

strategy+business

brand map

2016

DIGITAL & MOBILE CHANNELS

- Dedicated iPad/iPhone app
- Dedicated Android app
- Dedicated Google Currents channel
- The strategy+business app/ebook collection
- Responsive mobile website
- Digital newsstands including Apple Newsstand, Google Newsstand, Magzter, and Zinio

STRATEGY-BUSINESS.COM

- New content is posted to our website daily on key business topics such as strategy, leadership, culture, marketing, media, innovation, and more
- The site also showcases our award-winning multimedia content and blogs

SOCIAL MEDIA

- Engaged audience of 300,000 fans on Facebook, Twitter, LinkedIn, and Google+

NEWSLETTERS

- More than 165,000 readers have opted in to our semi-weekly e-newsletters



PRINT MAGAZINE

- Our quarterly print magazine is available via subscription and on newsstands in a variety of places including major airports, hotels, and bookstores

DIGITAL EDITION

- s+b's digital edition is a greener, electronic replica of the print magazine

EVENTS

- s+b has strategic partnerships with select conference providers nationwide