jpeg, gif, mp4 100 KB 300x250 px	The Medium Rectangle is a format that allows for easy and immediate execution of any creative content.

€ 20 + VAT CPM (Cost Per Thousand Impressions)



Digital Article

Our editorial articles provide businesses and entrepreneurs with exclusive spaces to tell their story and reach a global, influential audience.



Digital Brand Voice

Our Brand Voice solutions give companies the opportunity to share their story and engage a wide audience through omnichannel strategies.

€ 10,000 + VAT



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Social

Forbes Italia's social media channels are the place where innovation, leadership, and success stories come together to inspire and engage an exclusive community.

Social

Forbes Italia offers companies and brands the opportunity to tell their story through its official social media channels, reaching an exclusive community of leaders, decision-makers, and innovation enthusiasts.

Each piece of content is directly published on Forbes Italia's pages, ensuring maximum visibility and enhancing the brand's value due to its authority in the editorial landscape.



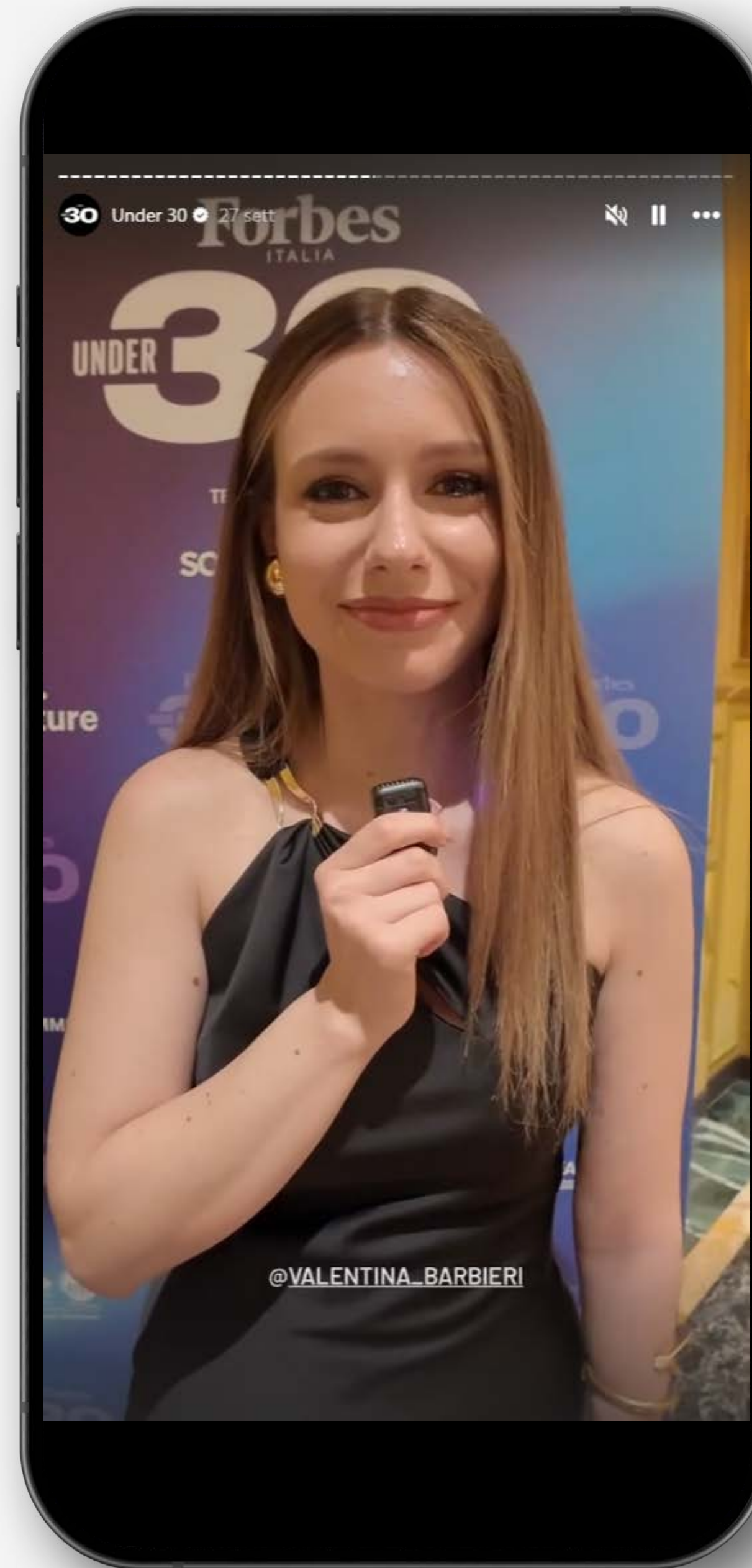
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Video/ Podcast

