

Inside Harvard Business Review

Harvard Business Review is a smart, contemporary magazine with reader-driven navigation and rich infographics. Our readers engage quickly with the ideas in the magazine and grasp the topics and takeaways that are most essential.



FRONT OF BOOK

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Idea Watch

› This section provides readers with new thinking and research in progress, drawing from both academia and leading-edge companies. The section has one anchor piece about the most relevant business topic of that month, followed by four to six shorter pieces, including a monthly infographic, Vision Statement, and Defend Your Research, which takes a skeptical look at provocative new research.

How I Did It

› This section features a first-person essay by a CEO. Often these narrative-style pieces reflect on a make-or-break management decision in the life of the leader and his or her company; in other cases, the CEO reflects on a particular challenge of the job, such as hiring, building a culture, or scaling for growth.

MIDDLE OF BOOK

Spotlight

› This section contains some of the most important ideas HBR publishes, often by our most celebrated authors. We view the Spotlight as our opportunity to expand on an important new idea by exploring its implications and showing how the theory plays out in practice. To that end, a Spotlight package may contain a Q&A with a leading practitioner, a more technical piece explaining how to implement ideas, case studies, or a counterpoint arguing against the view expressed in the main piece.

INSIDE HARVARD BUSINESS REVIEW



Features

› Each feature article is an in-depth exploration of a significant new idea—or an important advance involving a familiar one—that leaders and managers need to understand. Much of HBR’s editorial energy is devoted to hunting for great features (particularly from new authors), screening and curating submissions, and then engaging with the author to develop the article for clarity and impact. The best HBR features challenge what readers think—and may lead them to reexamine the way they run their companies.

BACK OF BOOK



Experience

› This section is dedicated to helping individuals become more effective leaders while managing their careers in a smart, strategic way. It includes an anchor piece about managing yourself as well as the following four subsections:

- **Managing Yourself:** Advice from academics and practitioners on how to improve your skills and propel your career.
- **Case Study:** Explores a fictional business dilemma, and features advice from experts on how to solve that dilemma.
- **Synthesis:** Features staff reviews of new and interesting books, research, and online media.
- **Executive Summaries**
- **Life’s Work:** Presents an interview with an extraordinary public figure who talks about his or her expertise or passion.

“Improving the practice of management in a changing world.”

Editorial Calendar 2020

[PRINT](#)

ISSUE MONTH	SPOTLIGHT*	SPACE CLOSES**	MATERIALS DUE*	ON-SALE DATE*
January/February 2020	The Loyalty Economy	November 7 (2019)	November 18 (2019)	December 24 (2019)
March/April	Creating a Culture of Experimentation	January 9	January 21	February 25
May/June	Why Sexual Harassment Prevention Programs Fail	March 5	March 16	April 21
July/August	TBD	May 7	May 18	June 23
September/October	TBD	July 9	July 20	August 25
November/December	Top 100 CEOs	September 10	September 21	October 27
January/February 2021	TBD	November 5	November 16	December 22

*As of October 21, 2019. Dates and editorial content are subject to change.

**Fractional space closes earlier; please contact your sales representative.



Editorial Calendar 2020

DIGITAL

ISSUE MONTH	SPOTLIGHT*	GO-LIVE DATE*
January/February 2019	The Loyalty Economy	December 17 (2019)
March/April	Creating a Culture of Experimentation	February 19
May/June	Why Sexual Harassment Prevention Programs Fail	April 14
July/August	TBD	June 16
September/October	TBD	August 18
November/December	Top 100 CEOs	October 20
January/February 2020	TBD	December 15

*As of October 21, 2019. Dates and editorial content are subject to change.



