

At a glance: **manager magazin**

manager magazin has a clear mission: to be the leading medium for decision-makers and executives in Germany. 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 its investigative approach, is among the most frequently-quoted business magazines.

manager magazin readers are part of a true elite. They are affluent and have an exclusive consumer behaviour. In their professional life they decide about investments worth millions of euros and are among the decision makers who act as multipliers.



Cover: manager magazin 02/2023

Keyfacts

Readers per issue:	0.51 m (ma II 2022)	With € 3,451 the readers of manager magazin have the highest own ø income of all ma print media.*
Paid circulation:	91,627 copies (IVW IV 2022)	85%* of the manager magazin readers are male.
Publication frequency:	monthly	83%* have a ø monthly household net income of € +3,000.
Rate 1/1 page 2023:	€ 39,800	76%** work in top positions in the economy.
Copy price:	€ 9.90	64%* graduated form University.