Forbes Italia's video production takes journalism excellence to a new level through video interviews, reports, podcasts, and sponsored content, offering visibility and tailored storytelling for its partners.

Video Interview

We offer the opportunity to tell your story through personalized video interviews, filmed in exclusive locations, during events, or in private settings, to reach a global and highly engaged audience.

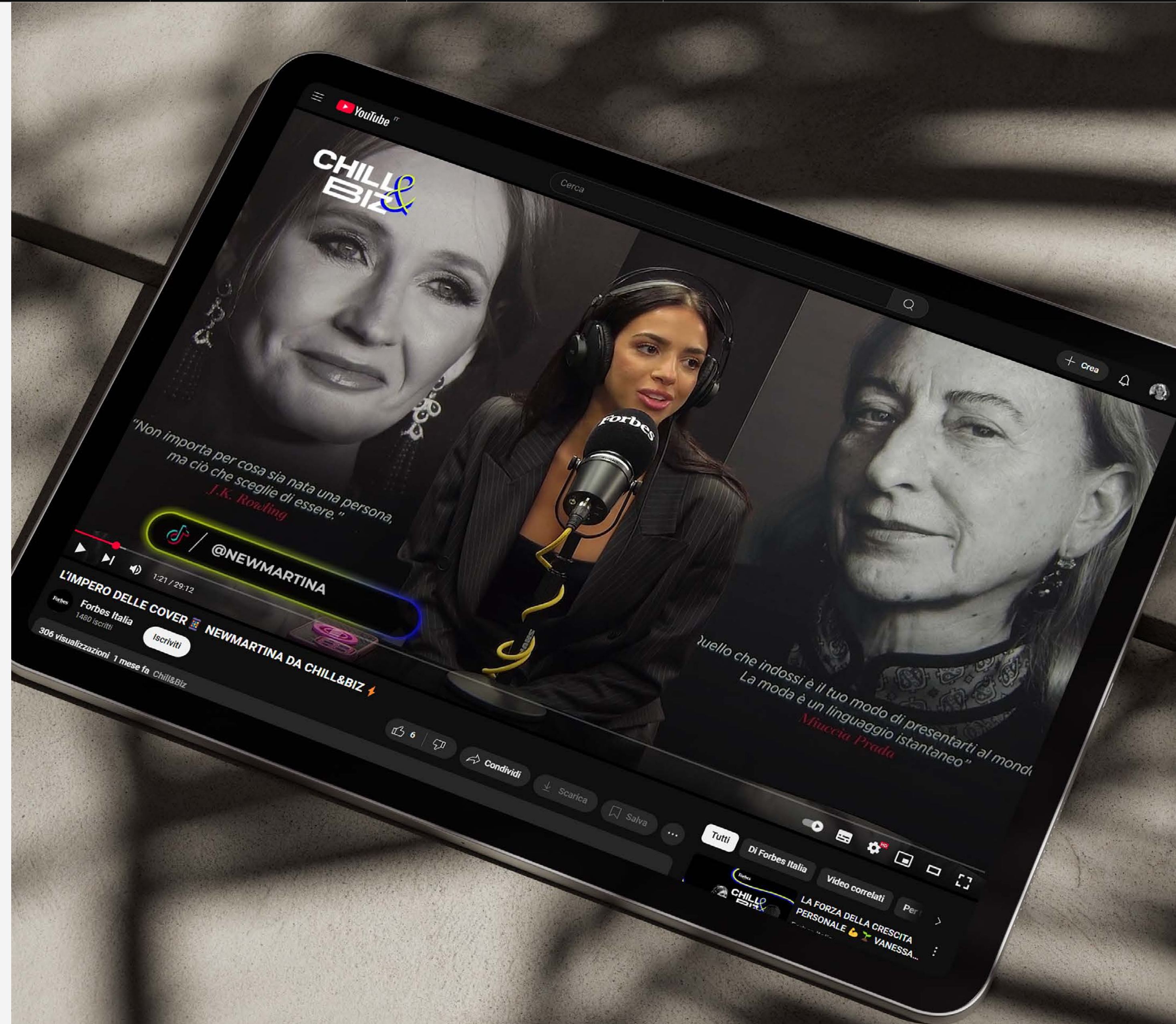


Podcast

Forbes Italia's podcasts provide an exclusive platform to explore key topics such as economy, innovation, technology, and leadership. Through interviews with experts, market trend analysis, and success stories, they offer a unique space where inspiration and information converge.

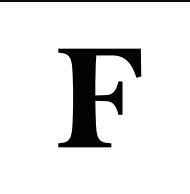
Each format is designed to engage a wide audience, exploring subjects that drive change and shape the future of business. Forbes Italia's podcasts represent an opportunity for companies and professionals to participate in strategic conversations that make a difference.

Customized proposals starting from
€ 15,000 + VAT



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Forbes Selections



The buying guide by Forbes Italy

We know our audience's buying preferences and when they are most likely to buy.

