

## At a glance

**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 the 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.



## Keyfacts

Readers per issue:	<b>0.59 m</b> (ma 2020 II)	<b>70%</b> of the readers graduated from university)
Paid circulation:	<b>103,748</b> (IVW III/20)	<b>58%</b> of the readers work in top positions in business.*
Publication frequency:	<b>12 times</b> a year	<b>80%</b> of the readers have a household net income of
Rate 1/1 page 2021:	<b>€ 33,500</b>	€ 3,000 or more
Copy price:	<b>€ 9</b>	