

strategy+business

advertising rates

2015

Corporate Rates	1X	4X	8X
Covers (2, 3 & 4)	\$18,235	\$16,442	\$15,505
Spread, Four-Color	\$22,795	\$20,522	\$19,372
Full Page, Four-Color	\$11,420	\$10,258	\$9,691
Full Page, Black & White	\$9,125	\$8,210	\$7,760
2/3- Page Vertical, Four Color	\$8,790	\$7,907	\$7,470
2/3- Page Vertical, Black & White	\$7,035	\$6,320	\$5,977
1/2 Page Horizontal, Four Color	\$6,552	\$5,901	\$5,570
1/2 Page Horizontal, Black & White	\$4,324	\$3,895	\$3,675
1/3 Page Vertical, Four Color	\$3,465	\$3,118	\$2,945
1/3 Page Vertical, Black & White	\$2,200	\$1,980	\$1,870

Business School and Book Publishers Rates	1X	4X	8X
Spread, Four-Color	\$14,475	\$13,030	\$12,306
Full Page, Four-Color	\$7,245	\$6,515	\$6,153
Full Page, Black & White	\$5,790	\$5,215	\$4,922
2/3 Page Vertical, Four Color	\$5,590	\$5,020	\$4,750
2/3 Page Vertical, Black & White	\$4,460	\$4,015	\$3,972
1/2 Page Horizontal, Four Color	\$4,160	\$3,745	\$3,540
1/2 Page Horizontal, Black & White	\$3,330	\$3,000	\$2,830
1/3 Page Vertical, Four Color	\$2,745	\$2,475	\$2,336
1/3 Page Vertical, Black & White	\$2,200	\$1,980	\$1,870

INSERTION ORDERS

JUDITH RUSSO

Advertising Director

strategy+business

101 Park Avenue, 18th Floor
 New York, NY 10178
 Phone: 212 551 6250
 Fax: 212 551 6101
 russo_judy@strategy-business.com

NOTES

Receipt of your insertion order indicates your acceptance of our requirements shown on the following Copy and Contract Regulations.

There is no added charge for bleed. Only full-page and spread ads can have bleed; fractional bleed ads are not available.

All rates are gross.

Issue	Insertion Orders	Materials	On Sale
Spring 2015	January 2, 2015	January 9, 2015	February 24, 2015
Summer 2015	March 27, 2015	April 2, 2015	May 26, 2015
Fall 2015	June 26, 2015	July 2, 2015	August 25, 2015
Winter 2015	September 25, 2015	October 1, 2015	November 24, 2015

Page Dimensions	Live Area / Non Bleed (width x height)	Trim (width x height)	Trim + Bleed (0.25"/7mm on all sides)
Full Page Cover*	7.25" x 9.75" (185mm x 249mm)	8.00" x 10.50" (204mm x 267mm)	8.50" x 11.00" (216mm x 279mm)
Spread*	15.25" x 9.75" (389mm x 249mm)	16.00" x 10.50" (408mm x 267mm)	16.50" x 11.00" (419mm x 279mm)
2/3 Page Vertical	4.5" x 9.75" (115mm x 249mm)		bleed not offered
1/2 Page Horizontal	7.25" x 4.75" (185mm x 121mm)		bleed not offered
1/3 Page Vertical	2.25" x 9.75" (57mm x 249mm)		bleed not offered
1/3 Page Square	4.36" x 4.36" (110mm x 110mm)		bleed not offered

***All type and important details should be 1/2" from the trim on all 4 sides**

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print specs

GUIDELINES FOR ADVERTISEMENTS

strategy+business is printed computer-to-plate (CTP) and prefers digital ad files. Acceptable file formats are **PDF/X-1a** and press-ready PDF. PDFs generated from Acrobat Distiller should be made with settings based on the "PDFX1a" or "Press Quality" job options. Set up crop marks outside of bleed area. All trapping should be done by the advertiser. Native application files (QuarkXPress 3.3+, Adobe InDesign 2.0+, Adobe Illustrator 8.0+) are not encouraged, but will also be accepted. Make sure that images are **CMYK** and at least **300 dpi**. Supply all fonts, including those in placed or embedded graphics. The density of ink coverage should be no greater than **300%** for all four-color advertisements. Where a large solid or very dark neutral or black background is to be reproduced, the undercolor should be reduced so that the density does not exceed 300%. All digital files must be submitted with a contract proof of the file being sent. Advertising disks will be returned upon request. All material remaining after 12 months will be destroyed.

ACCEPTABLE FILE FORMAT:

We accept only digital files in the PDF/X-1a format. The PDF/X-1a must be made from a **PostScript** file with all fonts and high-resolution images embedded (but also supply all fonts with the submission).

For information on creating PDF/X files, go to **www.adobe.com**.

Ensure that all elements are a minimum of **300 dpi and 100% in size**.

The color space must be **CMYK** or **Grayscale**.

Do not submit files in RGB.

Please include position marks including 1/4" (6 mm) bleed and trim.