Print Advertising Rates 2020

ISSUE MONTH	FRACTIONAL AD CLOSE	FRACTIONAL AD DUE	PAGE/SPREAD AD CLOSE	PAGE/SPREAD AD DUE	ON-SALE DATE
January/February	October 24 (2019)	November 12 (2019)	November 7 (2019)	November 18 (2019)	December 24 (2019)
March/April	January 2	January 14	January 9	January 21	February 25
May/June	February 20	March 10	March 5	March 16	April 21
July/August	April 23	May 12	May 7	May 18	June 23
September/October	June 25	July 14	July 9	July 20	August 25
November/December	August 27	September 15	September 10	September 21	October 27
January/February 2021	October 22	November 10	November 5	November 16	December 22

STANDARD UNITS (GROSS RATES)

	BLACK & WHITE	2-COLOR	4-COLOR
Full Page	\$44,900	\$50,950	\$54,400
1/2 Page Spread	\$53,650	\$54,900	\$58,650
2/3 Page	\$35,900	\$40,450	\$43,500
1/2 Page	\$29,200	\$32,950	\$35,300
1/3 Page	\$20,250	\$22,800	\$24,500
Cover 2 Spread	—	—	\$130,450
Cover 3	—	—	\$59,800
Cover 4	—	—	\$70,650

FREQUENCY DISCOUNTS

Advertiser's Contract Year Discount	3x	6x	9x	12x	18x	24x
	3%	6%	9%	12%	18%	20%

SPECIAL UNIT PRICING

Fifth Color	10% premium
Two-Way Split Copy	\$1,500 premium
Bleed Creative	10% premium

Call for prices on onserts, HBR-printed inserts, and any furnished materials. Samples for all special units must be approved by HBR prior to insertion.

STANDARD UNITS

Harvard Business Review is perfect-bound.

Trim Size: 8.5" x 10.5" or (8 1/2" x 10 1/2") or (216mm x 267mm)

Bleed: 0.125" or (1/8") or (3mm) bleed on all sides

Safety: All type and important details should be 0.25" or (1/4") or (6mm) from the trim on all four sides. Additionally, on spread ads, all type and important details should be 5/16" or (0.3125") or (8mm) from both sides of the center mark.

Minimum size knockout type should be 8 point.

FLOAT ADS (NO BLEED; AD WILL BE SURROUNDED BY WHITE SPACE)

	WIDTH X DEPTH	
Full Page and Covers	7.375" x 9.875"	187 x 251mm
Spread (live area, gutter bleed not required)	16" x 9.875"	406 x 251mm
1/2 Page Spread (gutter bleed not required)	16" x 4.75"	406 x 120mm
1/2 Page Horizontal	7.375" x 4.75"	187 x 120mm
1/2 Page Vertical	3.625" x 9.875"	92 x 251mm
2/3 Page Vertical	4.825" x 9.875"	123 x 251mm
1/3 Page Vertical	2.25" x 9.875"	57 x 251mm
1/3 Page Square	4.825" x 4.75"	122 x 120mm

PRINT ADVERTISING RATES 2020

MATERIALS TO BE FURNISHED

Harvard Business Review requires 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 "PDF-X1a" or "Press Quality" job options. Set up crop marks outside the bleed area. All trapping should be done by the advertiser. Make sure images are CMYK and at least 300 dpi. Supply all fonts, including those in placed or embedded graphics.

All digital files must be submitted with two SWOP-certified proofs, with color bars, of the file being sent. HBR uses profile name "SWOP2006_Coated3v2.icc."

If you do not supply a SWOP-certified proof with an ad submission, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SWOP-certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.

FILE TRANSFER INSTRUCTIONS (FTP)

FTP Address: ftp.sneinc.com

Username: hbradv

Password: hbr1234

For answers to other questions, please email Greg Daly at gdaly@hbr.org. Once your ad is posted, please email Greg Daly and indicate the month and year of the issue for which the ad is intended.

SHIPPING INSTRUCTIONS

All insertion orders, digital files, and proofs should be sent by overnight courier to:

Harvard Business Review
Attn: HBRG Operations
20 Guest Street, Suite 700
Brighton, MA 02135
Phone: 1-617-783-7464

IN-HOME DATES

Harvard Business Review is mailed to domestic subscribers on the 10th of the month prior to the cover date. International subscribers receive their copy within the first week of the cover month.

