Warum Krisen genau der richtige Moment zum Investieren sind

RATE CARD 2024
Brief Portrait

Benefit from the knowledge of the best!

The Harvard Business Manager publishes the best articles from the US management magazine Harvard Business Review and supplements them with selected contributions from German-speaking experts. Professionals from both practice and academia share their expertise here. The magazine reports monthly on the latest approaches to company and employee leadership, introduces trends, and presents strategies proven in practice for management. Thus, executives gain new perspectives and are always up to date on practical management topics.

The Harvard Business Manager is the most renowned and widely read German-speaking management magazine. In addition, the Harvard Business manager digital offers the best from the printed magazine.

The Harvard Business Manager SPECIAL is a single-topic issue that is published once a year and complements the monthly series of the Harvard Business Manager. This special edition is dedicated to important topics such as personnel management, leadership, and change management. In this special issue, managers, consultants, and other experts report on their practical experiences.

Key Facts

<table>
<thead>
<tr>
<th>Publication Frequency</th>
<th>monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid circulation (IVW II 2023)</td>
<td>21,707 copies</td>
</tr>
<tr>
<td>Copy price</td>
<td>14.50 €</td>
</tr>
</tbody>
</table>

Rates + Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Placement</th>
<th>Bleed Format in mm Width x Height</th>
<th>Rates in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>inside front cover + page 3</td>
<td>424 x 280</td>
<td>39,900</td>
</tr>
<tr>
<td>2/1 pages</td>
<td>inner</td>
<td>424 x 280</td>
<td>28,200</td>
</tr>
<tr>
<td>1/1 page</td>
<td>outside back cover</td>
<td>212 x 280</td>
<td>17,300</td>
</tr>
<tr>
<td>1/1 page</td>
<td>inside front cover</td>
<td>212 x 280</td>
<td>16,600</td>
</tr>
<tr>
<td>1/1 page</td>
<td>inner</td>
<td>212 x 280</td>
<td>14,100</td>
</tr>
<tr>
<td>2/3 page, vertical</td>
<td>inner</td>
<td>136 x 280</td>
<td>10,300</td>
</tr>
<tr>
<td>1/2 page, horizontal</td>
<td>inner</td>
<td>212 x 138</td>
<td>7,100</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>inner, next to Editorial</td>
<td>75 x 280</td>
<td>5,600</td>
</tr>
<tr>
<td>1/3 page, vertical</td>
<td>inner</td>
<td>75 x 280</td>
<td>5,200</td>
</tr>
<tr>
<td>1/3 page, horizontal</td>
<td>inner</td>
<td>212 x 97</td>
<td>5,200</td>
</tr>
</tbody>
</table>

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 on request
(including concept, text and layout, excl. image rights and photo production. 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 photo production, concept development, etc. available upon request.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Week</th>
<th>Booking / Cancellation and Copy Deadline&lt;sup&gt;1)&lt;/sup&gt;</th>
<th>AdSpecials Booking / Cancellation Deadline</th>
<th>AdSpecials Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2024</td>
<td>16.01.2024</td>
<td>03</td>
<td>12.12.2023</td>
<td>05.12.2023</td>
<td>03.01.2024</td>
</tr>
<tr>
<td>03/2024</td>
<td>13.02.2024</td>
<td>07</td>
<td>12.01.2024</td>
<td>02.01.2024</td>
<td>31.01.2024</td>
</tr>
<tr>
<td>04/2024</td>
<td>19.03.2024</td>
<td>12</td>
<td>16.02.2024</td>
<td>06.02.2024</td>
<td>06.03.2024</td>
</tr>
<tr>
<td>05/2024</td>
<td>16.04.2024</td>
<td>16</td>
<td>13.03.2024</td>
<td>05.03.2024</td>
<td>03.04.2024</td>
</tr>
<tr>
<td>06/2024</td>
<td>14.05.2024</td>
<td>20</td>
<td>10.04.2024</td>
<td>02.04.2024</td>
<td>29.04.2024</td>
</tr>
<tr>
<td>07/2024</td>
<td>18.06.2024</td>
<td>25</td>
<td>16.05.2024</td>
<td>07.05.2024</td>
<td>05.06.2024</td>
</tr>
<tr>
<td>08/2024</td>
<td>16.07.2024</td>
<td>29</td>
<td>14.06.2024</td>
<td>04.06.2024</td>
<td>03.07.2024</td>
</tr>
<tr>
<td>09/2024</td>
<td>20.08.2024</td>
<td>34</td>
<td>19.07.2024</td>
<td>09.07.2024</td>
<td>06.08.2024</td>
</tr>
<tr>
<td>10/2024</td>
<td>17.09.2024</td>
<td>38</td>
<td>16.08.2024</td>
<td>06.08.2024</td>
<td>04.09.2024</td>
</tr>
<tr>
<td>11/2024</td>
<td>15.10.2024</td>
<td>42</td>
<td>12.09.2024</td>
<td>03.09.2024</td>
<td>01.10.2024</td>
</tr>
<tr>
<td>12/2024</td>
<td>12.11.2024</td>
<td>46</td>
<td>10.10.2024</td>
<td>01.10.2024</td>
<td>28.10.2024</td>
</tr>
<tr>
<td>HBm Sonderheft 1/2025</td>
<td>26.11.2024</td>
<td>48</td>
<td>24.10.2024</td>
<td>15.10.2024</td>
<td>13.11.2024</td>
</tr>
<tr>
<td>01/2025</td>
<td>10.12.2024</td>
<td>50</td>
<td>08.11.2024</td>
<td>29.10.2024</td>
<td>27.11.2024</td>
</tr>
</tbody>
</table>

