



Harvard Business Review

FRANCE

The leading bimonthly management and business magazine

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MARKET POSITION:

Harvard Business Review (HBR) is a general management magazine published by Harvard Business Publishing. In 2013, the French print publisher Prisma Media has launched the title which already had eleven international editions. Since its foundation in 1922, HBR has one goal: to be the source of the best new ideas for people creating, leading, and transforming business.

A trusted business advisor for senior decision makers, for its unique mix of expert insight, its incisive analysis of management issues and its reputation for launching game-changing ideas. HBR targets particularly to the "top managers", a very ABC1 target. 31% of the readers are executives in big business: 53% in services, 32% in industry and 15 % in trade

		Harvard Business Review
Total Circulation	Source: Publisher 2019	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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