CONTRACTS

1. All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements, the advertiser and/or the agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringement and any other claims or suits based on the contents or subject matter of such publication.
2. The publisher reserves the right to cancel any advertising anytime prior to the date of publication.
3. 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 *Harvard Business Review*.
4. The publisher reserves the right to reject any advertisement.
5. The publisher reserves the right to add the word "ADVERTISEMENT" at the top of any page that, in the publisher's judgment, too closely resembles *Harvard Business Review's* editorial pages. Minimum type is 9 pt.
6. All advertising contract position clauses are treated as requests. Since needs change as issue production progresses, the publisher cannot guarantee fixed positioning.
7. Fractional units will not be guaranteed placement facing editorial.
8. The publisher may change the rates published, provided that no increase is applied to advertising for which insertion orders have already been received.
9. The publisher is not responsible for typos or errors in key numbers.
10. The publisher will not be bound by any terms or conditions on order blanks when such conditions conflict with the conditions in this rate card.
11. Cancellations are not accepted after published "pages/spreads insertion due" dates.

SALES OFFICES

New York Headquarters

Harvard Business Review
3 Columbus Circle, Suite 2210
New York, NY 10019

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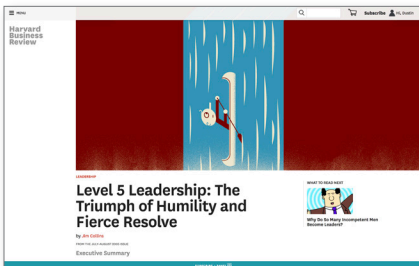
Inside hbr.org

HBR.org curates the most dynamic management conversation on the web and remains the leading daily destination for emerging and established leaders seeking strategies and tactics to get an edge in business. HBR.org provides management insights on today's events, connecting executives to the ideas crucial to their businesses.



What's New

- › Visitors to HBR.org interact with our content through various channels, including @HarvardBiz on Twitter, HBR on Facebook, HBR on LinkedIn, and the HBR channel on YouTube. Each month, approximately 42% of visitors access HBR.org through a mobile browser. HBR.org traffic continues to attract subscribers and new visitors, with more than 7.5 million unique visitors and approximately 15.9 million page views per month.
- › Advertisers and users will find an uncluttered design that is fully responsive across desktop and mobile platforms.



Advertising Opportunities

DESKTOP | TABLET | SMARTPHONE

- › **Welcome Ad:** High-impact ad units that generate action-oriented click performance.
- › **Home Page:** Daily content curated by our editors and featuring the trend of the day.
- › **Topic Portal Pages:** Core content categorized in topics our audience most values and associates with our brand. Advertisers can align ads with relevant HBR content.
- › **Articles:** Articles published by our editors and contributors that contain features such as infographics and side panels to highlight important content.
- › **Reader Connections:** Pages where users shop for products, download content, and expand their HBR libraries.
- › **Partner Center:** Designated ad area on all HBR.org web pages, offering readers access to incisive commentary, downloadable white papers, webinar registration, and much more. This section offers the option to co-brand ads.
- › **Video Pre-Roll:** High-impact pre-roll videos to generate action-oriented click performance.

TOTAL SOCIAL MEDIA AUDIENCE OF OVER 18.4 MILLION

- › **Twitter:** 5.5 million
- › **Facebook:** 4.5 million
- › **LinkedIn:** 8.4 million

TARGETING CAPABILITIES

- › Geotargeting
- › Contextual targeting

INSIDE HBR.ORG

Original Podcasts

PRODUCED BY HBR

- › **HBR IdeaCast:** Features breakthrough ideas and commentary from the leading thinkers in business and management. One of the top-performing business podcasts on iTunes, the HBR IdeaCast has been a mainstay in business podcasting for over 12 years.
- › **Dear HBR:** Tackles listener questions about how to navigate workplace dynamics. With a blend of research-based insights, empathy, genuine curiosity, real experience, and humor, veteran *Harvard Business Review* editors and co-hosts lead lively conversations that explore solutions to these dilemmas.
- › **Women at Work:** A panel format show that draws on a mix of research, stories, personal insights, and expert insights. We'll talk in a nuanced way about the challenges men and women face at work because of gender, and also talk about (and even model!) what solutions might be.