<sup>1)</sup>For cover pages and placements subject to a surcharge, the booking / cancellation and copy deadline is advanced by one week.
Loose Inserts

These are products delivered ready for processing, which are enclosed with the magazine loose and with the closed side facing the binding. The maximum weight is subject to agreement. Product samples and CDs on request.

<table>
<thead>
<tr>
<th>Rates p. 1,000 copies</th>
<th>Weight up to</th>
<th>Total circulation in €</th>
<th>Subscription circulation in €</th>
<th>Oversize Inserts (1) in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 g</td>
<td>190</td>
<td>282</td>
<td>389</td>
<td></td>
</tr>
<tr>
<td>30 g</td>
<td>210</td>
<td>310</td>
<td>430</td>
<td></td>
</tr>
<tr>
<td>40 g</td>
<td>230</td>
<td>338</td>
<td>471</td>
<td></td>
</tr>
<tr>
<td>50 g</td>
<td>250</td>
<td>366</td>
<td>512</td>
<td></td>
</tr>
<tr>
<td>60 g</td>
<td>270</td>
<td>394</td>
<td>533</td>
<td></td>
</tr>
<tr>
<td>each + 10 g</td>
<td>+ 20</td>
<td>+ 28</td>
<td>+41</td>
<td></td>
</tr>
</tbody>
</table>

(1) 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. The maximum weight requires coordination. Oversize inserts are only possible in the subscription edition.

Inserts with glued-on elements: on request

Minimum belegung: Subscription edition

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.

<table>
<thead>
<tr>
<th>Rates per 1,000 copies</th>
<th>Format</th>
<th>Weight up to</th>
<th>Total circulation in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 g</td>
<td>Postcard</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>20 g</td>
<td>Booklet</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>1/1 page (calculation according the price list)</td>
<td>Carrier ad:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Minimum circulation: Total domestic circulation

Bound-in inserts

These are printed matter/brochures of 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.

<table>
<thead>
<tr>
<th>Rates p. 1,000 copies</th>
<th>Pages</th>
<th>Total circulation in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>275</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>310</td>
<td></td>
</tr>
<tr>
<td>each + 4</td>
<td>+ 35</td>
<td></td>
</tr>
</tbody>
</table>

Bound-in inserts with glued-on-elements: on request

30% surcharge for binding placement as 1st bound insert

Minimum circulation: Total domestic circulation

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.

Dates

AdSpecials booking deadline and delivery dates as per page 3 of the current price list.

Circulation reconciliation

Minor deviations from the agreed circulation areas are possible for technical sales reasons. The print runs to be covered are subject to 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.

