At a glance

Harvard Business manager

Harvard Business manager is the magazine for practical management topics. As the expanded German edition of the renowned U.S. journal "Harvard Business Review", it supplements the best articles from the American edition with selected texts from German-speaking experts. Harvard Business manager is aimed primarily at ambitious young executives in middle and senior management, as well as management consultants. The average age of readers is 40.

89.7%* of the very stable circulation comes from active sales (newsstands and subscriptions). Readers pick up the magazine an average of six times to read or flip through. The average duration of reading is 216 minutes.

Readers per issue: 21,707 (IVW II 2023)
Sold circulation: 89,769 (IVW II 2023)
Publication frequency: monthly
Rate 1/1 page 2024: € 13,700
Copy price: € 14.50

Source: *IVW II 2023; ** Reader survey
Harvard Business manager
Categories and topics

Title
Focus on a major management topic such as innovation, leadership or recruitment.

Trends
News and trends from the world of management.

Strategies
The best strategies for the success of your business.

Academy
Self-management and professional development for leaders.
Harvard Business Manager

Target group

The Harvard Business manager enjoys a loyal following. Its readers are part of the young management in companies, educated, and leadership-oriented. They aspire to grow as leaders in order to achieve sustainable success.

Key Facts

- Male (80%)
- Average age 40 years
- Highly qualified; majority with university/diploma/specialist/university degree (72%)
- High-earning (81% HHNI + € 3,000,-)

Source: Reader survey
Harvard Business Manager

Good arguments

1. **Stable circulation**
   
   89.7%* of the very stable circulation is actively purchased (subscription + single sales), so your advertising is sure to reach readers.

2. **Top target audience**
   
   Harvard Business manager reaches the young elite of the German business (smart, affluent, curious, young).

3. **Intensive utilization**
   
   The Harvard Business manager reader picks up the magazine six times to read it. Average reading time per issue: 216 minutes.

4. **Without competition**
   
   Harvard Business manager is an ultimate guide for management and has no competition in Germany.

Source: "nW II 2023, other: reader survey
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