

advertising rates

2021

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
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

90 Park Avenue, 18th Floor
 New York, NY 10016
 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.

production information

2021

Issue	Space close	Materials close	On Sale date
Spring 2021	January 4, 2021	January 8, 2021	March 2, 2021
Summer 2021	April 2, 2021	April 8, 2021	June 1, 2021
Autumn 2021	July 9, 2021	July 15, 2021	September 7, 2021
Winter 2021	October 8, 2021	October 14, 2021	December 7, 2021

Page Dimensions	Live Area / Non Bleed <small>(width x height)</small>	Trim <small>(width x height)</small>	Trim + Bleed <small>(0.25" / 7mm on all slides)</small>
Full Page Cover	7.25" x 9.75" 185mm x 249mm	8" x 10.5" 204mm x 267mm	8.5" x 11" 216mm x 279mm
2 Page Spread	15.25" x 9.75" 389mm x 249mm	16" x 10.5" 408mm x 267mm	16.5" x 11" 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" 165mm x 121mm		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 4.25" 108mm x 108mm		bleed not offered

For other production information, see **strategy+business** Media Kit at strategy-business.com.

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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 FORMATS

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 registration and crop 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)

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)

READERSHIP PROFILE

Readers of strategy+business are educated, affluent consumers and important members of the business community. Almost 80% have pursued post-graduate degrees; as a group, they have one of the highest median household income levels of any business publication. Almost 7 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	\$252,000
Average household net worth	\$1,830,000
Professional/managerial	85%
Postgraduate study/degree	78%
Median age of respondent	52
Male	73%
Female	20%

BUSINESS LEADERS

C-Suite/Senior Executive	38%
Serves on Board of Directors	34%
Responsible for procuring products or services on behalf of their companies	66%
Have attended executive education classes	61%
Plan to attend in the next 12 months	36%

STRATEGY+BUSINESS READERSHIP HABITS

Typical reader visits at least two s+b resources
(print, digital edition, e-mail newsletter, website, social media)

Visited website in last 12 months	66%
Took action as a result of reading s+b (Passed item along to others, discussed item/used in work/teaching/studies)	88%
Average number of hours spent each month (via print, web, and/or digital channels)	2.6 hours

READER PRAISE FOR STRATEGY+BUSINESS

Is relevant to me and my organization	75%
Bridges theory and practice	72%
Provides timely information	70%
Conveys complex topics accessibly	69%

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 nearly 165,000 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	2021	
Paid & Requested Circulation	57,655	Includes newsstand sales, individual subscriptions, and sponsored copies
Controlled Circulation	104,683	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	162,338	

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
- Mobile World Congress
- Cannes Lions
- Other select events targeting senior-level executives throughout the year

advertising specifications online

2021

STANDARD AD UNIT SPECIFICATIONS

Position Name	Size	Max Initial File Load Size	File Format	Subsequent Max User Initiated File Load Size	Subsequent Max User Initiated Additional Streaming File Size
Billboard	970x250	250KB	gif/jpg/png (2) third-party tag, HTML5	1MB	Unlimited for Streaming Video
Leaderboard	728x90	200KB		Not allowed for these units	
Medium Rectangle	300x250	200KB			
Half Page	300x600	200KB			
Logo Button	120x60	80KB		Not allowed for these units	
Mobile Leaderboard	320x50	50KB			
Prestitial	640x480 (1)	250KB			

Position Name	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length	Audio Initiation	Z-Index Range
Billboard	24fps	3 loops/ 15 seconds max	30 sec	Must be user initiated (on click: mute/un-mute); default state is muted	0 - 4,999
Leaderboard					
Medium Rectangle					
Half Page					
Logo Button	Not allowed for these units		Not allowed for these units		2,000,000 - 2,999,999
Mobile Leaderboard					
Prestitial					

NOTES:

1. You may also provide your creative in 540x480 or 550x480
2. You may also provide a 2x version of gif/jpg/png creatives for "retina" (high-resolution) devices

advertising specifications online

2021

NEWSLETTER AD SPECS

Position Name	Size	Max Initial File Load Size	File Format	Maximum Animation Length	Text ad specifications**
Leaderboard	320x50/ 620x76*	40KB	gif jpg png	No animations allowed	Up to 400 characters (including spaces). Click URL not included in 400 characters
Medium Rectangle	300x250	40KB			
Text Ad	120x60	10KB			

* For sponsorship roadblock campaigns only. 320x50 is required for leaderboard. 620x76 is optional IN ADDITION to the required 320x50 (320x50 displayed on mobile, 620x76 displayed on larger devices where possible)

** Text used for primary display in both HTML and Plaintext fallback 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.	728x90 300x250 300x600 120x60 970x250 320x50	Business Books Consumer & Retail Energy & Sustainability Health Care Leadership Manufacturing Organizations & People Strategy Tech & Innovation Thought Leaders World View

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.