Harvard Business manager



RATE CARD 2027

Correct as of Oct. 20, 2026

IQ media

SPIEGEL Media

2027

RATE CARD

Harvard Business manager

Brief portrait

Harvard Business manager publishes the best articles from the US management magazine Harvard Business Review and supplements these with selected contributions from German-speaking experts. Experts from practice and science pass on their knowledge here. Every month, the magazine reports on the latest approaches to company and employee management, introduces trends and presents tried-and-tested strategies for management. This gives managers new perspectives and ensures that they are always up to date on management topics of practical relevance.

Harvard Business manager is the best-known and most widely read German-language management magazine. In addition, Harvard Business manager digital offers the best of the printed magazine.

The Harvard Business manager special issue is published once a year as a monothematic issue and supplements the monthly series of the Harvard Business manager. The special issue is dedicated to important topics such as personnel management, leadership and change management. In this special issue including managers, consultants and other experts from their practice.

Key figures

Frequency of publication	monthly
Paid circulation (IVW II 2026)	21,508 copies
Copy price	18.00 €

Advertising rates + formats

Format	Placement	Bleed in mm width x height	Price[1] in €
2/1 pages	2nd cover page + inside section, page 3[2]	424 x 280	43,600
2/1 pages	Inner part	424 x 280	30,600
1/1 page	4th cover page	212 x 280	19,000
1/1 page	2nd cover page	212 x 280	18,200
1/1 page	**Inner part**	**212 x 280**	**15,300**
2/3 page, high	Inner part	136 x 280	11,200
1/2 page, landscape[3]	Inner part	212 x 138	7,700
1/3 page, high	Inside, next to editorial	75 x 280	6,000
1/3 page, high	Inner part	75 x 280	5,600
1/3 page, landscape	Inner part	212 x 97	5,600

1) Eligible for discount and agency commission. A surcharge is added to the basic price for group adverts.
2) Please note that due to the different paper quality and sheet pitch, there may be colour and register differences that cannot be corrected. entitle to complaints.
3) A surcharge of 10 % is levied for the sole placement of the ½ page, landscape (no other advertisement of the same format opposite).
We reserve the right to cancel the reservation of cover pages if we receive a booking for an opening spread or another larger title production.

Advertorials

Advertorials are charged at the applicable advertising rate plus creation costs and are included in the annual financial statements.
Creation costs and other formats are available on request (incl. concept, text and layout, excl. image rights and photo productions). We will be happy to provide you with a customised quote for photo production, concept development, routes, etc. The creation costs are not eligible for discount and AE.
Advertorials are *labelled* with the word "*ADVERTISEMENT*". We require booking, briefing, image and text material no later than 20 working days before the print deadline - see also under "Deadlines" (p. 3). Timing for photo production, concept development, routes, etc.: on request.

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

Dates

Issue	Date of publication	Calendar week	Advertising and printing deadline / cancellation deadline[1)]	AdSpecials Booking deadline Bound inserts/glued inserts/inserts	AdSpecials Delivery of bound inserts/glued inserts/ inserts
02/2027	19.01.2027	3	14.12.2026	07.12.2026	05.01.2027
03/2027	16.02.2027	7	15.01.2027	08.01.2027	02.02.2027
04/2027	16.03.2027	11	12.02.2027	05.02.2027	02.03.2027
05/2027	13.04.2027	15	10.03.2027	03.03.2027	30.03.2027
06/2027	11.05.2027	19	08.04.2027	01.04.2027	26.04.2027
07/2027	15.06.2027	24	13.05.2027	05.05.2027	01.06.2027
08/2027	13.07.2027	28	11.06.2027	04.06.2027	29.06.2027
09/2027	17.08.2027	33	16.07.2027	09.07.2027	03.08.2027
10/2027	14.09.2027	37	13.08.2027	06.08.2027	31.08.2027
11/2027	19.10.2027	42	17.09.2027	10.09.2027	05.10.2027
12/2027	16.11.2027	46	15.10.2027	08.10.2027	02.11.2027
Special Issue 01/2028	30.11.2027	48	29.10.2027	22.10.2027	16.11.2027
01/2028	14.12.2027	50	12.11.2027	05.11.2027	30.11.2027

Reservations for preferential seating must be firmly booked within a period specified in writing. If this period is not adhered to, we reserve the right to cancel the reservation. Furthermore, if another customer places an order for an already reserved preferred seating, we reserve the right to release this reservation for booking if the order from the reserving customer is not received within three working days.

