



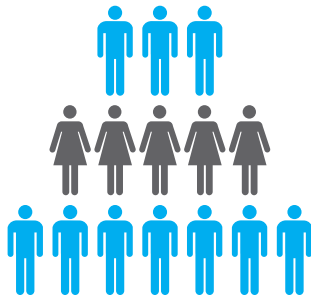
MEDIA KIT  
HARVARD BUSINESS REVIEW  
2014

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NSPIRING COMMITTED APPLICABLE CURRENT THOUGHTFUL  
ATTRACTIVE DYNAMIC GOAL EDUCATED PASSIONATE CURRENT  
CURIOUS CONFIDENTIAL PRAGMATIC ENERGETIC INFORMED  
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IT'S BIG -  
BUT IT'S WORTH  
TAKING A LOOK

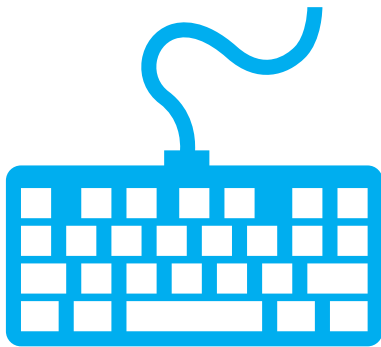
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## WHO WE ARE?



Harvard Business Review - Russia, published by Harvard Business Publishing since 1922, is one of the most reliable world sources of knowledge on the management theory and practice.

Harvard Business Review is published in 13 languages and is distributed in USA, United Kingdom, Russia, Germany, Italy, Spain, Czech Republic, Poland, Hungary, China, Japan, Taiwan, Mexico and Brazil.



## OUR TOPICS?

Cutting-edge technologies and innovative business ideas

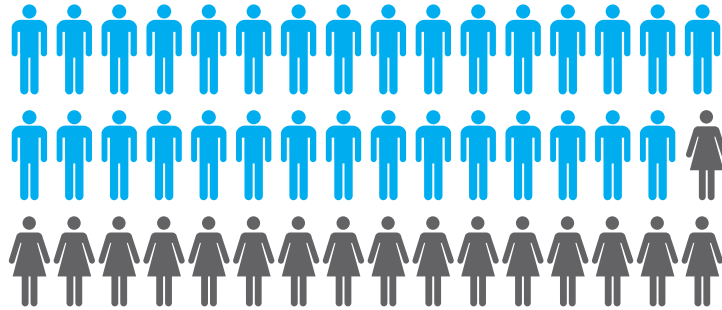
Real-life experience in company management presented by the business leaders

Effective management practices by gurus of the world and Russian management

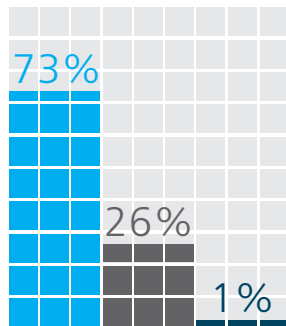
Advanced scientific research and theories

