

At a glance

Harvard Business Manager publishes the best articles from the US management magazine Harvard Business Review, supplemented by selected pieces by German-speaking experts.

The magazine perfectly combines theory and practice, with studies and findings from the world's top universities side by side with practical tools, checklists and guides that managers can put to use right away. 98.8% 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.



Keyfacts

Sold circulation :	15,896 (IVW III/20)	72%* of readers have a university (of applied sciences) degree.
Publication frequency :	12 times a year	66%* of readers are top decision-makers.
Rate 1/1 page 2021:	€ 11,400	57%* of readers have a gross income of over €60,000 per year
Copy price:	€ 14.50	43%* have an income over € 80,000.