

# **Harvard Business Review**

РОССИЯ

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*Harvard Business Review* is a smart and modern magazine full of thought-provoking content and rich infographics.

The magazine strives to improve management skills and ensure a greater impact of best practices in our changing world.

Capabilities, outlook, knowledge, originality, innovations, talent and inspiration — *Harvard Business Review* is not just about business or management, but also about psychology, personal growth, research, trends and outliers, relations, leadership, crazy ideas and experiments. Naturally, all these aspects are framed within the context of management theory and practice, thus helping to understand how to better manage yourself, your career and your development.

Today *Harvard Business Review* is published in 13 languages and distributed in USA, Great Britain, Germany, France, Italy, Spain, Poland, UAE, Turkey, China, Japan, South Korea, Brazil and Taiwan.

In Russia, *Harvard Business Review* has been published for 15 years.

Editor in Chief Marina Ivanyushchenkova.

**1922**

**2004**



Harvard Business  
School starts its  
magazine in the  
United States



Harvard Business Review  
starts in Russia

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# REGULAR SECTIONS

## FEATURES

- New and urgent ideas for business, including technologies
- Topical research and business trends

## IDEA WATCH

- Original ideas and hypotheses based on current research

## EXPERIENCE

- Practical advice and inspiration from business leaders, practitioners and academics

## Topics:

- Personal qualifications and skills
  - Emotional intelligence and psychology
  - Time management
  - Leadership
  - Communications
  - Professional and personal development
  - Strategy
  - Operational management
  - Decision-making
-

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## **SPECIAL ISSUES OF HBR RUSSIA**

January / February

### **Best ideas**

The first issue of each year is dedicated to the best and most influential ideas in present-day management.

*HBR Russia* editors consider the materials of this special issue to be both a strategic toolbox and inspiration for business leaders. Some of them can be implemented right off, but experts believe that ideas featured in the issue will still be relevant in the years to come.

June / July

### **SPIEF**

In the run-up of St. Petersburg International Economic Forum, this issue of *Harvard Business Review Russia* is focused on development of economy and business in the country.

The June-July issue is always included in the official press-list of SPIEF and distributed to delegates on the premises of the Forum.

November

### **100 Best performing CEOs in the world**

The annual ranking of *Harvard Business Review* lists chief executive officers with highest results throughout their careers in senior positions.

The work of CEOs is thoroughly reviewed on the basis of objective criteria of efficiency. Leaders with a less than two years tenure and those, who have been under arrest or trial, are not included in the long list.