ACCEPTABLE PROOFS:

To ensure the highest quality of print reproduction, we ask that all digital files be accompanied by a **SWOP-certified proof** that represents the final file at 100%. In the absence of a SWOP-certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve color as accurate as possible from the

supplied digital file. You may request that **strategy+business** pull a proof for you at a production charge that will be applied to your invoice. **strategy+business** will not accept responsibility for a digital ad's content or color if a digital proof is not supplied.

ACCEPTABLE TRANSMISSION METHODS:

optopark.com (Hostname)

Strategy1 (Username)

GuestLogin1 (Password)

FOR MACINTOSH® USERS:

Fetch

(Secure FTP users: when creating a new profile, select the "SFTP" option)

FILE TRANSFER SITE

Submissions via file transfer sites such as **www.yousendit.com**

FOR WINDOWS® USERS:

SmartFTP (Secure FTP users: when creating a new profile, select the "SFTP over SSH" option)

FileZilla (Secure FTP users: when creating a new profile, select the "SFTP - SSH File Transfer Protocol" option)

FOR MACINTOSH® USERS:

Fetch (Secure FTP users: when creating a new profile, select the "SFTP" option)

FILE TRANSFER SITE

Submissions via file transfer sites such as **www.yousendit.com** are also accepted.

Please follow up with an email to Judy Russo / Seulgi Ho (adinfo@optodesign.com) to confirm receipt of the ad.

MAIL:

Opto Design

Attn: John Klotnia / Seulgi Ho
153 West 27th Street, Suite 1201
New York, New York 10001
Telephone: (212) 254 4470
Fax: (212) 254 5266
Email: adinfo@optodesign.com

strategy+business

demographics

READERSHIP PROFILE

Readers of strategy+business are educated, affluent consumers and important members of the business community. A full 80% have pursued post-graduate degrees; as a group, they have one of the highest median household income levels of any business publication. Almost 8 in 10 are responsible for advising or approving a number of big-ticket business purchases. They are also very engaged with s+b, with almost 9 in 10 reporting that they have taken action after reading an s+b article.

POWERFUL PROFILE

Average Household Income

Print Readers \$316,000

All Readers \$245,000

Average Household Net Worth

Print Readers \$1,780,000

All Readers \$1,390,000

Professional/Managerial

College Degree **89%**

Postgraduate Study/Degree 95%

Master's Degree 80%

Doctorate Degree 55%

Median Age of Respondent 14%

Male 47

Female 77%

23%

BUSINESS LEADERS

C-suite / Senior Executive

Print Readers 42%

All Readers 30%

Served on Board of Directors

Print Readers 40%

All Readers 34%

Responsible for Procuring Products or Services on Behalf of their Companies

Attended Executive Education Classes **76%**

Plan to Attend in Next 12 Months 58%

Authorize Staff to Attend Classes 34%

34%

PLUGGED-IN CONSUMERS

Tablet Ownership

57%

Plan to Purchase in Next 12 Months 32%

Smartphone Ownership 82%

Plan to Purchase in Next 12 Months 34%

Hotel Stay Past 12 Months 86%

Average Hotel Number Nights 37.8

Airline Travel Past 12 Months 84%

Average Number of Round Trips 15.2

STRATEGY+BUSINESS READERSHIP HABITS

Use s+b's Digital Content

88%

(apps, digital edition, e-newsletters, social media channels)

Visited Website in Past 12 Months 67%

Took Action as Result of Reading s+b 88%

Shared from Newsletter 73%

Shared from Website 68%

Filed Item for Reference 60%

Discussed Item 57%

Average Number of Hours Spent Reading Each Issue 6.3

(via print, web, and/or digital channels)

READER PRAISE FOR STRATEGY+BUSINESS

Publishes Topics Relevant to Me and My Organization 79%

Bridges Theory and Practice 75%

Intellectually Rigorous 71%

Conveys Complex Topics Accessibly 68%

Fun to Read 63%

Essential Reading on Business Strategy 61%

2015

strategy+business

circulation

A GLOBAL AUDIENCE

Founded in 1995 as a quarterly magazine dedicated to the "Best Ideas in Business," strategy+business has enjoyed tremendous growth in readership. Today, its worldwide circulation reaches more than 150,000 readers, including senior executives at Fortune 1000 corporations in a wide range of industries, who specify that they want to subscribe. strategy+business is available on newsstands, in select bookstores, and at major transportation hubs throughout the U.S. and abroad.