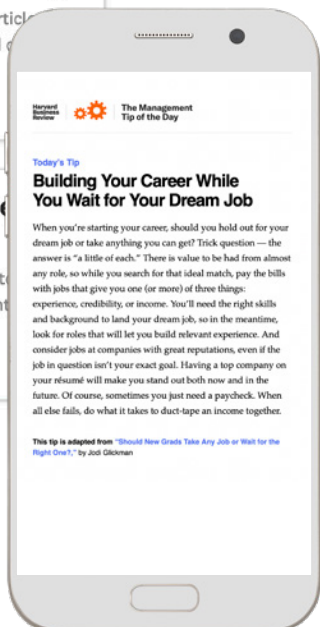

HBR Presents

PODCASTS PRODUCED BY HBR PARTNERS

- › **After Hours:** A timely look at today's business news with a neutral, pragmatic view from Harvard Business School professors. Hosted by HBS professors Youngme Moon, Mihir Desai, and Felix Oberholzer-Gee.
TOPICS: CURRENT EVENTS, NEWS, BUSINESS, CULTURE
- › **Exponential View:** HBR's first technology podcast unpacks the massive trends that are transforming business. What does the future, driven by AI, look like? Hosted by Azeem Azhar, entrepreneur and investor.
TOPICS: TECHNOLOGY, ARTIFICIAL INTELLIGENCE
- › **FOMO Sapiens:** The podcast about finding the power to choose exactly what you want in business and life—then finding the courage to miss out on the rest. Hosted by Patrick J. McGinnis, venture capitalist, speaker, and writer.
TOPICS: CAREER PLANNING, MANAGING YOURSELF, WORK-LIFE BALANCE
- › **Cold Call:** Harvard Business School's legendary case studies are distilled into podcast form, featuring conversations with the authors of each case. Hosted by Brian Kenny, HBS chief marketing officer.
TOPICS: A BROAD MIX OF TOPICS INCLUDING STRATEGY, TECHNOLOGY, LEADERSHIP, AND MORE
- › **The Anxious Achiever:** The podcast that challenges us all to rethink mental health and work, with candid stories from leaders who've been there. Hosted by Morra Aarons-Mele, founder of Women Online and author of *Hiding in the Bathroom*.
TOPICS: MENTAL HEALTH, MANAGING YOURSELF, SELF-IMPROVEMENT

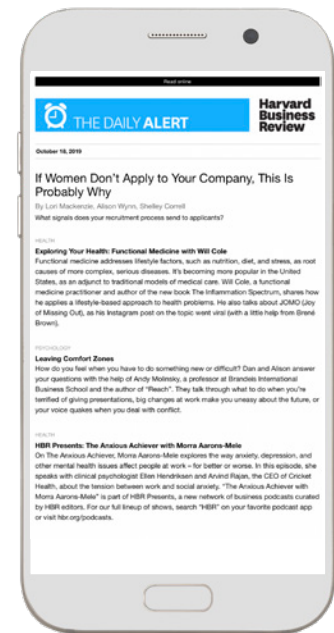
Email Newsletters

Advertisers can sponsor daily, weekly, and monthly newsletters for HBR.org users who opt in. Real-life examples, expert commentary, special offers, and more provide managers with the tools they need to tackle daily management challenges.

