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:** 13,691 (IVW 2/21)
- **Publication frequency:** 12 times a year
- **Rate 1/1 page 2021:** € 11,400
- **Copy price:** € 14.50
- 72% of readers have a university (of applied sciences) degree.
- 66% of readers are top decision-makers.
- 57% of readers have a gross income of over €60,000 per year.
- 43% have an income over € 80,000.