Current research and business development tendencies

GENDER



AGE

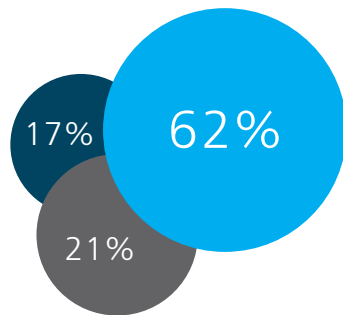


26-45

OVER 40

UNDER 25

STATUS



BUSINESSMEN AND TOP-MANAGERS

MID-LEVEL MANAGERS

CAREERISTS

## OUR READERS

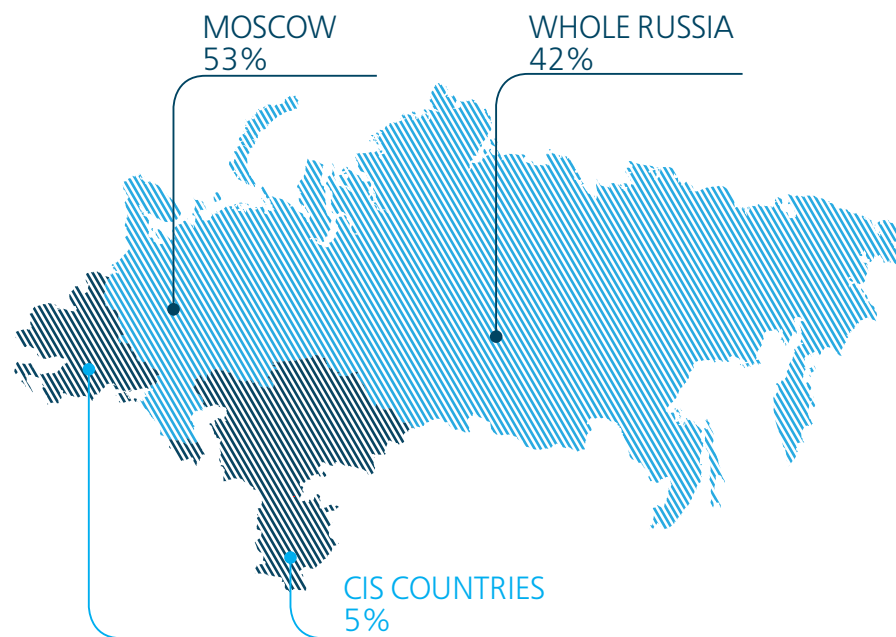
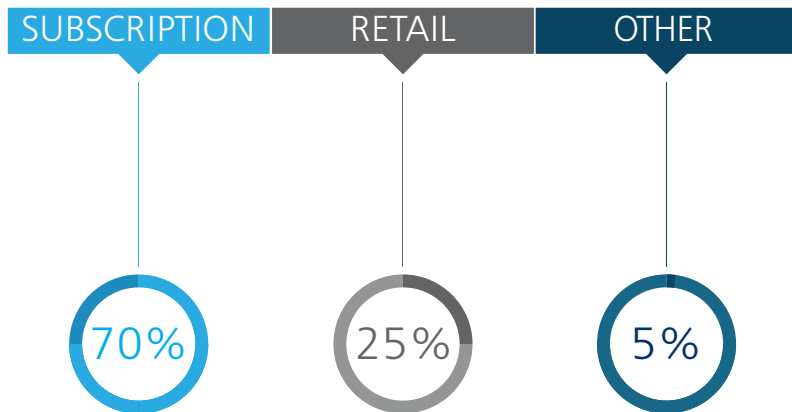
Our typical reader is a businessman and a top-manager, energetic and keen on developing and perfecting professional skills

He is interested in the global business operations experience

He is open for new ideas

He appreciates his time and uses it most effectively

He has got sufficient resources



## DISTRIBUTION

Subscription - 70%

Retail - 25%

- BP petrol stations
- «Azбуka Vkusa» and «Sedmoy Kontinent» supermarkets
- Sales points in airports, stations, business centres.

Other - 5%

- HBR has its own sections on major business forums:
- St-Petersburg International Economic Forum
- Sochi International Investment Forum
- VIP and business-areas in Domodedovo airport (sponsored by East-line)
- On board (business class, Emirates airlines)



CIRCULATION: 30 000 COPIES  
OVER 23 000 SUBSCRIBERS  
EACH ISSUE IS VIEWED BY 84 000 PEOPLE

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EXISTING BUSINESS SOLUTIONS  
PRICELESS ARCHIVE OF RUSSIAN AND FOREIGN  
MATERIALS  
ONE-OF-A KIND SUBSCRIBERS COMMUNITY

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CEO-CLUB  
INDUSTRY EVENTS  
OPEN LECTURES

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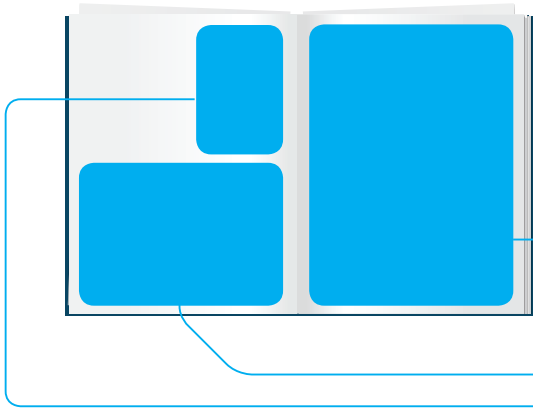
## 4 COMPONENTS

