

# The knowlegde of the best is just a click away

The screenshot shows the Harvard Business Manager website. At the top, there's a navigation bar with 'HOME', 'TRENDS', 'STRATEGIEN', 'MEINUNGEN', 'BLOGS', 'HEFT', 'ABO', 'SHOP', and 'manager-lounge'. A search bar is present with 'Alle Produkte' and 'Erweiterte Suche'. The main content area features a 'Marketing' article titled 'Signalwirkung' by Jonah Berger, a 'Blog' article 'Was Unternehmen von Studenten lernen sollten' by Armin Trost, and an 'Expertenrunde' 'Eine Symphonie der Kanäle' by Gesine Braun and Michael Leitz. A sidebar on the right includes 'Suche nach Themen' with categories like Technologie, Strategie, Marketing, etc., and 'Harvard Business Manager 9/2012' with a magazine cover image.

71,000 Unique Users/average month | 930,771 page impressions | 167,637 visits

**Harvard Business Manager online** is the website of the prestigious brand Harvard Business Manager. As an exclusive management consultant, HBM online addresses ambitious young professionals, junior managers and successful executives up to the highest management levels. HBM online offers sophisticated reports on management, career and business topics.

### Quality pays off

Business websites, affinity index: High educational level\* and household net income of >EUR 2,500



Composition Characteristics	Share	Index
Male	63%	128
25-49 years old	65%	163
High educational level*	68%	242
Occupation: executive and managerial level**	42%	213
Personal net income > €2,500	33%	231