



Harvard Business Review FRANCE

The leading bimonthly
Management and Business magazine
5 Special Editions/year
Published on Thursdays

Cover Price: 19,90€/ 20€ (special editions)



MARKET POSITION:

Harvard Business Review (HBR) France is read by the business elite. From its creation in 1922, **HBR's** main aim has been to be the magazine of reference for the best new ideas for the main business players who are creating, leading, and transforming business. Its unique of expert insight through incisive analyses of management issues and its reputation for launching game-changing ideas has maintained its position as the leading management and business brand. 65% of readership are men, with 70% under 50. 80% of the readership are AB+, 31% are executives in big business: 53% in services, 32% in industry and 15% in trade.

Total Circulation Source: Publisher 2025	17 000
INFLUENCE 2025 All	146 000
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Top 1% Wealthiest (200K€)	18 000

EDITORIAL PROFILE:

HBR's articles cover a broad range of management insights, such as leadership, organisational change, negotiation, strategy, operations, marketing, finance, and managing people in all types of companies.

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FORMAT	STANDARD	Size W X H (mm)
Full page	13 000€	213 X 280
DPS	26 000€	426 X 280
½ page	9 000€	213 X 140 or 106.5 x 280
1/3 Page V	8 000€	71 x 280

TECHNICAL SPECIFICATIONS:

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