«Harvard Business Review» – is a platform composed of four components:

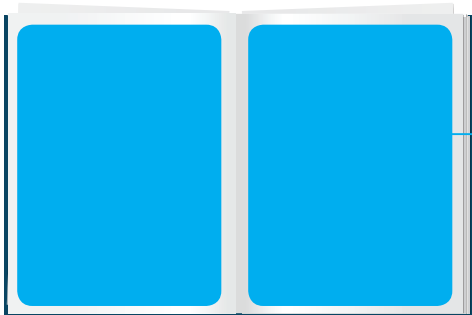
Magazine  
Website  
Business events  
iPad version

This structure helps in solving complex marketing problems on collaboration with the business-communities' leaders.

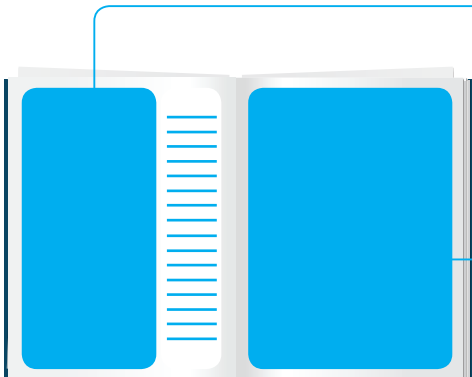
# ADVERTISEMENT



UNIT	PRICE IN RUBLES EXCLUDING 18% VAT
FULL PAGE (INSIDE MAGAZINE)	450 000
SPREAD (INSIDE MAGAZINE)	790 000
2/3	310 000
1/2	240 000
1/3	166 420



SPECIAL POSITIONS	
1ST SPREAD (COVER 2 SPREAD)	1 050 000
2ND AND 3RD SPREAD	954 000
COVER 4	870 000
COVER 3	551 200
FULL PAGE ADJACENT TO CONTENTS	550 000
FULL PAGE ADJACENT TO PUBLISHING DETAILS	550 000
FULL PAGE ADJACENT TO EDITORIAL	550 000



SPECIAL UNITS	
COVER 1 GATEFOLDER LESS PRODUCTION COSTS FURNISHED DOUBLE-SIDED PRINTED	1 100 000
INSERT (2 FULL PAGES) LESS PRODUCTION COSTS	660 000



# CLOSING DATES

NUMBER	RESERVATIONS DUE	ADVERTISING MATERIALS DUE	PUBLICATION DATE
#1-2 JANUARY-FEBRUARY	15.12.2013	20.12.2013	17.01.2014
#3 MARCH	26.01.2014	13.02.2014	28.02.2014
#4 APRIL	24.02.2014	12.03.2014	31.03.2014
#5 MAY	24.03.2014	11.04.2014	24.04.2014
#6-7 JUNE-JULY	18.04.2014	05.05.2014	19.05.2014
#8 AUGUST	30.06.2014	30.06.2014	24.07.2014
#9 SEPTEMBER	28.07.2014	13.08.2014	28.08.2014
#10 OCTOBER	22.08.2014	11.09.2014	25.09.2014
#11 NOVEMBER	19.09.2014	17.10.2014	30.10.2014
#12 DECEMBER	17.10.2014	13.11.2014	27.11.2014