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## Special issues

January/February '18



June/July '18



June/July '18



November '18

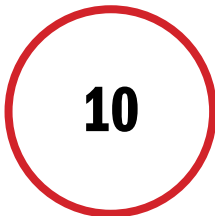


# MAGAZINE

## PERIOD



Issue per month

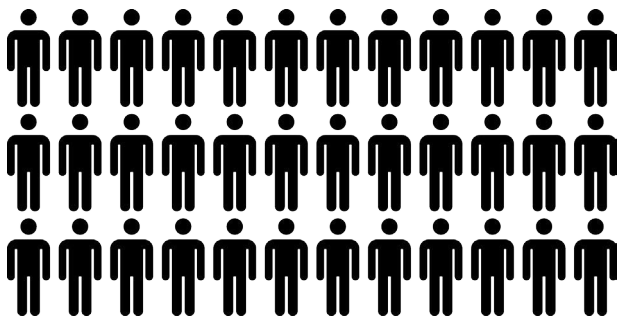


Per year

## THE AUDIENCE OF ONE ISSUE

84 000

people



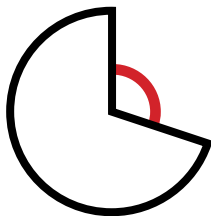
## CIRCULATION

28 500



## DISTRIBUTION

● Subscription ● Display



70%  
30%

# PRINT SCHEDULE 2019

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**JANUARY/FEBRUARY**

**29**

January

**MARCH**

**26**

February

**APRIL**

**26**

March

**MAY**

**23**

April

**JUNE/JULY**

**28**

May

**AUGUST**

**30**

June

**SEPTEMBER**

**27**

August

**OCTOBER**

**24**

September

**NOVEMBER**

**29**

October

**DECEMBER**

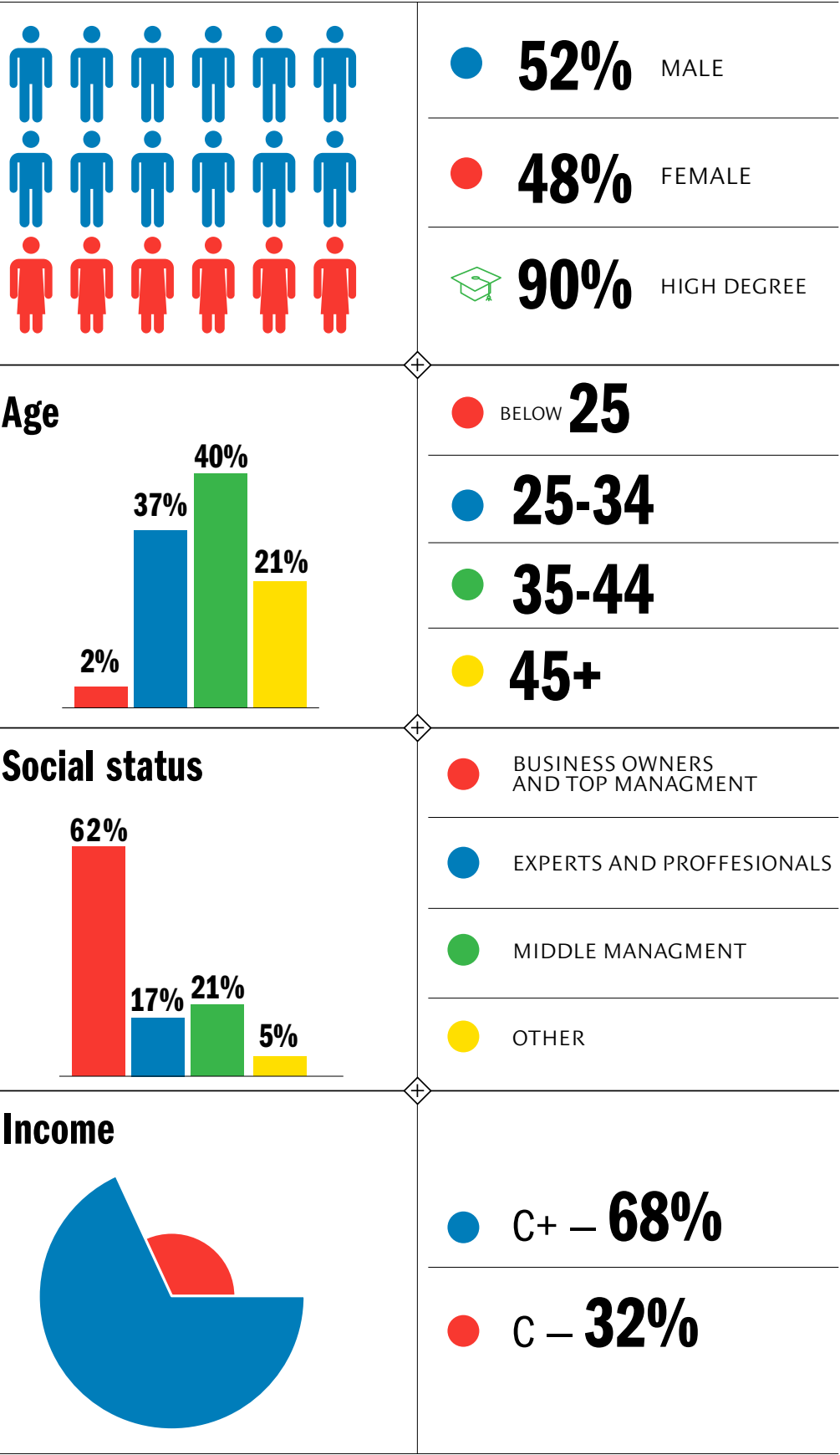
**26**

November

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# THE AUDIENCE

## Magazine





# ADVERTISING FORMATS

## Magazine



1 page



Spread



2/3 page



1/2 page

1/3 page

PRICE*	RUB
1 page	475 000
Spread	840 000
2/3 page	320 000
1/2 page	250 000
1/3 page	170 000

\* – excluding VAT 20%

\*\* – excluding the cost of production

# ADVERTISING FORMATS

## Magazine

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SPECIAL POSITIONS	RUB
1st spread	1 150 000
2d spread, 3d spread	1 000 000
4th cover	960 000
3d cover	595 000
Page next to the letter of the editor-in-chief	595 000
Page next to the table of content	595 000
Page next to the musthead	595 000

SPECIAL FORMATS	RUB
Gate-folder from the first cover**	1 290 500
Double-sided insert (2 pages)**	985 000

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\* Source: Yandex.Metrica

# SPECIAL PROJECTS

## HBR Russia collections

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Printed versions of thematic anthologies is a new product under the *HBR Russia* brand. Each selection provides valuable practical advice and theories in the area of business strategies, technologies, innovation, leadership, corporate governance and human resource management.