E-Paper

For supplements and inserts, additional placement in the ePaper edition is possible. Circulation and prices available upon request.
# Publisher's details

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publisher</td>
<td>manager magazin Verlagsgesellschaft mbH</td>
</tr>
<tr>
<td>Postal address</td>
<td>Postfach 11 10 53, 20404 Hamburg</td>
</tr>
<tr>
<td>Home address</td>
<td>Ericusspitze 1, 20457 Hamburg</td>
</tr>
<tr>
<td>Disposition/Placement</td>
<td><a href="mailto:disposition@spiegel.de">disposition@spiegel.de</a></td>
</tr>
<tr>
<td>Media documents/tariffs</td>
<td><a href="https://iqmedia.de/download-center">https://iqmedia.de/download-center</a></td>
</tr>
<tr>
<td>Internet</td>
<td><a href="https://iqmedia.de/portfolio/harvard-business-manager">https://iqmedia.de/portfolio/harvard-business-manager</a> bzw.</td>
</tr>
<tr>
<td></td>
<td><a href="https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/hbm-print">https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/hbm-print</a></td>
</tr>
<tr>
<td>Order processing</td>
<td><a href="mailto:disp.hbm@iqm.de">disp.hbm@iqm.de</a></td>
</tr>
<tr>
<td>PZN manager magazin</td>
<td>S67364</td>
</tr>
<tr>
<td>Sales tax ID number</td>
<td>DE118922410</td>
</tr>
<tr>
<td>Bank details</td>
<td>DZ Bank AG Düsseldorf</td>
</tr>
<tr>
<td></td>
<td>Account holder: iq media marketing gmbh</td>
</tr>
<tr>
<td></td>
<td>IBAN: DE82 3006 0010 1025 1204 40</td>
</tr>
<tr>
<td></td>
<td>Code: GENODEDDXXX</td>
</tr>
<tr>
<td>Terms of payment</td>
<td>Invoices are due net within 14 days of the invoice date.</td>
</tr>
<tr>
<td>General Terms and Conditions</td>
<td>All advertising orders will be executed exclusively in accordance with the General Terms and Conditions of the publisher. These can be found on the Internet at: <a href="https://iqmedia.de/agb">https://iqmedia.de/agb</a></td>
</tr>
</tbody>
</table>

# Basic technical data

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical specifications</td>
<td>The current and binding technical specifications can be found at <a href="http://www.duon-portal.de">www.duon-portal.de</a></td>
</tr>
<tr>
<td>Printing material</td>
<td>The central digital reception takes place via the DUON portal of the VDZ publishers: <a href="http://www.duon-portal.de">www.duon-portal.de</a></td>
</tr>
<tr>
<td></td>
<td>Support is available at: <a href="mailto:support@duon-portal.de">support@duon-portal.de</a> or directly by calling +49 40 374117-50. Further detailed information is also available at <a href="http://www.duon-portal.de">www.duon-portal.de</a> and from Mohn Media Mohndruck GmbH, Prepress MAT - Advertising Team, Tel. +49 5241 80-89700, <a href="mailto:anzeigen@bertelsmann.de">anzeigen@bertelsmann.de</a>.</td>
</tr>
</tbody>
</table>

# Ad marketing

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td><a href="https://iqmedia.de/kontakt">https://iqmedia.de/kontakt</a>. We would be happy to provide you with a personalized offer.</td>
</tr>
</tbody>
</table>

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 https://iqmedia.de/portfolio/harvard-business-manager or https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/hbm-print

The English Rate Card is a translation of the currently valid German rate card. In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity.
International Representatives

**Australia**
Hogan Media
John Byrne
Unit 1 - 200 Rokeby Road
Subiaco 6008,
Western Australia.
Phone (+61) 8 9381 3991
E-mail john@hoganmedia.com.au

**Austria**
iq media marketing
Darwin Santo
Director New Business International Toulouse
Allee 27
40211 Düsseldorf
Phone (+49) 211/ 887 - 2371
Mobil (+49) 151/438 79 441
E-mail darwin.santo@iqm.de

**Benelux**
Mediacontact International
Jean Mineur
Place Guy d’Arezzo 17 b8
1180 Brussels
Belgium
Phone (+32) 2 343 43 71
E-mail j.mineur@mediacontact.net

**Bulgaria/CIS/Romania/Russia**
MEDIA Overland
Daniela Karandjulov
Wilhelm-Hauff-Str. 35e
85586 Poing (Munich area)
Phone (+49) 8121 99 59 343
E-mail daniela.karandjulov@media-overland.de

