

## At a glance: Harvard Business manager

**Harvard Business manager** is the magazine for practical management topics. As an expanded German edition of the renowned U.S. journal "**Harvard Business Review**," it supplements the best articles from the American edition with selected texts by 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.

86.7%\* of the very stable circulation comes from active (newsstand and subscription) sales. Readers pick up the magazine an average of six times to read or flick through. The average duration of reading is 216 minutes.



Cover: HBm 06/2022

### Keyfacts

Sold circulation : **20,769 copies** (IVW IV 2022)

Publication frequency : **monthly**

1/1 page ad rate 2023: **€ 13,700**

Copy price: **€ 14.50**

**Harvard Business manager** readers are on average 40 years old, curious, smart and have high purchasing power:

**81%\*\*** have a monthly household net income of +3,000€.

**80%\*\*** are male.

**72%\*\*** have a university degree.

**66%\*\*** belong to the top decision makers.