What sets us apart

manager magazin is the leading medium and source of inspiration for top decision-makers. With its quality journalism, it reaches readers from premium target groups: Affluent and highly educated managers.
manager magazin

Product family

- Digital
- Newsletter
- Monthly print magazines
- Audio
manager magazin

Manager magazin has a clear mission: to be the leading medium for decision-makers and executives in Germany and provides business at first hand. Manager magazin is the monthly business magazine for occupational decision-makers and stands for independent first-class business journalism. It takes up its positions on basis of its analytical and critical corporate reporting and, thanks to the investigative approach, is among the most frequently-quoted business magazines.

Readers per issue: 0.37 m (ma II 2023)*
Paid circulation: 87,857 (IVW III 2023)
Publication frequency: monthly
Rate 1/1-page 2024: € 41,000
Copy price: € 10.50

Source: *ma 2023II (total: 70.08 m.)
At a glance

Financial topics as appealing environments

**Finances**
The 'Portfolio' section covers topics such as investment, stock market, and wealth building. 83% of the readers are highly interested in investments.

**Mobility**
The automotive industry is one of the core topics of managermagazin. The editorial team covers innovations in the world of mobility and trends in electromobility. 330,000 readers are planning to purchase a car (index 196).

**Technology and digitalization**
Tech topics, innovation, and digitalization are among the subjects covered by managermagazin. For 70% of its readers, staying up to date with the latest technology is essential (index 123).

**SMEs**
With six specials per year, managermagazin focuses on SMEs. Exemplary topics include transformation, digitalization, and financing. managermagazin reaches the most decision-makers in medium-sized companies.

Source: ma II 2023
At a glance
Lifestyle, luxury, and travel as appealing environments.

<table>
<thead>
<tr>
<th><strong>Sustainability</strong></th>
<th><strong>Travel and Business Travel</strong></th>
<th><strong>Watches and Luxury</strong></th>
<th><strong>Fashion and Beauty</strong></th>
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<tr>
<td>At manager magazin, you’ll discover sustainable contexts in segments like finance, mobility, and lifestyle. Sustainable consumption holds significance for our readers, and topics like eco-friendly cars and renewable energy are of considerable importance.</td>
<td>The &quot;Life&quot; section includes topics such as travel and business travel. The column 'My Perfect Day/Evening in...' also provides customers with a direct travel context. 55% of readers plan at least one short or holiday trip in the next twelve months.</td>
<td>The &quot;Life&quot; section provides the perfect environment for watch and luxury customers. Four times a year, luxury specials appear here, including those dedicated to watches. Readers consciously opt for the highest quality, with 36% being brand-oriented when purchasing watches and jewelry (index 172).</td>
<td>The monthly &quot;Life&quot; section offers the ideal mix of topics for fashion and beauty customers. The majority of readers (91%) are interested in fashion and consciously afford outstanding quality (29% / index 161).</td>
</tr>
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Quelle: ma II 2023
Highest purchasing power and reach among executives

Manager magazin readers have a significantly above-average personal net income of €3,690. This makes Manager magazin the number one among print media.*

Decision-makers are not only responsible for investments in their companies, but they are also consumers with particularly high purchasing power. In this target group, Manager magazin is by far the monthly magazine with the widest reach.**

### Personal monthly net income in €

- Manager magazin: €3,690
- WirtschaftsWoche: €3,640
- Capital: €3,442
- Focus Money: €3,253
- Welt am Sonntag: €3,139
- FAS: €2,975
- Die Zeit: €2,839
- Auto Motor Sport: €2,767
- Selbst ist der Mann: €2,668
- Motorrad: €2,594

### Reach in thousands

- Manager magazin: 247
- Handwerk magazin: 188
- Markt und Mittelstand: 161
- Capital: 148
- brand eins: 91

Source: *ma 2023 II (Total: 70.08 m, selection: Top 10 of all print media, Ø Net personal income per month: €1,765, total population, 14+ years)
**LAE 2023 (decision-makers in business and administration: 3.08 m in total, selected according to monthly magazines)
At a glance

Circulation development of business magazines

Source: IVW annual averages, as of September 2023, annual averages, subscription copies + single sales of the past 5 years
The readers of manager magazine are willing to pay more for quality (89%), consider branded products to be of higher value (61%) and have a pronounced brand awareness (63%).

The readers are interested in a wide range of topics. Their greatest interest is:

- Finances
- Technology
- Digitization
- Sustainability
- Automotive Industry
- Interior Design

Source: AWA 2023, LAE 2023
manager magazin

Target group

The readers of manager magazin belong to the elite of German business. As top executives, they decide and have a decisive influence on the development of their companies.

Key Facts

- Predominantly male (78%)*
- 61% of the readers are between 30 and 59 years old*
- Highly qualified; majority with university diploma/specialist/college degree (63%)*
- Highest decision-maker reach of all business magazines*
- Highest Ø personal net income of 3,690 EUR of all print media surveyed**

Source: * LAE 2023 (Total: 3.1 m Management Executives, 0.25 m manager magazin readers)
Source: **ma II 2023 (Basis: 70,084 Mio., average personal net income 1,765 EUR)
manager magazin

Good arguments

1. The reach

Around 3.6 million* people read manager magazin content every month, online and in print.

2. The premium target group

manager magazin reaches the elite of German business (educated, with purchasing power, strong opinions).

3. Recipients: Top earners

With € 3,690, the readership of manager magazin has the highest own Ø net income of all print media (ø total: € 1,765).**

4. Relevant environments

manager magazin delivers an essence of what is important in business earlier than anyone else - exciting and relevant.

Source: *b4p 2022 III cross-media brand reach manager magazin (total: 70.6 m); **ma 2023 II (basis 70.08 m; average personal HHNI 1,765 €)
At a glance

manager magazin Special

manager magazin publishes the “richest Germans” once a year. The editorial team reports on the most successful and richest companies in Germany. A ranking of the richest Germans including background reports and interviews with the top companies in Germany as well as a detailed analysis of SMEs in particular. The "Life" section is about the luxury life of high society (e.g. yachts, private jets and luxurious holiday destinations).

Readers per issue: 0.37 m (ma II 2023)*
Print Circulation: 400,000 copies***
Publication frequency: yearly
Rate 1/1page 2024: € 41,000
Copy price: € 10.50

59% are between 20 and 49 years old.*
60% have a personal monthly net income of min. 3,000 EURO*
76% are employed in managerial positions.**
68% have a university degree.*

Source: *ma 2023 II (Total: 70.08m; average HHINI 3,408 EUR)
** LAE 2023 (Total: 3.1 m Management Executives, 0.25m manager magazin readers; *** Publisher Statement
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