

## **FORBES LAUNCHES FORBES BULGARIA**

**NEW YORK, NY / Sofia, Bulgaria (March 24, 2011)** – Forbes announced today the launch of its fifteenth local-language edition, Forbes Bulgaria, in partnership with Attica Media Bulgaria. The first issue will hit newsstands March 24, 2011.

Forbes Bulgaria will launch as a monthly magazine with a circulation of 20,000. Jordan Mateev will serve as editor.

Mr. Mateev most recently served as Editor-in-Chief of the three Bulgarian editions of The Economist: Business Magazine (BM), Intelligent Life and The World In. He was previously the Economics Editor of Capital Weekly newspaper in Bulgaria. Mr. Mateev sits on the managing board of the Bulgarian Macroeconomic Association, and writes an award-winning blog, "The Economics of Everything."

The content of Forbes Bulgaria will consist of 60% Bulgarian business news, commentary and features and 40% editorial from Forbes' U.S. edition.

Thanos Priovolos, Managing Director of Attica Media Bulgaria, said, "Bringing Forbes to Bulgaria, is a great honor for Attica Media Bulgaria. We are sure that Forbes Bulgaria will be the leading and most respected business magazine in Bulgaria."

Forbes Television and Licensing President Miguel Forbes stated: "Forbes Bulgaria continues our expansion into eastern Europe which is an increasingly important and growing region for us."

Attica Media Bulgaria is part of the Greek company, Attica Publications Group, and has been publishing six international monthly magazines in Bulgaria since 2002, including Maxim, Playboy, Grazia, Maxim, Joy, OK, and Casaviva.

### **About Forbes Media:**

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 6 million readers. It also publishes ForbesLife magazine, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey, Ukraine and Bulgaria.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D'Vorkin is Chief Product Officer.