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.
strategy+business

S+b is a celebrated media brand, recognized for its journalism and design

Recent Awards Highlights

- 2020 bronze ASBPE & SIPA Award winner for best new or relaunched website
- 2019 SIPA Award 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 s+b media kit.
**strategy+business**

**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 400,000 fans on Facebook, Twitter, and LinkedIn

### Newsletter
- More than 120,000 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
<table>
<thead>
<tr>
<th>Website traffic</th>
<th></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>
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<tr>
<td>% of mobile visitors</td>
<td>40%</td>
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<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>
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Newsletters

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
Web ads

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

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

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

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

**Favorable opinions of s+b**

- **Is relevant to me and my organization**: 75% agree, 2% disagree
- **Does a good job of bridging theory and practice**: 72% agree, 2% disagree
- **Provides timely information**: 70% agree, 3% disagree
- **Conveys complex topics in an accessible way**: 69% agree, 1% disagree
- **Provides value through articles written by consultants from PwC and Strategy+Business**: 63% agree, 4% disagree
- **Surprises me with something interesting I haven’t considered**: 60% agree, 6% disagree
- **Gives me insight into large company decisions**: 59% agree, 4% disagree
- **Makes it fun to read about strategy and management**: 58% agree, 7% disagree
- **Is essential reading on business strategy**: 58% agree, 7% disagree

*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 \textit{s+b} on a variety of channels

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

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

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

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
- Bought product or service being advertised
- Visited advertisers’ websites
- Emailed article to others
- Passed item along to others
- Used in work or studies

Source: 2018 survey conducted by Readex Research
Questions?

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