

Brief Portrait

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 years. 86.7% (IVW 1/2022) 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: Harvard Business manager, 7/2022

Key Facts

Publication frequency	monthly
Paid circulation (IVW 1.22)	83,390 copies
Copy price	€14,50
Internet	www.manager-magazin.de/harvard/

Rates + Formats

Format	Placement	Bleed Format in mm (Width x Height)	Net Price in € plus VAT
1/3 Quer Innenteil 212 x 97 5.000			
2/1 pages	inside front cover + page 3	424 x 280	38,900
2/1 pages	double page	424 x 280	27,400
1/1 page	outside back cover	212 x 280	16,900
1/1 page	inside front cover	212 x 280	16,200
1/1 page	inner	212 x 280	13,700
2/3 page, vertical	inner	136 x 280	10,000
3/6 page Junior, vertical	inner	136 x 179	9,000
1/2 page, horizontal	inner	212 x 138	6,900
1/3 page, vertical	inner, next to Editorial	75 x 280	5,400
1/3 page, vertical	inner	75 x 280	5,000
1/3 page, horizontal	inner	212 x 97	5,000

Orders received from more than one advertiser are subject to a surcharge on the basic rate.

Double page (inside front cover + page 3): Please note that differing paper qualities and sheet allocation can lead to differences in tone and register which will not be recognized for complaints.

We reserve the right to cancel the reservation for a cover page if we receive a firm booking for an opening spread or another major cover production. Cover placement is dependent on a booking volume of a minimum two further ad pages.

Reservations for preferred positions must be converted into firm bookings within the predetermined period. If this is not done we reserve the right to cancel the reservation. Moreover, we reserve the right to cancel a reservation in the event we receive a booking from another client for a preferred position that was already reserved if the client holding the reservation does not submit a firm booking within three working days.

ADVERTORIALS

Advertorials are charged at the applicable advertising rate plus creation costs and included in the annual financial statements.

CREATION COSTS in €

including concept, text and layout, excl. image rights and photo production

2/1 Double Page	3,500
1/1 Full page	2,900
1/2 page	2,200
1/3 page	1,900

Other formats on request. For photo productions we will be happy to provide you with an individual offer.

Advertorials are marked with the word "ANZEIGE" (= advertisement). The creation costs are not eligible for discounts or AE.

We require briefing, image and text material no later than 3 weeks prior to the print deadline - see also under the item deadlines. (Timing for individual photo production on request.)

Dates

Issue	Publication Date	Week	Ad Closing, Copy + Withdrawal Deadline	AdSpecials Formats Closing + Withdrawal Deadline	AdSpecials Formats Delivery Deadline
02/23	17.01.2023	03	15.12.2022	06.12.2022	02.01.2023
03/23	14.02.2023	07	13.01.2023	03.01.2023	30.01.2023
04/23	21.03.2023	12	17.02.2023	07.02.2023	06.03.2023
05/23	25.04.2023	17	22.03.2023	14.03.2023	06.04.2023
06/23	23.05.2023	21	19.04.2023	11.04.2023	08.05.2023
07/23	20.06.2023	25	17.05.2023	09.05.2023	05.06.2023
08/23	18.07.2023	29	16.06.2023	06.06.2023	03.07.2023
09/23	22.08.2023	34	21.07.2023	11.07.2023	07.08.2023
10/23	19.09.2023	38	18.08.2023	08.08.2023	04.09.2023
Special Edition 23	28.11.2023	48	26.10.2023	17.10.2023	13.11.2023
11/23	17.10.2023	42	14.09.2023	05.09.2023	02.10.2023
12/23	14.11.2023	46	12.10.2023	02.10.2023	30.10.2023
01/24	12.12.2023	50	10.11.2023	30.10.2023	27.11.2023

Ad closing and cancellation dates are one week earlier for cover pages and advertisements subject to a surcharge.

Loose Inserts

These are products that are delivered ready for processing and are magazine loose and with the closed side facing the binding.

Weight up to	Total in €
20 g	187
30 g	206
40 g	225
50 g	243
60 g	262
each + 10 g	+ 16

The maximum weight is subject to agreement.
Product samples and CDs on request.

Inserts with glued-on elements and higher weights: on request

Minimum circulation: Total domestic circulation.

Bound inserts

These are printed matter/brochures from an advertiser that are firmly bound into the issue. They can be supplied ready for processing by the customer or produced by us on request.

Pages	Total in €
4	201
8	235
12	270
16	305
each + 4	+ 30

Bound inserts with glued-on elements: on request

Minimum circulation: Total domestic circulation.

Oversize Inserts

These have a part that protrudes in height (header). They are enclosed loosely with the magazine with the closed side facing the waistband.