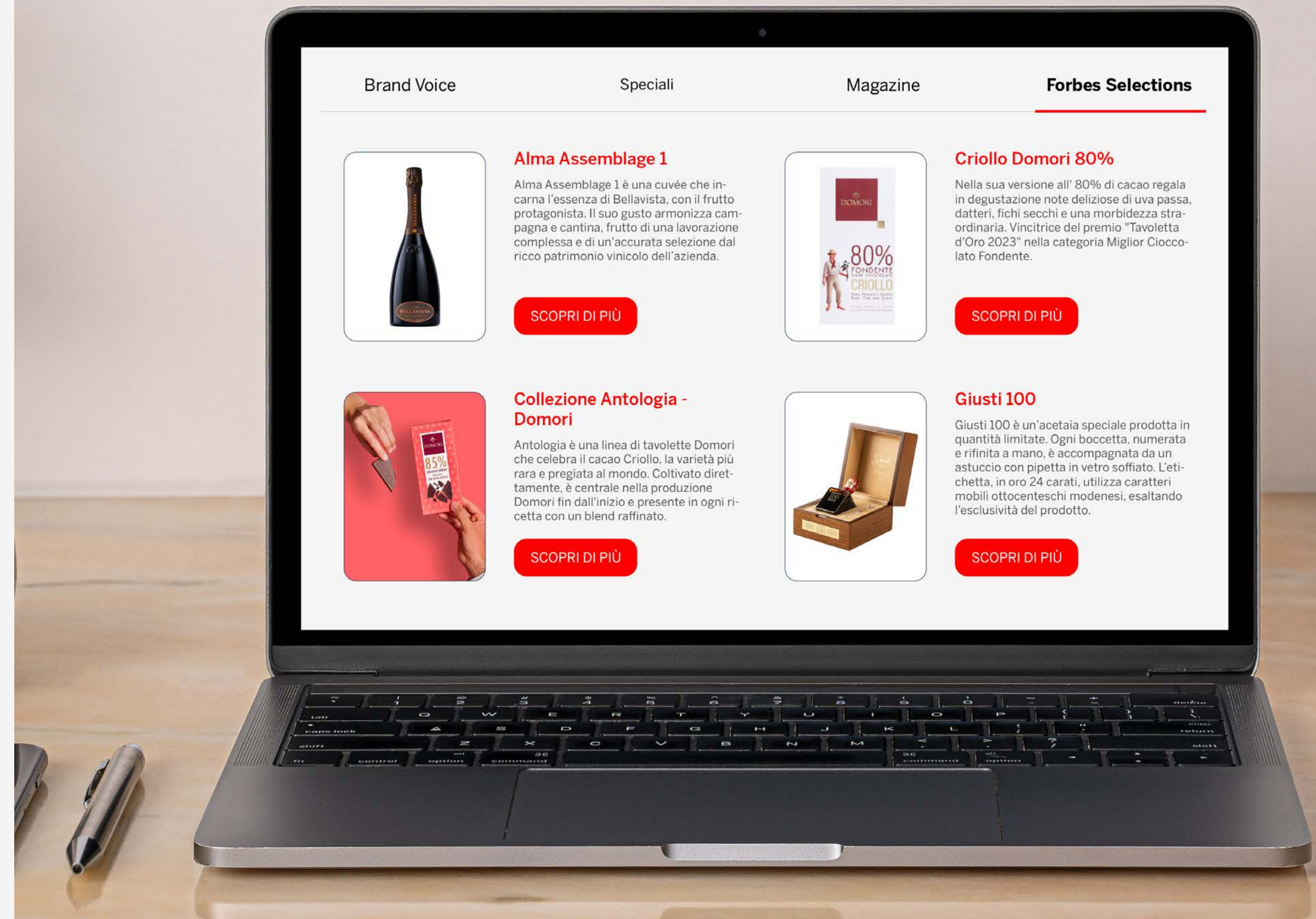
Forbes Selections

Forbes Selections chooses the best products and services for ambitious, quality-conscious people, helping them live their best lives without compromise.

Our recommendations come from careful research conducted by the team of consumer experts and industry specialists to offer only the best recommendations to discerning readers.

Forbes Selections also offers sponsorships and other paid opportunities in our shopping events, in line with an influential buying public.

Are you interested in sponsorship opportunities with Forbes Selections?
Email marketing@forbes.it



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Duomo Space

Introducing our new event space, a fully equipped venue located in the heart of Milan, designed to host corporate events, presentations, and exclusive meetings. An innovative solution to create value and new opportunities for our brands and clients.



An Exclusive Opportunity

Here are the main opportunities that our new event space offers to enhance our brands, create new networking opportunities, and meet the needs of our clients.

An Exclusive Opportunity

Here are the main opportunities that our new event space offers to enhance our brands, create new networking opportunities, and meet the needs of our clients.

Advanced Technology

A room equipped with the best technology, perfect for ensuring a flawless and engaging experience for any type of event.

A Prestigious Brand

Hosting an event with us means benefiting from the prestige and added value of the Forbes brand, transforming every gathering into a unique, high-level experience.

Visibility

Not just a Forbes space: your event will gain resonance through the visibility provided on our channels, with dedicated articles and content on Forbes.