 The Insider <p>A weekly, subscriber-only newsletter curated by editors to help you keep tabs on the content that matters most to you.</p> <p>✓ Signed Up</p>	 Management Tip of the Day <p>Quick, practical management advice to help you do your job better, delivered weekdays.</p> <p>✓ Signed Up</p>	 Weekly Hotlist <p>A roundup of Harvard Business Review's most popular ideas and advice, delivered weekly.</p> <p>+ Sign Up</p>
 The Daily Alert <p>Links to all the digital articles published in the last 24 hours.</p> <p>✓ Signed Up</p>	 Leadership <p>Must-reads from our most recent articles on leadership and managing people, delivered once a month.</p> <p>✓ Signed Up</p>	 Best of the Issue <p>The editor of Harvard Business Review picks highlights from each new issue of the magazine.</p> <p>+ Sign Up</p>
 Technology & Innovation <p>Must-reads from our most recent articles on technology and innovation, delivered once a month.</p> <p>+ Sign Up</p>	 Strategy & Execution <p>Must-reads from our most recent articles on strategy and execution, delivered once a month.</p> <p>+ Sign Up</p>	 Finance & Economy <p>Must-reads from our most recent articles on finance and the economy, delivered once a month.</p> <p>+ Sign Up</p>
 Business Bookshelf <p>Summaries and excerpts of the latest books, special offers, and more from Harvard Business Review Press.</p> <p>+ Sign Up</p>	The Big Idea <p>HBR's suite of articles, live events, and more, all focused on a prominent HBR author's ideas and new research</p> <p>✓ Signed Up</p>	 Reinventing Health Care <p>A monthly letter, written by our editors, bringing together good management practices in health care.</p> <p>+ Sign Up</p>
 Managing Data Science <p>An eight-week newsletter on making analytics and AI work for your organization.</p> <p>+ Sign Up</p>	 Women at Work <p>A monthly letter about the workplace, and women's place in it.</p> <p>+ Sign Up</p>	 <p>Harvard Business Review  The Management Tip of the Day</p> <p>Today's Tip Building Your Career While You Wait for Your Dream Job</p> <p>When you're starting your career, should you hold out for your dream job or take anything you can get? Trick question — the answer is "a little of each." There is value to be had from almost any role, so while you search for that ideal match, pay the bills with jobs that give you one (or more) of three things: experience, credibility, or income. You'll need the right skills and background to land your dream job, so in the meantime, look for roles that will let you build relevant experience. And consider jobs at companies with great reputations, even if the job in question isn't your exact goal. Having a top company on your résumé will make you stand out both now and in the future. Of course, sometimes you just need a paycheck. When all else fails, do what it takes to duct-tape an income together.</p> <p><small>This tip is adapted from "Should New Grads Take Any Job or Wait for the Right One?", by Jodi Oldeman</small></p>

EMAIL NEWSLETTERS

- › **The Insider:** A weekly, subscriber-only newsletter curated by editors to help you keep tabs on the content that matters most to you.
- › **The Daily Alert:** Links to all the digital articles published in the past 24 hours.
- › **Technology & Innovation:** Must-reads from our most recent articles on technology and innovation, delivered once a month.
- › **Business Bookshelf:** Summaries and excerpts of the latest books, special offers, and more from Harvard Business Review Press.
- › **Managing Data Science:** An eight-week newsletter on making analytics and AI work for your organization.
- › **Management Tip of the Day:** Quick, practical management advice to help you do your job better, delivered weekdays.
- › **Leadership:** Must-reads from our most recent articles on leadership and managing people, delivered once a month.
- › **Strategy & Execution:** Must-reads from our most recent articles on strategy and execution, delivered once a month.
- › **The Big Idea:** HBR's suite of articles, live events, and more, all focused on a prominent HBR author's ideas and new research.
- › **Women at Work:** A monthly letter about the workplace, and women's place in it.
- › **Weekly Hotlist:** A roundup of *Harvard Business Review's* most popular ideas and advice, delivered weekly.
- › **Best of the Issue:** The editor of *Harvard Business Review* picks highlights from each new issue of the magazine.
- › **Finance & Economy:** Must-reads from our most recent articles on finance and the economy, delivered once a month.
- › **Reinventing Health Care:** A monthly letter, written by our editors, bringing together good management and health care.



