

MEDIA KIT 2019/20



Forbes



Insider

Ο ΦΙΛΕΛΕΥΘΕΡΟΣ

Forbes

FORBES CYPRUS

In an exciting development for Cyprus' business community, the Phileleftheros Group, has secured the publication rights for a Cyprus edition of Forbes magazine. Forbes is the leading international brand, with more than 4,000,000 readers in over 100 countries, and globally established for its much anticipated lists. Phileleftheros, the island's highly-respected media group, will publish the Cyprus edition of the international business magazine aiming to offer the local business community fresh and indepth analysis of business and economic developments. The content will feature stories on issues such as International Financial Market, Money & Investments, Wealth & Social Issues. These will be combined with interesting local business stories, interviews of well-known Cypriot businessmen and opinion pieces from experts. It is also worth mentioning that the Cyprus edition of Forbes will be bilingual.

To be published quarterly at first, Forbes Cyprus will be distributed with Sunday's Phileleftheros and will then be available at newsstands. The magazine will target the higher socioeconomic groups.

The history of Forbes

Forbes Magazine was founded in 1917 by American journalist B.C. Forbes. Some of the other magazines that are part of the Forbes Publishing Group include Forbes Europe, Forbes Life, Forbes Woman, Forbes Asia, as well as Forbes.com – the largest business portal on economics and finance.

"IF YOU DON'T DRIVE YOUR BUSINESS, YOU WILL BE DRIVEN OUT OF BUSINESS"

B. C. Forbes



Insider

INSIDER **True Business Insight**

Business intelligence is entering a new era with the launch of a new publication from the Phileleftheros Group, Insider magazine, which aims to change the way businessmen in Cyprus are informed.

Insider magazine's core objective is to become the number one source of information for the business community of Cyprus, offering diversified news stories and analysis of both local and international interest. Stories about entrepreneurs' successes and failures, new ideas for business and investments, investigative reports and annual rankings will be some of the magazines hot topics.

Insider will be published along side Forbes and will be distributed with Sunday's Phileleftheros and will then be available at newsstands. Like Forbes Cyprus, the magazine will target the higher socioeconomic groups.

Insider will also provide everyday business and financial news through its web portal, that will be hosted on the well-known philenews.com platform, backed by Phileleftheros' experienced team of financial and business journalists.

"TO MAKE HEADWAY, IMPROVE YOUR HEAD"

B. C. Forbes



SIMPLE POSITIONS

FULL PAGE	€2.250
1/2 PAGE	€1.350
1/3 PAGE	€1.000
DOUBLE SPREAD	€3.500

SPECIAL POSITIONS

FIRST PAGE	€2.750
INDEX PAGE	€2.500
COVER DOUBLE SPREAD	€4.250
1ST DOUBLE SPREAD	€4.000
2ND DOUBLE SPREAD	€3.750
INSIDE FRONT COVER	€2.500
INSIDE BACK COVER	€2.250
BACK COVER	€4.500

SPECIAL ADVERTISING SECTION

FULL PAGE	€1.750
1/2 PAGE	€1.000
1/3 PAGE	€750
DOUBLE SPREAD	€2.500

Forbes



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Dimensions

21x28 cm fullpage and
 42x28 cm double spread
 (both with a 5 mm bleed).

SIMPLE POSITIONS

FULL PAGE	€1.750
1/2 PAGE	€1.000
1/3 PAGE	€750
DOUBLE SPREAD	€2.500

SPECIAL POSITIONS

FIRST PAGE	€2.250
INDEX PAGE	€2.000
EDITORIAL PAGE	€1.850
COVER DOUBLE SPREAD	€3.250
1ST DOUBLE SPREAD	€3.000
2ND DOUBLE SPREAD	€2.750
INSIDE FRONT COVER	€2.000
INSIDE BACK COVER	€1.750
BACK COVER	€3.500

Insider

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INSIDER PORTAL

For a real insight into business developments

Our Insider portal aims to cover a big gap in business journalism in Cyprus. Backed by the Phileleftheros Group, Insider aspires to offer timely and accurate analysis of business and economic developments in Cyprus and internationally.

Thanks to exclusive articles, interviews and in-depth analysis, Insider aims not just to report but to generate news. Insider is the go-to site for businessmen looking for business intelligence. Furthermore, it will work as a channel for exchange of B2B information and products.

Backed by Phileleftheros' experienced team of journalists Insider will also feature articles from the Greek portal Capital.gr, international stories from Forbes and expert opinions from **BloombergView** making it the Number 1 choice for the business community of Cyprus.

FORBES.COM

Exclusive cooperation with Philenews

The biggest financial website in the world, Forbes.com is entering the Cyprus market through an exclusive cooperation with Philenews and the Phileleftheros Group.

This partnership aspires to offer Philenews' visitors in-depth analysis of all the latest international trending topics from all over the globe with the reliability of one of the world's most highly respected media brand, Forbes.

Forbes will feature stories on International Financial Market, Investments, Wealth and presentations of entrepreneurs and business people. And of course, Forbes' much anticipated lists.

The success story behind some of the world's top billionaires, background stories on the most influential people in the world, presentations of new ideas and technological solutions are also some of Forbes.com most popular stories.

CAPITAL.GR

The latest news on the Greek market exclusively on Philenews

The most reliable financial website in Greece, Capital.gr, is entering the Cypriot market through cooperation with Philenews and Phileleftheros Group.

The strategic partnership between the two sides will offer Cyprus' business community timely information about the most recent financial and business developments in Greece and from around the world.

The input from Capital.gr strengthens the editorial content of Philenews and Insider with primary and in-depth journalism on the latest business developments in Greece and internationally.



BANNERS

POSITION	DESCRIPTION	SIZE	PRICE
1	LEADERBOARD	728X90	1,750.00 € PER MONTH
2	TOP RIGHT BANNER	300X90	1,250.00 € PER MONTH
3	RIGHT BANNER	300X250	2,000.00 € PER MONTH
4	RIGHT BANNER	300X250	2,000.00 € PER MONTH
5	RIGHT BANNER	300X250	1,750.00 € PER MONTH
6	HORIZONTAL BANNER	728X90	1,500.00 € PER MONTH
9	RIGHT BANNER	300X250	1,500.00 € PER MONTH
10	HORIZONTAL BANNER	728X90	1,250.00 € PER MONTH
	CENTER BANNER ABOVE ARTICLES	728X90	1,500.00 € PER MONTH

SPECIAL POSITIONS

POSITION	DESCRIPTION	SIZE	PRICE
7 & 8	SIDEBAR	160X600	350.00 € PER DAY
	PAGE TAKEOVER	700X470	1,000.00 € PER DAY
	PAGE TAKEOVER	FULL	1,500.00 € PER DAY
	CAT FISH	1000X90/ 300X100	250.00 € PER DAY
	CATEGORY SPONSORSHIPS		2,500.00 € PER MONTH
	BRANDED CONTENT/ BRAND VOICE		1,000.00 € PER ARTICLE

