

MANAGER MAGAZIN & HARVARD BUSINESS MANAGER

MEDIA DATA

MANAGER MAGAZIN

Information for top decision-makers



- Value proposition of manager magazin and Harvard Business manager: "The manager group is a source of inspiration and a home for all people who wants to excel in business."
- manager magazin is the leading medium and source of inspiration for top decision-makers. The high-quality journalism reaches the premium readership, which are high earners, highly educated managers and executives
- Core topics are business, finance and technology as well as energy and mobility, addressing executives and decision-makers in top positions

4.9 million
Unique User¹

8.68 million
Contacts¹

¹ Source: agof daily digital facts, last month (March 2023), total population 16+.

MANAGER MAGAZIN

Exciting variety of topics



Homepage

The top topics at a glance

The first address for business news in Germany: Everything important about companies, newcomers and economic policies

Corporates

A look behind the scenes

Deep insights into the inner workings of the largest German and international companies

Politics

News and classification

The most important news and background information on economic and financial policy in Germany, Europe and worldwide

Lifestyle

The beautiful and comfortable section

Managers in private, travel, hotels, fashion, pleasure and cars

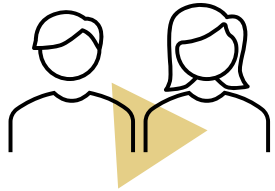
Finance

Excellent financial expertise

Advice for investors, independent reporting on crypto, real estate and the stock market

MANAGER MAGAZIN... OUR DECISION-MAKERS

According to LAE 2023 manager-magazin.de reaches 16% of all C-level decision-makers in Germany



C-level decision-makers:

97 k
16% reach¹

¹ Target group: Occupational status: Senior executives Board members/ managing/ directors/ directors/ office/ operations/ factory managers
Digital offerings: Manager Magazin: manager-magazin.de + App(s)

Decision-makers Finance:

194 k
11% reach²

² Target group: sole/delegation/co-decision-makers Finance: Finances
Digital offers: Manager Magazin: manager-magazin.de + App(s)

Decision-makers SMEs:

180 k
10% reach³

³ Target group: SMEs as a whole (< 250 employees and up to 50 million euros turnover))
Digital offers: Manager Magazin: manager-magazin.de + App(s)

Decision-makers Management:

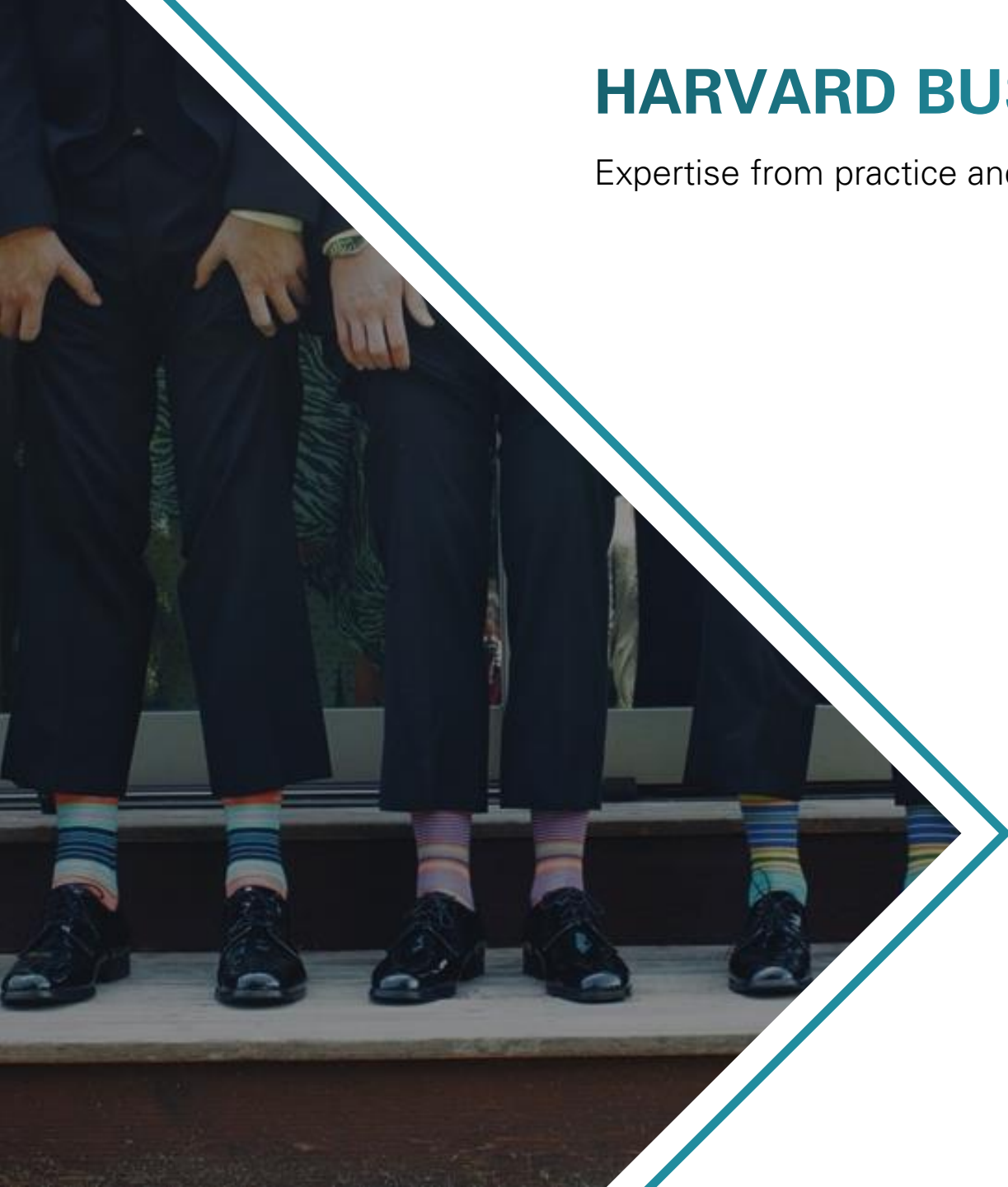
289 k
13% reach⁴

⁴ Target group: Sole/delegation/co-decision-makers: Company and management: Company and management
Digital offers: Manager Magazin: manager-magazin.de + App(s)