Smart business practitioners seek advice on everyday and strategic challenges in these collections of articles focused on ideas that can have a profound effect on their personal and professional lives.

### FEATURES:

Exclusiveness. Content and design according to the partner's specifications in compliance with the corporate style of *HBR Russia*.

- Co-branding (branding of the partner on the cover + other advertising opportunities: corporate bookmark, 4th cover, 1st page spread, etc.)
- Partner's welcome address
- Limited circulation

### OCCASIONS:

- Company anniversary
  - Corporate gift for employees and partners
  - Corporate library replenishment
  - Big corporate events (conferences, forums, festivals)
  - Brand awareness
-

# SPECIAL PROJECTS

## HBR Russia collections

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### SPECIFICATIONS:

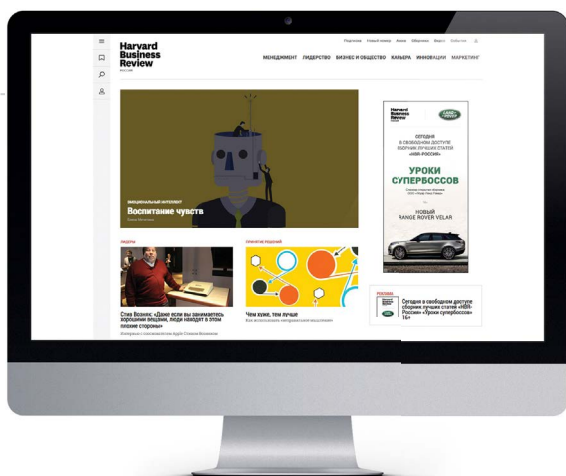
- A5 format
- Minimum volume — 100 pages (96 pages + 4 cover)
- Minimum circulation — 200 copies.
- Production time — 1 month
- Door to door delivery
- Project cost — from 380,000 rubles excl.VAT 20%

### EXAMPLES OF THEMATIC COLLECTIONS:

- Artificial Intelligence
- Big Data Management
- Women and Leadership
- Successful Negotiations
- Disruptive Innovation Guide



# DIGITAL



## Web-site

The web-site contains materials from print issues, as well as exclusive content not included in the print version. Full access to all materials is subscription-based.

UNIQUE USERS

**286 000**

per month

PAGE VIEWS

**926 000**

per month

NEWSLETTER

**50 000+**

subscribers



## iPad

A version of the monthly magazine. Available by subscription:

month

6  
months

1 year

APP DOWNLOADS

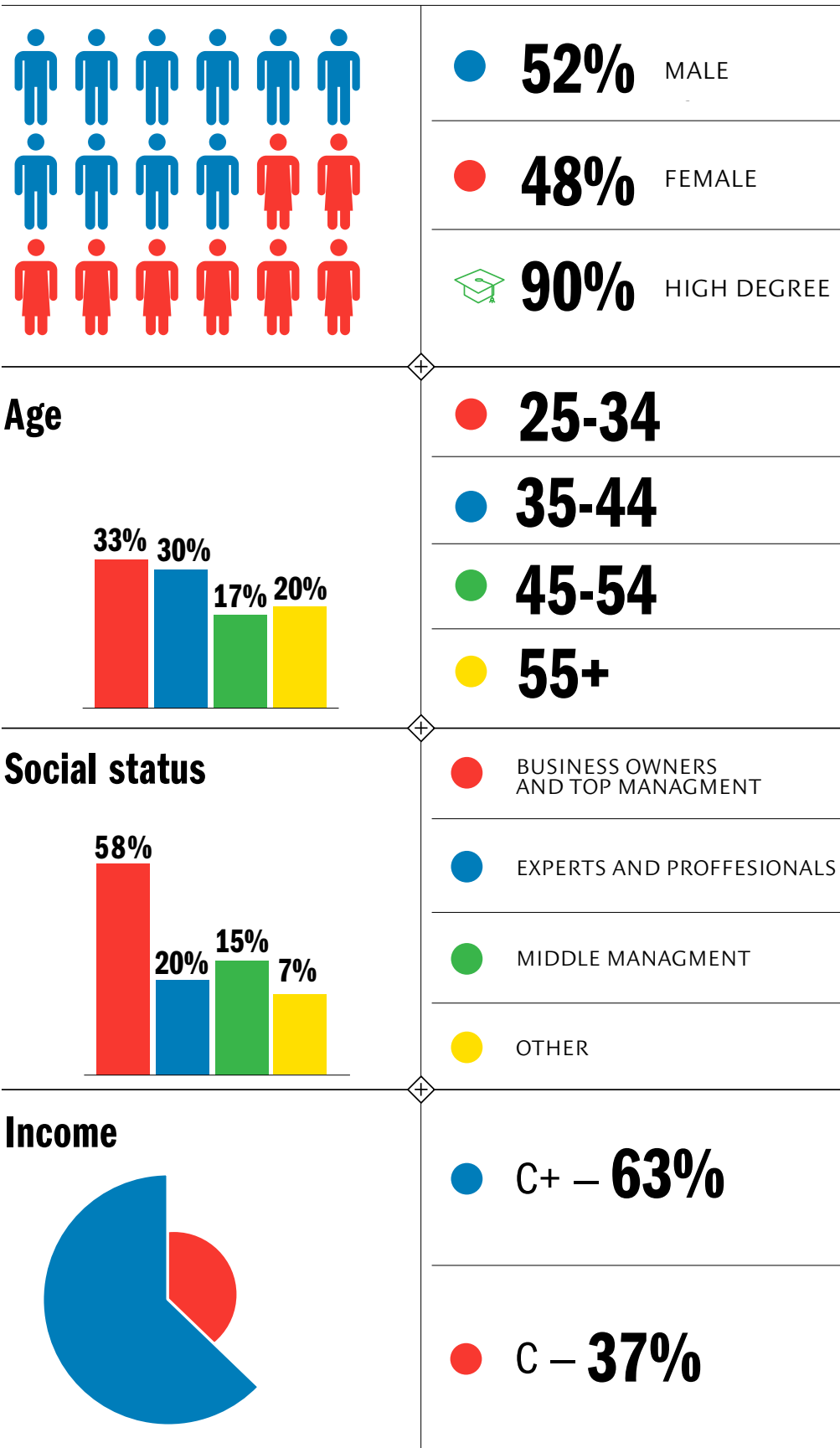
**65 000+**

DOWNLOADS OF ONE ISSUE / MONTH

**1 500**

# THE AUDIENCE

## Digital



\* Source: Google Analytics

# THE AUDIENCE

## Digital

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AUDIENCE INTERESTS:

Entertainment and leisure	81%
Leisure and travel	69%
Construction, arrangement and repair	67%
Business	65,7%
Education	60%
Transportation	56%
Finance	50%
Telecom	46%
Real Estate	45%
Electronics	43%

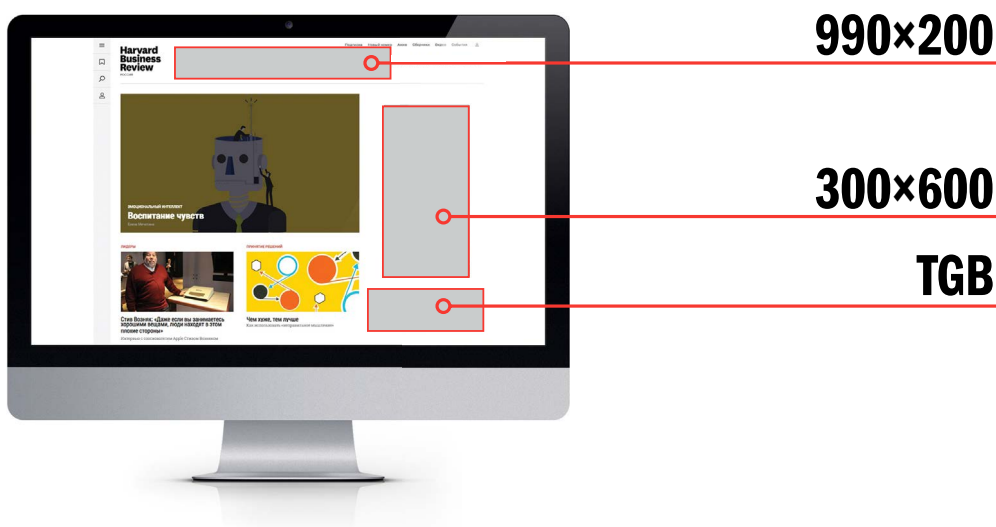
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\* Source: Yandex.Metrica