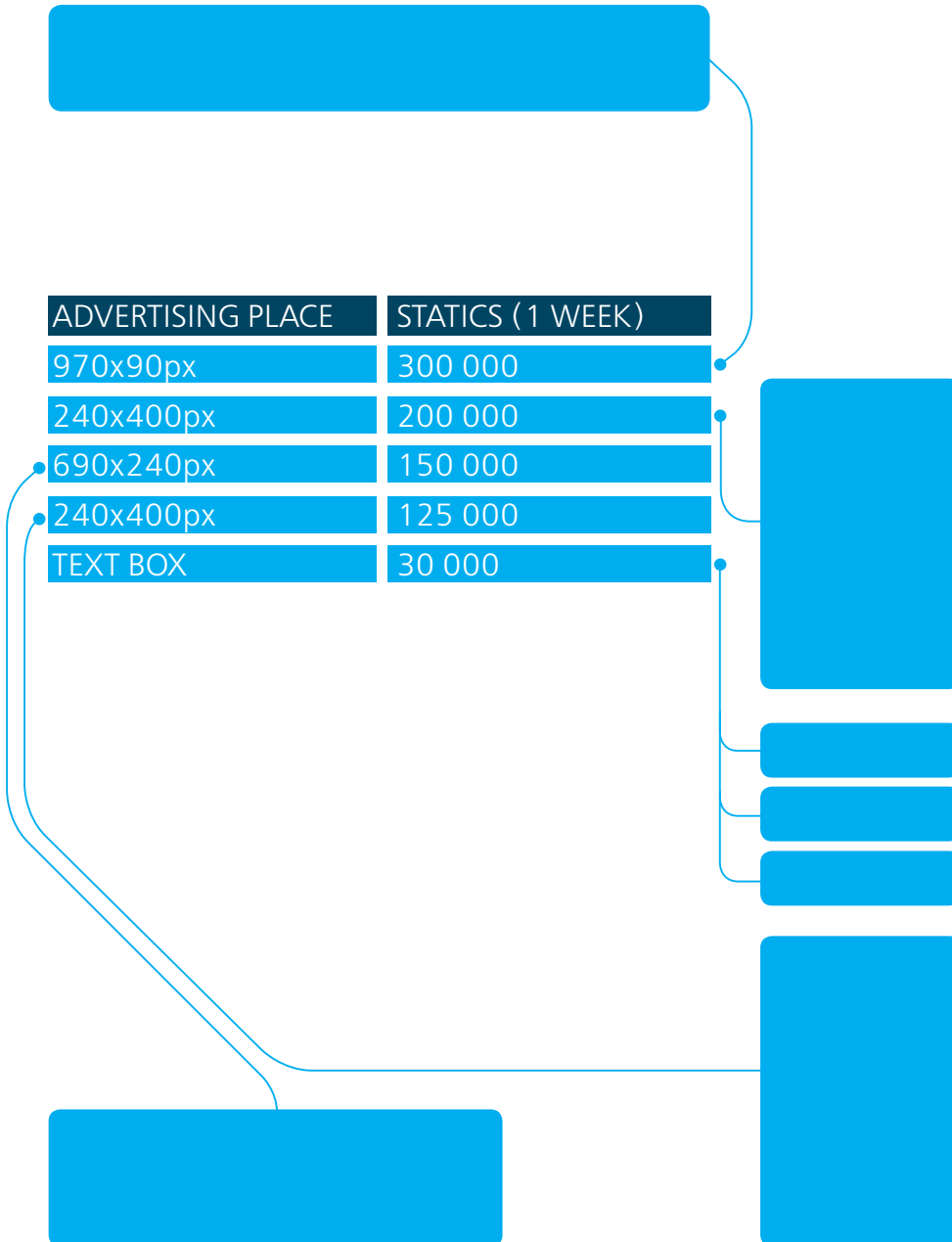
RESERVED



## WEBSITE

The HBR's priceless archive consists of the best cases and materials that have been collected since 2004.

A one-of-a-kind e-version subscribers' community (pre-paid articles only)





Boris  
Akunin  
(writer)



Vadim  
Dymov  
(Дымов)



Dmitry  
Zimin



Leonid  
Boguslavsky  
(Yandex)



Alexander  
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Dmitriy  
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Ilya  
Ryabiy  
(MasterCard)



Alexander  
Arhangelsky

## CLUB

The «Harvard Business Review» club numbers over 400 people including top-managers from Russian and foreign companies. The club meetings are high-profile events where business leaders can make contacts, share their experience and discuss the important business topics.

The meetings are held 4 times a year and play an important role in HBR distribution.