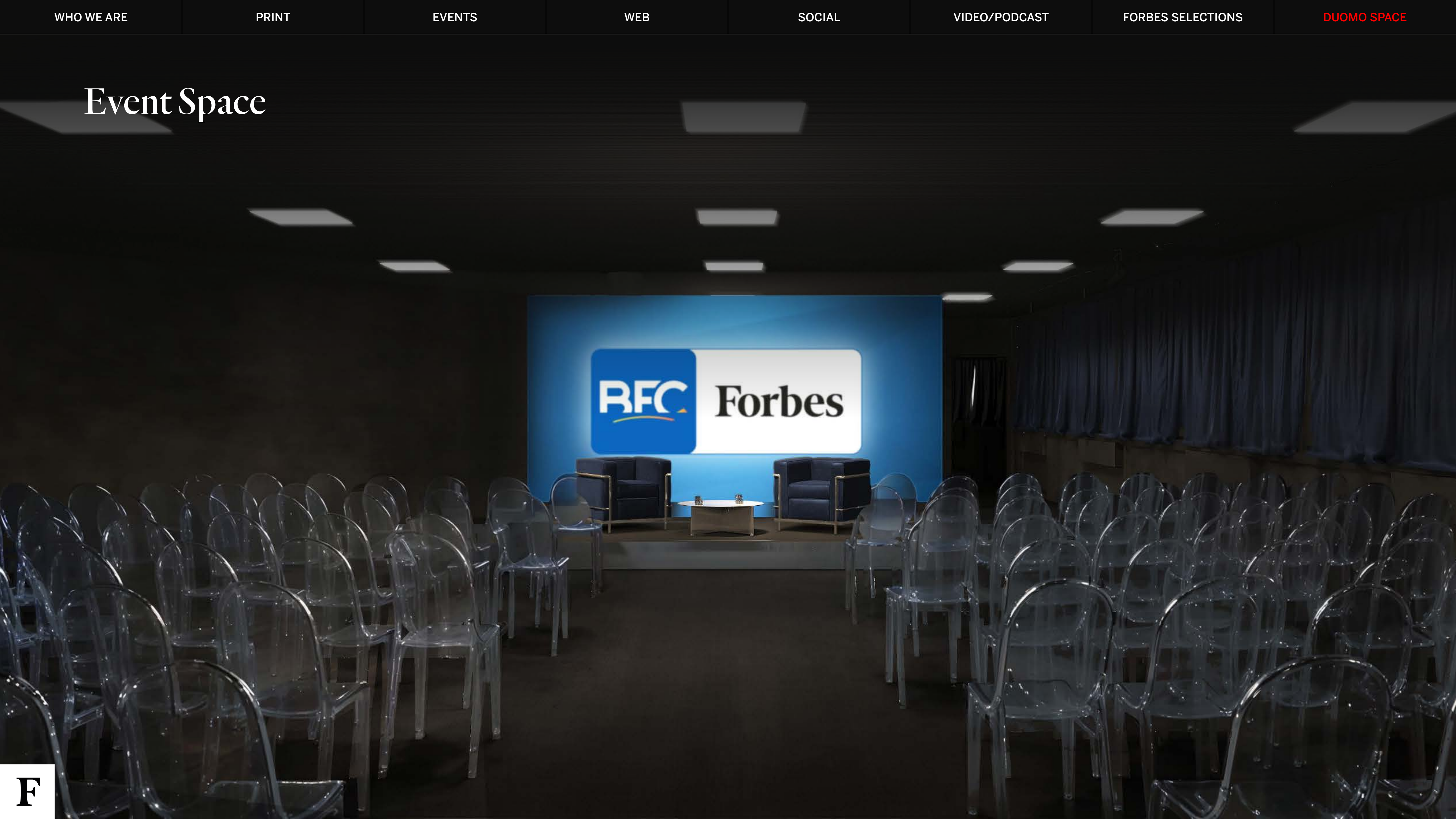
Where we are

Piazza Armando Diaz, 6, Milan.

Located just a few steps from the Duomo, our space is ideal for exclusive events and high-profile meetings. The strategic access in the heart of the city allows you to experience something unique and prestigious.



Event Space



Included Services

SETUP	TECHNICAL	PERSONNEL
Theater setup (max 100 chairs)	Ledwall	1 location coordinator
Stage (4x2x0.2 meters)	3 screens	2 technicians (1 audio + 1 video)
Coat check service	Audio system	2 hostesses (1 for coat check + 1 for the room)
Heating / Air conditioning	Lighting system	
Restrooms	2 handheld microphones	
Pre- and post-event cleaning	1 lapel microphone	
3 stools / chairs	Fixed camera recording (not monitored)	

Commercial Proposal

- € 15.000 + VAT
- Includes the listed equipment
 - Event promotion with digital BV on Forbes.it and social media

Additional Services*

* Quoted separately

SERVICE	TYPE	SPECIFICATIONS
Catering	CATERING	To be defined based on the client's needs
Additional technical service	TECHNICAL	To be defined based on the client's needs
Hostess	PERSONNEL	Per person
Security	PERSONNEL	Per person
Runner	PERSONNEL	Per person
Porterage	PERSONNEL	Per person for 4 hours
Journalist moderation	PERSONNEL	
Photographer	PERSONNEL	Per service
Audio/Video technician	PERSONNEL	Per service
Professional event recording	TECHNICAL	Recording with 2 operators, 2 fixed cameras plus 1 mobile
Event video post-production	TECHNICAL	To be defined based on the client's needs
Live streaming	TECHNICAL	



Media Kit 2025