[1)]For cover pages and placements subject to additional charges, the advertising deadline and cancellation date shall be brought forward by one week.

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Hamburg Local Court HRA 61755 Managing
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Supplements

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

Weight until	Total in €	Subscription in €	Oversize inserts[1] in €
20 g	195	289	399
30 g	216	318	441
40 g	237	347	483
50 g	258	376	525
60 g	279	405	567
each + 10 g	+ 21	+ 29	+ 42

[1] **Oversize inserts:** These have a part (header) that protrudes from the top. They are enclosed with the magazine loose and with the closed side facing the collar. The maximum weight must be agreed. Oversize inserts are only possible in the subscription edition.

Inserts with glued-on elements: On request

Minimum occupancy: Subscription circulation.

Adhesive

Products delivered ready for use, which are glued to a carrier display and can be removed by the reader.

Format	Weight until	Total in €
Postcard	10 g	115
Booklet	20 g	126
Product sample	20 g	151
Basic advert:	1/1 page (calculated according to price list	
Minimum booking:	Total domestic circulation	

Bound-in inserts

Permanently bound printed matter/brochures that are supplied ready for processing by the client or produced by us on request.

Pages	Total in €
2	205
4	210
8	246
12	282
16	318
each + 4	+ 36

Bound inserts with glued-on elements: On request

30 % surcharge for binding placement as 1st insert.

Minimum booking: Total domestic circulation

Price details	Prices per thousand copies or part thereof. The prices for AdSpecials may increase if, for example, they make processing more difficult. Composite ad specials are possible by special agreement. Weight-dependent postal charges incurred for the booking of the subscription circulation are included in these prices. If the minimum booking quantity is not reached, this shall be used as the basis for calculation. The price for the total circulation applies when booking either the total or domestic circulation.
Dates	AdSpecials booking deadline and delivery dates as per page 3 of this price list.
Coordination of requirements	Minor deviations from the agreed spreading areas are possible for technical sales reasons. The print runs to be covered are subject to fluctuations, so that the quantity actually 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 at www.adspecialportal.de. In the event of any processing difficulties, the completion of the print run takes precedence over the AdSpecials.
E-Paper	For inserts and supplements, additional booking of the e-paper circulation is possible. Circulation on request request. Price (per thousand copies, discountable and commissionable):up to 4 pages each 130 EUR 8 pages 160 EUR 16 pages 180 EUR 24 pages 200 EUR

Publisher's details

Publisher:	manager magazin Verlagsgesellschaft mbH
Postal address:	P.O. Box 11 10 53, 20404 Hamburg
House address:	Ericusspitze 1, 20457 Hamburg
Disposition/placement:	disposition@spiegel.de
Media documents/rates:	www.iqmedia.de/download-center
Internet:	www.iqmedia.de/portfolio/harvard-business-manager or www.gruppe.spiegel.de/spiegel-media/werbetraeger/hbm-print
Commercial order processing:	dispo.hbm@iqm.de
PZN Harvard Business manager: **PZN Harvard Business manager special issue:**	567364 504832
Sales tax ID number:	DE118922410
Bank details:	DZ Bank AG Düsseldorf Account holder: iq media marketing gmbh IBAN: DE82 3006 0010 1025 1204 40 Swift Code: GENODEDDXXX
Terms of payment:	Invoices are due net within 14 days of the invoice date, with a 2% discount for advance payment or bank debit within this period.
General Terms and Conditions:	**All advertising orders are executed exclusively in accordance with the General Terms and Conditions o f iq media. These can be found on the Internet at:** www.iqmedia.de/portfolio/harvard-business-manager

Basic technical data

Technical specifications:	The current and binding technical specifications can be found at www.duon-portal.de
Print documents:	Centralised digital acceptance takes place via the VDZ publishers' DUON portal: www.duon-portal.de Support is available at: support@duon-portal.de or directly on +49 40 374117-50. Further detailed information is also available at www.duon-portal.de and via Mohn Media Mohndruck GmbH, Prepress MAT - Advertising Team, Tel. +49 5241 80-89700, anzeigen@bertelsmann.de.

Advertising marketing

Contact:	international@iqm.de. We will be happy to provide you with a customised offer!

The information contained in this price list may be updated during the year; the latest binding version of this price list can be found at	www.iqmedia.de/portfolio/harvard-business-manager or www.gruppe.spiegel.de/spiegel-media/werbetraeger/hbm-print

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