Strategy+business is the award-winning management magazine for decision makers in organizations around the world.

**OUR MISSION**

*Strategy+business* strives to illuminate the complex choices that leaders face — in strategy, marketing, operations, human capital, governance, and other domains — and the impact of their decisions.

**OUR EDITORIAL FOCUS**

Bridging the gap between theory and practice is at the heart of all *s+b* content. Our magazine doesn’t tell readers what to think. We show them what some of the world’s smartest people are thinking about.
S+b is a celebrated media brand, recognized for its journalism and design

Recent Awards Highlights

- 2019 SIP Award first-place winner for best blog/commentary series
- American Society of Business Press Editors: 32 national and regional gold awards for articles and design, 2015-2019
- Six Telly bronze awards for video, 2015-2019
- Seven Folio "Eddie" and "Ozzie" awards, 2015-2019
- Three MarCom platinum and gold awards for print creativity in 2018

For a complete list of awards, visit the s+b media kit.
$s+b$ has a global audience of more than 1,300,000 readers

**Digital & Mobile Channels**
- Dedicated iPad/iPhone app
- Dedicated Android app
- Digital newsstands, including Apple Newsstand, Google Play Newsstand, Magzter, and Zinio
- Responsive mobile website

**strategy-business.com**
- New content is posted to $s+b$’s website daily on key business topics such as strategy, leadership, culture, technology, marketing, media, innovation, and more
- Showcases our award-winning multimedia content and blogs
- Delivers over 600,000 average monthly page views and 340,000 average monthly unique visitors

**Print Magazine**
- $s+b$’s quarterly print magazine is available via subscription, and in a variety of outlets including major airport retailers, bookstores, select hotels, and airlines
- Each quarter, we distribute over 85,000 print copies of $s+b$

**Events**
- $s+b$ is distributed to attendees of select events targeting senior-level executives throughout the year including the World Economic Forum, Mobile World Congress, and Cannes Lions

**Social Media**
- Engaged audience of 350,000 fans on Facebook, Twitter, and LinkedIn

**Newsletter**
- More than 120,000 readers have opted in to $s+b$’s twice-weekly newsletter
### Website traffic

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average monthly unique users</td>
<td>340,000</td>
</tr>
<tr>
<td>Average monthly total users</td>
<td>470,000</td>
</tr>
<tr>
<td>Average monthly page views</td>
<td>605,000</td>
</tr>
<tr>
<td>% of mobile visitors</td>
<td>39%</td>
</tr>
<tr>
<td>Average engaged minutes/post</td>
<td>1:48</td>
</tr>
<tr>
<td>% monthly traffic that enters through social/search</td>
<td>50%</td>
</tr>
</tbody>
</table>
More than 120,000 readers have opted in to our twice-weekly newsletters.

You can choose to run a native ad in our newsletters... or a standard display ad.

**The case for general excellence**

In his new book, *Range*, David Epstein argues that although specialization has its virtues, businesses need people with wide horizons and ranges of interests in order to succeed. 

by Daniel Akst

**Implementing Winning Strategies: The Breakthrough Strategic Learning Process**

June 17–21, 2019 | Nov 18–22, 2018

In this hands-on, one-week program, you’ll work on implementing new strategic directions for your organization by addressing a challenge you are currently facing within your role, outline the choices you have, and return to work with a tangible plan to execute your strategy.

Learn more.

**The four X factors of exceptional leaders**

Understanding what differentiates a great leader from a good leader will help companies make the right choices for the top jobs. 

by David Reimer, Adam Bryant, and Harry Feuerstein

**Columbia Business School Executive Education**

**PennState World Campus**
Web ads

We offer a variety of IAB standard sizes, including 728x90, 300x250, 300x600, and 970x250
Prefstitial ad

Our 540x480 ad appears before the reader accesses the site.
A section sponsorship is an ideal spot for running a lead generation campaign.

Includes roadblock ad placements on the section home page as well as all article pages encompassed within that section.
strategy+business

Native website advertising

Our Web opportunities include the option to run native advertising on our home page and article pages.
Reader survey highlights
Strategy+business reaches affluent, educated, and accomplished business professionals

**AFFlUENT**
- Mean household income: $252K
- Mean household net worth: $1.38MM

**AMBITIOUS**
- 61% have attended an executive education course/program
- 36% indicated they are likely to attend an executive education course or program in the next 12 months

**INFLUENTIAL**
- 66% approve procurement of products and services at their organizations
- Top 5 procurement categories:
  - Technology hardware, software, services
  - Management consulting
  - Executive education courses
  - Internet/Web-based services
  - Banking services

**SENIOR LEADERS**
- 65% are in executive or management-level positions
- 34% serve on a board of directors
- 58% are age 45-64

**EDUCATED**
- 78% have pursued post-graduate study

Source: 2018 survey conducted by Readex Research
Strategy+business readers work for a variety of enterprise sizes and industries.

