

# strategy+business

## advertising rates

2018

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](mailto: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 2018	January 2, 2018	January 9, 2018	February 27, 2018
Summer 2018	March 30, 2018	April 5, 2018	May 29, 2018
Autum 2018	June 29, 2018	July 5, 2018	August 28, 2018
Winter 2018	September 28, 2018	October 4, 2018	November 27, 2018

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	6.5" x 4.75"		bleed not offered
1/3 Page Vertical	2.25" x 9.75" (57mm x 249mm)		bleed not offered
1/3 Page Square	4.25" x 4.5"		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. Over 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	\$365,000
ALL READERS	\$238,000

##### AVERAGE HOUSEHOLD NET WORTH

PRINT READERS	\$2,370,000
ALL READERS	\$1,640,000

##### PROFESSIONAL/MANAGERIAL

COLLEGE DEGREE	92%
POSTGRADUATE STUDY/DEGREE	97%
MASTER'S DEGREE	81%
DOCTORATE DEGREE	54%
MEDIAN AGE OF RESPONDENT	15%
MALE	52
FEMALE	76%
	24%

#### BUSINESS LEADERS

##### C-SUITE / SENIOR EXECUTIVE

PRINT READERS	34%
ALL READERS	31%

##### SERVED ON BOARD OF DIRECTORS

PRINT READERS	39%
ALL READERS	35%

##### RESPONSIBLE FOR PROCURING PRODUCTS OR SERVICES ON BEHALF OF THEIR COMPANIES

ATTENDED EXECUTIVE EDUCATION CLASSES	72%
PLAN TO ATTEND IN NEXT 12 MONTHS	68%
AUTHORIZE STAFF TO ATTEND CLASSES	35%
	46%

#### PLUGGED-IN CONSUMERS

##### TABLET OWNERSHIP

PLAN TO PURCHASE IN NEXT 12 MONTHS	78%
SMARTPHONE OWNERSHIP	33%
PLAN TO PURCHASE IN NEXT 12 MONTHS	92%
HOTEL STAY PAST 12 MONTHS	42%
AVERAGE HOTEL NUMBER NIGHTS	91%
AIRLINE TRAVEL PAST 12 MONTHS	32
AVERAGE NUMBER OF ROUND TRIPS	86%
	12.3

#### STRATEGY+BUSINESS READERSHIP HABITS

##### USE S+B'S DIGITAL CONTENT

(apps, digital edition, e-newsletters, social media channels)	88%
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##### VISITED WEBSITE IN PAST 12 MONTHS

	66%
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##### TOOK ACTION AS RESULT OF READING S+B

PASSED ITEM ALONG TO OTHERS	89%
USED IN WORK/TEACHING/STUDIES	61%
FILED ITEM FOR REFERENCE	55%
DISCUSSED ITEM	66%
	55%

AVERAGE NUMBER OF HOURS SPENT READING EACH MONTH	3.3 HOURS
(via print, web, and/or digital channels)	

#### READER PRAISE FOR STRATEGY+BUSINESS

PUBLISHES TOPICS RELEVANT TO ME AND MY ORGANIZATION	86%
BRIDGES THEORY AND PRACTICE	79%
PROVIDES TIMELY INFORMATION	79%
CONVEYS COMPLEX TOPICS ACCESSIBLY	79%
FUN TO READ	70%
ESSENTIAL READING ON BUSINESS STRATEGY	63%

2018

# 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 600,000 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	2018	
Paid & Requested Circulation	83,142	Includes newsstand sales, individual subscriptions, and sponsored copies
Controlled Circulation	524,060	Includes s+b's target audience of international c-suite and other senior executives of large companies, executive and managerial clients from Strategy& and PwC, academic specialists, the media, and MBA students
Total Circulation	607,202	

2018

# 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

- Davos
- Chief Strategy Officer Summits
- Digital Strategy Innovation Summits
- The Conference Board
- Other select events targeting senior-level executives throughout the year

2018

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## advertising specifications online

### STANDARD AD UNIT SPECIFICATIONS

Position Name	Size	Max Initial File Load Size	File Format	Max Additional Initial File Load Size for OBA Self-Reg	Subsequent Max Polite File Load Size
Billboard	970x250	80KB	gif/jpg/png(2) third-party tag swf (3) HTML5 (4)	5 KB	Not allowed for these units
Leaderboard	728x90	40KB			
Medium Rectangle	300x250	40KB			
Half Page	300x600	80KB			
Logo Button	120x60	20KB			
Mobile Leaderboard	320x50	15KB			
Floating	540x480 (1)	80KB			160 KB

Position Name	Subsequent Max User Initiated File Load Size	Subsequent Max User Initiated Additional Streaming File Size	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length
Billboard	Not allowed for these units	Not allowed for these units	24fps	3 loops/ 15 seconds max	Video not allowed for these units
Leaderboard					
Medium Rectangle					
Half Page					
Logo Button					
Mobile Leaderboard					
Floating	2.2 MB for creative files	Unlimited for Streaming Video			30 seconds

Position Name	Audio Initiation	Hot Spot	Z-Index Range
Billboard	Must be user initiated (on click: mute/un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	0-4,999
Leaderboard			
Medium Rectangle			
Half Page			
Logo Button			
Mobile Leaderboard			
Floating	<p><b>NOTES:</b></p> <ol style="list-style-type: none"> <li>You may also provide your creative in 550x480 and dimensions</li> <li>You may also provide a 2x version of gif/jpg/png creatives for "retina" (high-resolution) devices</li> <li>Provided swf files will be converted to HTML5 for maximum compatibility. Provided swf file must have clickTag implemented. Must provide a fallback image</li> <li>See below for HTML5 specifications</li> </ol>	2,000,000 - 2,999,999	

Send all materials to  
[russo\\_judy@strategy-business.com](mailto:russo_judy@strategy-business.com)

2018

# strategy+business

## advertising specifications online

### HTML5 SPECIFICATIONS\*

Position Name	Size	Max Initial File Load Size
Billboard	970x250	200KB
Leaderboard	728x90	200KB
Medium Rectangle	300x250	200KB
Half Page	300x600	200KB
Logo Button	120x60	200KB
Mobile Leaderboard	320x50	50KB
Floating	540x480 (1)	200KB

\* All other specifications follow the "Standard Ad Unit Specifications" above

### NEWSLETTER AD SPECS

Position Name	Size	Max Initial File Load Size	File Format	Maximum Animation Length	Text ad specifications*
Leaderboard	728x90	20KB	GIF JPG PNG	No animations allowed	Up to 400 characters (including spaces). Click URL not included in 400 characters
Medium Rectangle	300x250	20KB			
Text Ad	120x60	10KB			

Text used for primary display in both HTML and Plaintext backup when ad type is "Text Ad". For Leaderboard and Medium Rectangle it is used for img Alt/Title and in plaintext fallback email when HTML is not supported by recipients email software

### SPONSORSHIP OPPORTUNITIES

Description	Included Ad Units	Available Categories
Exclusive impressions reserved for the section front and all articles tagged with that category.	One 728x90, Three 300x250, One 120x60	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

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### **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.