



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

Publication Frequency	monthly
Paid circulation (IVW II 2023)	21,707 copies
Copy price	14.50 €

Rates + Formats

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

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.

Dates

Issue	Publication Date	Week	Booking / Cancellation and Copy Deadline ¹⁾	AdSpecials Booking / Cancellation Deadline	AdSpecials Delivery
02/2024	16.01.2024	03	12.12.2023	05.12.2023	03.01.2024
03/2024	13.02.2024	07	12.01.2024	02.01.2024	31.01.2024
04/2024	19.03.2024	12	16.02.2024	06.02.2024	06.03.2024
05/2024	16.04.2024	16	13.03.2024	05.03.2024	03.04.2024
06/2024	14.05.2024	20	10.04.2024	02.04.2024	29.04.2024
07/2024	18.06.2024	25	16.05.2024	07.05.2024	05.06.2024
08/2024	16.07.2024	29	14.06.2024	04.06.2024	03.07.2024
09/2024	20.08.2024	34	19.07.2024	09.07.2024	06.08.2024
10/2024	17.09.2024	38	16.08.2024	06.08.2024	04.09.2024
11/2024	15.10.2024	42	12.09.2024	03.09.2024	01.10.2024
12/2024	12.11.2024	46	10.10.2024	01.10.2024	28.10.2024
HBm Sonderheft 1/2025	26.11.2024	48	24.10.2024	15.10.2024	13.11.2024
01/2025	10.12.2024	50	08.11.2024	29.10.2024	27.11.2024

¹⁾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.

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

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

Mindestbelegung: 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.

Rates per 1,000 copies	Weight up to	Total circulation in €
Format		
Postcard	10 g	112
Booklet	20 g	123
Carrier ad:	1/1 page (calculation according the price list)	
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.

Rates per 1,000 copies	Pages	Total circulation in €
	4	205
	8	240
	12	275
	16	310
each	+ 4	+ 35
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 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.

Publisher's details

Publisher	manager magazin Verlagsgesellschaft mbH
Postal address	Postfach 11 10 53, 20404 Hamburg
Home address	Ericusspitze 1, 20457 Hamburg
Disposition/Placement	disposition@spiegel.de
Media documents/tariffs	https://iqmedia.de/download-center
Internet	https://iqmedia.de/portfolio/harvard-business-manager bzw. https://gruppe.spiegel.de/spiegel-media/portfolio-national-international/hbm-print
Order processing	dispo.hbm@iqm.de
PZN manager magazin	567364
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.
General Terms and Conditions	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: https://iqmedia.de/agb

Basic technical data

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

Ad marketing

Contact	https://iqmedia.de/kontakt . We would be happy to provide you with a personalized offer.
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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
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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.

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