Source: LAE 2023, digital reach Ø month | Example: 260 thousand of all users who use manager-magazin.de are C-level decision-makers. This corresponds to a reach of 42% of all C-level decision-makers in Germany.

HARVARD BUSINESS MANAGER

Expertise from practice and science



- Harvard Business manager digital presents the best of the associated print magazine
- Harvard Business manager is aimed primarily at ambitious young executives in middle and senior management as well as in management consultancies and enjoys a loyal fan base
- Harvard Business manager.de users are innovative and educated, have strong leadership skills and a high income. They are interested in new technologies and are often the first to try them out

80 k
Unique User

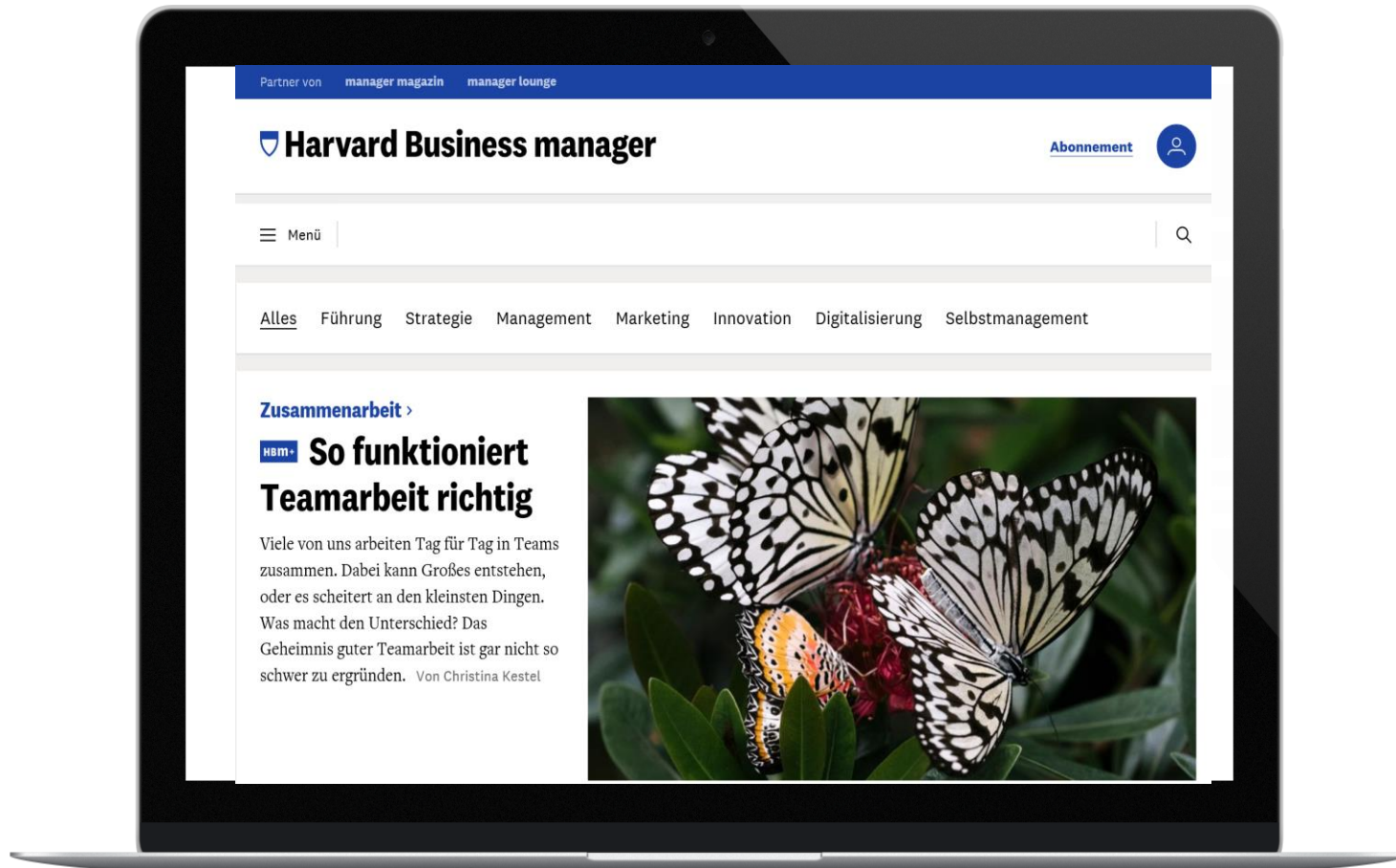
150 k
VISITS

220 k
PIs

Source: agof daily digital facts (August 2021), total population 16+; Adobe Analytics (November 2022)

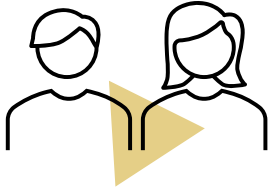
HARVARD BUSINESS MANAGER

Selected content on management and economics



INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

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