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.
Recent Awards Highlights

- 2020 bronze ASBPE & SIPAward winner for best new or relaunched website
- 2019 SIPAward first-place winner for best blog/commentary series
- American Society of Business Press Editors: 34 national and regional gold awards for articles and design, 2016-2020
- Five Telly bronze awards for video, 2016-2019
- Ten Folio “Eddie” and “Ozzie” awards, 2016-2020
- Five MarCom platinum and gold awards for print creativity, 2018-2019

For a complete list of awards, visit the \texttt{s+b media kit}.
S+b has a global audience of more than 1,000,000 readers

Digital & Mobile Channels
- Dedicated iPad/iPhone app
- Dedicated Android app
- Digital newsstands, including Apple Newsstand, Google Play Newsstand, 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 50,000 print copies of s+b

Social Media
- Engaged audience of 390,000 fans on Facebook, Twitter, and LinkedIn

Newsletter
- More than 130,000 readers have opted in to s+b’s twice-weekly newsletter

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

S+b has a global audience of more than 1,000,000 readers
<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>40%</td>
</tr>
<tr>
<td>Average engaged minutes/post</td>
<td>2:11</td>
</tr>
<tr>
<td>% monthly traffic that enters through social/search</td>
<td>45%</td>
</tr>
</tbody>
</table>
More than 130,000 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
Web ads

We offer a variety of IAB standard sizes, including 728x90, 300x250, 300x600, and 970x250
Provides timely information
70%    3%

Conveys complex topics in an accessible way
69%  1%

Provides value through articles by consultants from Strategy&
64%   3%

Surprises me with something interesting I haven't considered
60%       6%

Gives me insight into large company decisions
59%     4%

Makes it fun to read about strategy and management
58%         7%

Is essential reading on business strategy
58%        7%

Provides value through articles written by consultants from PwC and Strategy&
63%    4%

Prestitial ad
Our 540x480 ad appears before the reader accesses the site
Section sponsorship

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

**AMBITIONOUS**
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

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

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

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

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

<table>
<thead>
<tr>
<th>Top current topics and themes</th>
<th>Top emerging new topics</th>
<th>Top content formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business strategy 82%</td>
<td>Case studies of successful companies 66%</td>
<td>Short columns 72%</td>
</tr>
<tr>
<td>Interviews with thought leaders and CEOs 75%</td>
<td>Artificial intelligence 60%</td>
<td>Infographics 67%</td>
</tr>
<tr>
<td>Leadership 75%</td>
<td>Digital transformation 52%</td>
<td>Long / in-depth articles 62%</td>
</tr>
<tr>
<td>Industry transformation 70%</td>
<td>User experience of emerging tech 43%</td>
<td></td>
</tr>
<tr>
<td>Technology and innovation 69%</td>
<td>Internet of things 43%</td>
<td></td>
</tr>
<tr>
<td>Global business 67%</td>
<td>Emerging economies &amp; markets 41%</td>
<td></td>
</tr>
<tr>
<td>Organizations and people 63%</td>
<td>Blockchain 40%</td>
<td></td>
</tr>
</tbody>
</table>

Source: 2018 survey conducted by Readex Research; the % refers to the % of readers who stated they were interested in the topic.
### Favorable opinions of *s+b*

<table>
<thead>
<tr>
<th>Opinion</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>
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<td>Provides timely information</td>
<td>70%</td>
<td>3%</td>
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*Source: 2018 survey conducted by Readex Research*

“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
Responders engage with $s+b$ on a variety of channels

The typical respondent reads $strategy+business$ on at least two channels

- 63% of respondents use the digital edition
- 49% use the newsletter
- 38% use the website
- 21% use print

Almost ¾ of $s+b$’s website readers visit at least monthly (73%)

~90% of readers say that articles featured in $s+b$’s “Ideas that work” newsletter entice them to click and read

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

The typical reader spends 2.6 hours a month with $strategy+business$

- 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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russo_judy@strategy-business.com