Weight up to	Oversize-Inserts* in subscriptions in €
20 g	383
30 g	423
40 g	461
50 g	496
60 g	536
each + 10 g	+30

The maximum weight is subject to agreement.

Inserts with glued-on elements and higher weights: on request

Minimum circulation: Total domestic subscription.

Glued inserts „Tip-Ons“

These are products delivered ready for processing which are glued onto a carrier ad and can be easily removed by the reader.

Ad Special Format	Weight up to	Total in €
Booklet	10 g	110
	20 g	121
	each + 10 g	+ 10
Product sample	10 g	133
	20 g	150
	each + 10 g	+ 15

Flatspray /Tea bag

150

Plus additional for thicker products, each per thousand:
€ 37 for technical costs and € 50 for postal fees.

Minimum circulation:

50,000 copies or subscription domestic circulation.

Basic ad: 1/1 page, smaller formats by arrangement.
Calculation according to price list

Price quotations: Rates for AdSpecials may increase if e.g. they make processing more difficult. Composite Ad Specials are possible by special agreement. Weight-dependent postal charges incurred for subscription circulation are included in these prices. If the minimum booking quantity is not reached, the minimum booking quantity will be used as the basis for calculation.

Circulation reconciliation: Minor deviations from the agreed circulation areas are possible for technical sales reasons. The print runs to be covered are subject to fluctuations, so the actual quantity required must be agreed when the order is placed. Different versions in one edition only on request.

Technology and delivery: Binding technical specifications, information on deadlines, samples and delivery can be downloaded from www.adspecialportal.de. Print run inquiries can also be made via the portal. In the event of any processing difficulties, the completion of the print run takes priority over the ad specials.

Printing service: If desired, the publisher can also take over the production of the Ad Special. Prices on request.

Rates per thousand copies started. Value added tax will be charged on the net invoice amounts if applicable.

Publisher's details

Publisher:	manager magazin Verlagsgesellschaft mbH
Postal address:	Postfach 11 04 13, D-20404 Hamburg
Home address:	Ericusspitze 1, 20457 Hamburg, Germany
Disposition/Placement:	disposition@spiegel.de
Media documents/tariffs:	verkauf@spiegel.de
Order processing:	print-order@ad-alliance.de Ads can also be booked via the Online Booking System (OBS): www.obs-portal.de
Internet:	www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/portfolio-international
PZN manager magazin:	518602
Sales tax ID number:	DE 811159361
Bank details:	SPIEGEL Media, Commerzbank AG Hamburg Account holder: SPIEGEL-Verlag, Rudolf Augstein GmbH & Co. KG Account N°: 632 674 800, bank code : 200 400 00 BIC: COBADEFFXXX, IBAN code: DE49 2004 0000 0632 6748 00
Terms of payment:	Payment is due within 45 days after invoicing. A 2 % discount is granted for payments within 10 days after invoicing, provided no other amounts are outstanding. Special discounts are not eligible for a prepayment discount. An automatic bank debit transfer can be arranged. If an outstanding amount is not paid by the date of required payment, all other outstanding amounts are immediately due regardless of any payment agreements which had been previously made. Penalty interest on arrears will be charged according to Section 8 of the General Conditions of Business and based on current bank interest rates for running account credits
General Terms + Conditions:	All business conducted is subject to the Publisher's Conditions of Payment and Terms of Trade which are available from the publisher or under www.gruppe.spiegel.de/spiegel-media/agb-datenschutz-gtc-privacy. Tax regulations require that you include your Company Tax Number and/or Turnover Tax ID when placing an advertising space order.

Basic technical data

Disposition + Placement:	disposition@spiegel.de
Order processing:	print-order@ad-alliance.de Ad bookings can also be submitted via the online booking system (OBS) www.obs-portal.de .
Ad Management:	print-placements@ad-alliance.de
Special Ad Formats:	print-adspecials@ad-alliance.de Binding technical specifications for special ad formats available at www.adspecial-portal.de .
Technical specifications:	Current and binding English-language information is available under www.duon-portal.de
Printing material:	Mohn Media Mohndruck GmbH, Anzeigen MAT anzeigen@bertelsmann.de , phone +49 5241 80-897 00. Delivery: The centralized delivery address for copy material is www.duon-portal.de . For support please contact support@duon-portal.de , hotline: +49 403 741-1750

Ad marketing

Contact:	SPIEGEL MEDIA Sales Solutions, Ericusspitze 1, 20457 Hamburg, Germany Doris Schmidt, verkauf@spiegel.de
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The information contained in this Rate Card is subject to change during the course of the year. A Current Rate Card can be found under www.gruppe.spiegel.de/spiegel-media/portfolio-national-international/portfolio-international. The English Rate Card is a translation of the currently valid German Ad Alliance Rate Card. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity.

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