Circulation	2014	
Paid & Requested Circulation	56,164	Includes newsstand sales, individual subscriptions, and sponsored copies
Controlled Circulation	96,750	Includes s+b's target audience of international c-suite executives of large corporations, PwC and Strategy&'s executive clients, academic specialists, the media, and MBA students
Total Circulation	152,914	

2015

strategy+business

circulation

TARGET CIRCULATION AUDIENCE

U.S. Requirements

Titles: Chairman, Vice Chairman, President, CEO, CFO, COO, CIO, CTO, Vice President, Division Chief; Chief Officer or leading decision makers for: Engineering, E-commerce, Environment, Human Resources, International, Manufacturing/Operations, Legal, Marketing, Medical Services, Quality Control, Sales, and Strategic Planning

Companies with assets of \$2 billion+
Companies with sales of \$1 billion+

International Requirements

Titles: Chairman, Vice Chairman, President, CEO, CFO, COO, CIO, CTO/Engineering, E-commerce, Environment, Human Resources (Chief Officer), International, Manufacturing/Operations (Chief Officer), Marketing, Quality Control, Sales, Strategic Planning

Companies with assets of \$5 billion+
Companies with sales of \$2.5 billion+

Students

MBA students at top-ranking business schools, including Harvard, MIT, Columbia, and Wharton

Bonus Distribution

Back-End of Innovation

Chief Strategy Officer Summit(s)

Digital Strategy Innovation Summit(s)

Front-End of Innovation

NeuroLeadership Summit

Other select events targeting senior-level executives throughout the year

2015

Send all materials to russo_judy@strategy-business.com

WEBSITE AD SPECS (RUN-OF-SITE)

Ad Type	Width	Height	File Size	Format	Notes
Leaderboard	728	90	40k	GIF, JPG, PNG, Flash SWF, 3rd party ad tag	<ul style="list-style-type: none"> • Animation is strictly limited to 3 loops max and 15 seconds max play time • All Flash swf creative must contain clickTag functionality and be accompanied with a click-through URL and gif/jpg backup of the same dimensions as the flash creative • 3rd party ad tags are accepted subject to all the of the specifications contained within this document
Medium Rectangle	300	250	40k		
Half Page	300	600	40k		
Vertical Banner	120	240	40k		
Floating interstitial	540	480	80k		
Mobile	216	54	20k		

WEBSITE AD SPECS (CATEGORY SPONSORSHIPS)

Ad Type	Width	Height	File Size	Format	Notes
Leaderboard	728	90	40k	GIF, JPG, PNG, Flash SWF, 3rd party ad tag	<ul style="list-style-type: none"> • Animation is strictly limited to 3 loops max and 15 seconds max play time • All Flash swf creative must contain clickTag functionality and be accompanied with a click-through URL and gif/jpg backup of the same dimensions as the flash creative • 3rd party ad tags are accepted subject to all the of the specifications contained within this document
Medium Rectangle	300	250	40k		
Logo Button	120	60	40k		

Section categories include: Finance, Global Perspective, Innovation, Marketing, Media & Sales, Operations & Manufacturing, Organizations & People, Strategy & Leadership, Sustainability, Business Literature, Recent Research, Thought Leaders, Auto, Airlines & Transport, Consumer Products, Energy, Healthcare, Technology

NEWSLETTER AD SPECS

Ad Type	Width	Height	File Size	Format	Notes
Medium Rectangle	300	250	40k	GIF, JPG	No animations. Provide click through link, alt text for image, and plaintext version (up to 400 characters, not including link)
Text Ad	-	-	40k	GIF, JPG	400 characters max, not including click through link. Include logo (logo must fit in 120x60 area).

Newsletters include: enews (weekly), at a Glance (monthly), Thought Leaders (monthly), Recent Research (monthly), Business Literature (monthly)

COPY AND CONTRACT REGULATIONS

All advertisements are accepted and published by the Publisher entirely on the representation that the advertiser's agency and/or the advertiser is properly authorized to publish the entire contents and subject matter. In consideration of the publication of advertisements, the advertisers and the agency agree, jointly and severally, to indemnify and hold the publisher harmless from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits based on the contents (including illustrations) or subject matter of such publication.

The Publisher reserves the right to cancel any advertising time prior to the date of publication, with or without notice to the agency and/or the advertiser. The Publisher is not liable for failure to publish or circulate any part of any issue(s) because of acts of God, strikes, work stoppages, national emergencies or other circumstances beyond the control of the Publisher of the publication. The Publisher reserves the right to reject any advertisement, with or without cause. The Publisher reserves the rights to add the word "Advertisement" at the top of any page that, in the Publisher's judgment, too closely resembles editorial content of the publication.

All advertising contract position clauses are treated as requests. The Publisher cannot guarantee fixed positioning of any advertising, regardless of the terms of the contract. No advertisement can be absolutely guaranteed placement facing the editorial content of the publication. The Publisher may revise his publication's published rates at any time,

provided that no increase in rates will apply to advertising where the closing date precedes the announcement of increased rates. The Publisher is not responsible for errors in key numbers. The Publisher will not be bound by any terms or conditions on order blanks when such conditions conflict with the conditions of the rate card.

Cancellations or changes will not be accepted after the closing dates for insertion orders. Cancellations of any portion of a contract nullifies ad rates and any position for the remainder of the contract. However, short rates will be applied only if the governing contract is not fulfilled. Advertisers will be rebated if, within a twelve (12) month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed. This rebate may, at the advertiser's option, be applied as a credit toward future advertising.

Invoices are rendered on the 15th day of the month of issue and are due within thirty (30) days from the date of invoice. Commission to qualified agencies is 15% of gross.