Digital Advertising Rates 2020

DESKTOP AND TABLET MEDIA

CREATIVE LEAD TIME: Five days prior to launch

Position	Size (pixels)	Placement	Net CPM
Articles	300 x 600	Content 1	\$104
	300 x 600	Content 2	\$62
	300 x 600	Title	\$120
	970 x 250	Title	\$134
Home Page	970 x 250	Feed	\$108
	970 x 90	Title	\$134
Presentation Library	970 X 90	Title	\$98
Reader Connections	970 x 90	Title	\$120
ROS	300 x 600		\$88
	970 x 250		\$114
	970 x 90		\$108
Topic Portal Pages	970 x 250	Feed 1	\$114
	970 x 250	Feed 2	\$68
	970 x 90	Title	\$120
Welcome Ad	640 x 480		\$156
Partner Center	230 x 230	1	\$46
	230 x 230	2	\$46
	230 x 230	3	\$46
	230 x 230	4	\$46

WEB EVENT

Webinar (audio)	<i>flat rate</i> \$55,000
Webinar (video)	<i>flat rate</i> \$65,000

INSIGHT CENTER

Package	Multiple ad sizes	<i>flat rate</i> \$160,000
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LEAD GENERATION

Article Download	100 leads	CPL \$100 CPL US Only \$150
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MOBILE MEDIA

CREATIVE LEAD TIME: Five days prior to launch

Position	Size (pixels)	Placement	Net CPM
Articles	300 x 250	Content 1	\$78
	300 x 250	Content 2	\$72
	300 x 250	Featured Center 1	\$82
	300 x 250	Featured Center 2	\$70
	300 x 250	Featured Center 3	\$68
	300 x 250	Title	\$88
	Home Page	300 x 250 320 x 50	Feed Title
Presentation Library	320 x 50	Title	\$78
Reader Connections	320 x 50	Title	\$78
ROS	300 x 250		\$98
	320 x 50		\$94
Topic Portal Pages	300 x 250	Feed 1	\$72
	300 x 250	Feed 2	\$52
	320 x 50	Title	\$82
Welcome Ad	300 x 250		\$108

PODCAST—HBR IDEACAST

Pre-Roll #1	10-15 seconds	\$36
Pre-Roll #2	10-15 seconds	\$32
Mid-Roll #1	30 seconds	\$46
Mid-Roll #2	30 seconds	\$42
Post-Roll	10-15 seconds	\$22

AUDIO

Management Tip Amazon Echo (Audio pre-roll)	5 seconds	<i>flat rate</i> \$10,000
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VIDEO

Pre-Roll	15-30 seconds	\$75
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DIGITAL ADVERTISING RATES 2020
ENEWSLETTER
CREATIVE LEAD TIME: Five days prior to launch

Position	Size (pixels)	Placement	Net CPM
Daily	970 x 250	Daily Alert	\$55
	970 x 250	Management Tip of the Day	\$55
Weekly	970 x 250	Weekly Hotlist	\$55
Monthly	970 x 250	Finance & Economy	\$55
	970 x 250	Leadership	\$55
	970 x 250	Reinventing Health Care	\$55
	970 x 250	Strategy & Execution	\$55
	970 x 250	Technology & Innovation	\$55
	970 x 250	HBR Best of—Monthly Update	\$55

CUSTOM SOLUTIONS

Call to inquire about special opportunities for analytic services, sponsor content, Insight Centers, content syndication, lead generation, and special events.

CHANGES, CANCELLATIONS, AND REJECTIONS

All creative materials must be received at least five business days prior to the launch of the campaign. If creative is delayed, we cannot guarantee the start date and reserve the right to extend the campaign end date by the same number of days creative was delayed. All creative is subject to approval, and the publisher reserves the right to reject any creative that does not follow our published specifications.

SEND ONLINE AD MATERIALS TO:

adtraffic@doucettemedia.com

Complete ad specs are available in this link to a secure file on [Dropbox](#).

SALES OFFICES
New York Headquarters

Harvard Business Review
3 Columbus Circle, Suite 2210
New York, NY 10019

1-617-783-7439

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