Annual Revenues:
- $1 billion or more: 33%
- $500 million or more: 40%
- $50 million or more: 53%

Range of industries — Top 10:
- Consulting: 19%
- Financial Service: 10%
- Education: 10%
- Technology: 6%
- Health: 6%
- Manufacturing: 6%
- Auditing: 4%
- Energy and Utilities: 3%
- Consumer Products: 3%
- Public Sector: 3%

Number of employees:
- 1K or more: 36%
- 5K or more: 20%
- 25K or more: 50%
- Median = 1,510 employees

Source: 2018 survey conducted by Readex Research
Readers are interested in traditional *s+b* themes and formats, along with several emerging topics.

**Top current topics and themes**
- Business strategy 82%
- Interviews with thought leaders and CEOs 75%
- Leadership 75%
- Industry transformation 70%
- Technology and innovation 69%
- Global business 67%
- Organizations and people 63%

**Top emerging new topics**
- Case studies of successful companies 66%
- Artificial intelligence 60%
- Digital transformation 52%
- User experience of emerging tech 43%
- Internet of things 43%
- Emerging economies & markets 41%
- Blockchain 40%

**Top content formats**
- Short columns 72%
- Infographics 67%
- Long / in-depth articles 62%

Source: 2018 survey conducted by Readex Research; the % refers to the % of readers who stated they were interested in the topic.
Readers hold *s+b* in high regard

<table>
<thead>
<tr>
<th>Favorable opinions of <em>s+b</em></th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is relevant to me and my organization</td>
<td>75%</td>
<td>2%</td>
</tr>
<tr>
<td>Does a good job of bridging theory and practice</td>
<td>72%</td>
<td>2%</td>
</tr>
<tr>
<td>Provides timely information</td>
<td>70%</td>
<td>3%</td>
</tr>
<tr>
<td>Conveys complex topics in an accessible way</td>
<td>69%</td>
<td>1%</td>
</tr>
<tr>
<td>Provides value through articles written by consultants from PwC and <em>Strategy &amp; Management</em></td>
<td>63%</td>
<td>4%</td>
</tr>
<tr>
<td>Surprises me with something interesting I haven't considered</td>
<td>60%</td>
<td>6%</td>
</tr>
<tr>
<td>Gives me insight into large company decisions</td>
<td>59%</td>
<td>4%</td>
</tr>
<tr>
<td>Makes it fun to read about strategy and management</td>
<td>58%</td>
<td>7%</td>
</tr>
<tr>
<td>Is essential reading on business strategy</td>
<td>58%</td>
<td>7%</td>
</tr>
</tbody>
</table>

“*The magazine is quite impressive; the content is rich and relevant to our business. It provides sound strategy on the day-to-day operations. Kudos to the editor and staff!*” — *s+b* reader feedback

*Source: 2018 survey conducted by Readex Research*
Responders engage with \textit{s+b} on a variety of channels

The typical respondent reads \textit{strategy+business} on at least two channels

- Digital edition: 63%
- Newsletter: 49%
- Website: 38%
- Print: 21%

Almost 3\% of \textit{s+b}'s website readers visit at least monthly (73%)

~90\% of readers say that articles featured in \textit{s+b}'s “Ideas that work” newsletter entice them to click and read

The newsletter and digital edition/app are the two most preferred channels among \textit{s+b} readers: 41\% and 31\%, respectively

The typical reader spends 2.6 hours a month with \textit{strategy+business}

- 40\% of that time is spent with the digital edition
- 32\% with the email newsletter
- 15\% with the website
- 8\% with the print edition

Source: 2018 survey conducted by Readex Research
88% of those who receive information from *strategy+business* took action in the past 12 months as a result of reading *strategy+business* content.

- Saved item for future reference
- Discussed item with others
- Passed item along to others
- Bought product or service being advertised
- Emailed article to others
- Visited advertisers’ websites
- Used in work or studies

Source: 2018 survey conducted by Readex Research
Questions?

Please contact:

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