**France**
MEDIA EMBASSY INTERNATIONAL 21/23 rue du Départ
75014 Paris
France
E-mail sales@media-embassy.fr

**Greece & Cyprus**
A & O Media Worldwide
Nikos Barbopoulos
11, Tzavella str.
152 31 Halandri
Phone (+30) 6947 916031
E-mail nikolaos.barbopoulos@gmail.com

**Hong Kong/Indonesia/Singapore/Malaysia**
Asian Integrated Media Limited
Peter Jeffery
1B, Cheung Wah Industrial Bldg.
10-12 Shipyard Lane, Quarry Bay
Hong Kong
Phone (+852) 2850 4013
E-mail peterjeffery@asianimedia.com

**Italy**
K.media
Bernard Kedzierski
Via Bonaventura Cavalieri, 1/3
20121 Milan
Phone (+39) 02 29061094
E-mail info@kmedianet.com

**India**
Global Media Network
(A Division of GMN Media Pvt. Ltd.)
Vimal Anand
120 Institutional Area, Sector 44
Gurgaon 122002
Delhi NCR, India
Phone +91-124-4932020
E-mail vimal@gmnindia.net

**Japan**
Pacific Business Inc.
Yoshinori Ikeda
Kayabacho 2-chome Bldg., 2-4-5,
Nihonbashi Kayabacho Chuo-ku, Tokyo
103-0025 JAPAN
Phone (+81) 3 3661-6138

**Korea**
DOOBEE Inc.
Joane Lee
8th Fl., DooBee Bldg.
35 Jeongdong-gil
Jung-gu, Seoul 100-120
South Korea
Phone (+82) 02 3702-1740
E-mail media@dooabee.com
International Representatives

**Middle East**
Integrated Advertising services, IAS Media
Ali Asgar Mir
1105 Grosvenor Business Tower
Tecom Site C
Near Media Rotana Hotel
P.O. Box 27671
Dubai
UAE
Phone (+97) 14 4475760
E-mail alimir@iasmedia.com

**North America**
Iconic International Communications, Inc.
Guy Holroyd, President
420 South Riverside Avenue, Suite 306
Croton on Hudson, NY 10520
USA
Phone (+1) 914-205-2355
E-mail holroyd@iconicinternational.com

**Portugal**
ILIMITADA – Marketing,
Publicidade e Serviços, Lda
Paulo Andrade
Av. Clotilde - Edifício Centro de Congressos
do Estoril, 4ºC
2765-211 Estoril
Portugal
Phone (+351) 21 385 35 98 45
E-mail pandrade@ilimitadapub.com

**Scandinavia**
5 CROSS MEDIA
Marcus Erlandsson
Järnvägsallén 6
183 69 Täby
Sweden
Phone (+46) 0722 049 333
E-mail marcus@5crossmedia.com

**Spain**
About International Media
Olga Martinez
C/ Alcalá, 20, ofi. 403, 4ºplta.
28014 Madrid
Spain
Phone (+34) 91 320 04 97
E-mail olga.martinez@aboutim.es

**Switzerland**
Goldbach Publishing AG
Yulia Strotmann
Werdstraße 21
8021 Zürich
Switzerland
Phone (+41) 41 44 248 40 14
E-mail yulia.strotmann@goldbach.com

**Thailand**
Absolute Communications
Anchan Nararih
170/19, 8th Floor, Ocean Tower 1
Soi Sukhumvit 16, New Ratchadapisek
Road Kloengteoy, Bangkok 10110
Thailand
Phone (+66) 89 111 2334
E-mail anchana@abcom.co.th

**Turkey**
Media Ltd
E. Tan Bilge
Maya-Akar Center
Büyükde Cad. No. 100-102 B Bl.
Daire 68 Esentepe-Sisli
34394 Istanbul
Turkey
Phone (+90) 212 212 275 51 52
E-mail tanbilge@medialtd.com.tr

**United Kingdom, Ireland**
Advance International Media
Peter Mason
1st Floor, Sycamore House
5 Sycamore Street
London EC1Y 0SG
United Kingdom
Phone (+44) 207 253 0888
E-mail peter@advance.uk.com

The current marketing portfolio can be found at www.gruppe.spiegel.de/spiegel-media.

SPIEGEL Verlag Rudolf Augstein GmbH & Co. KG I Headquarters: Hamburg
Hamburg Local Court HRA 61755
Managing Directors: Thomas Hass, Stefan Ottlitz

Harvard Business manager · Rate Card 2024 · valid as of 01.01.2024
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