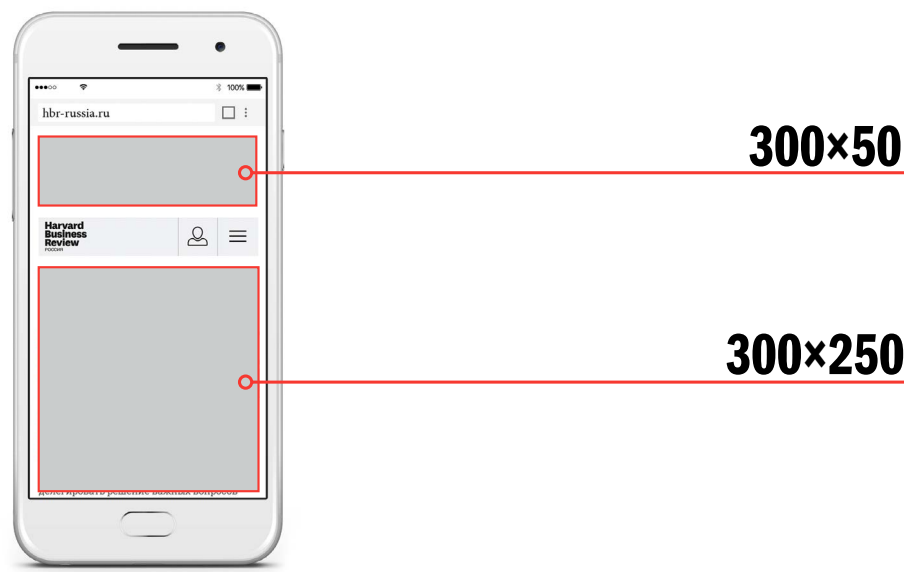
# ADVERTISING DIGITAL FORMATS

## Banners

### Web-site



### Mobile





# ADVERTISING DIGITAL FORMATS

## Partnership materials on the website [hbr-russia.ru](http://hbr-russia.ru)

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The topics of partnership materials are proposed by clients and require support from the editor-in-chief of *HBR Russia*.

Texts are created by editors of commercial projects and approved by the editors of *HBR Russia*.

### FORMATS:

- Interview
- Article

### ANNOUNCEMENT:

- Native format in the editorial grid on the main page
- Banner positions on [hbr-russia.ru](http://hbr-russia.ru) and [vedomosti.ru](http://vedomosti.ru)

### IMPORTANT:

- Layout is different from the editorial and is marked as “partnership material”
  - The material is not included in any regular section of the site.
  - Upon completion of the announcement, material is available only by direct link.
  - Indexing is not guaranteed
-

# ADVERTISING DIGITAL FORMATS

## Advertising text on the website hbr-russia.ru

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The material is prepared by the client or by editors of commercial projects.

The material is marked as «advertising».

### FORMATS:

- Interview
- Article

### IMPORTANT:

- The material does not appear in any regular section of the site.
- Upon completion of the announcement, the material is available only through a direct link or through a search on the site.
- Indexing is not guaranteed.

### ANNOUNCEMENT:

- Banner positions on hbr-russia.ru and on vedomosti.ru
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# ADVERTISING DIGITAL FORMATS

## Newsletter

NEWSLETTER WITH PARTNER'S  
ADVERTISING MATERIALS

EDITORIAL NEWSLETTER +  
PARTNER'S ADVERTISING BLOCK



### 27-28 ноября // Москва // Synergy Global Forum

На прошлой неделе мы рассказали о Synergy Global Forum в Нью-Йорке. Стой подобной форме состоится и в России — в [Москве](#).

В 2016 году Synergy Global Forum вновь в Кругу ректоров России — самый масштабный деловой форум, который посетят 6 500 участников. В нынешнем году рекорд будет обновлен в СК «Олимпийский»: соберутся более 15000 человек — предпринимателей и топ-менеджеров из России, СНГ и Европы.

На форуме выступят ведущие эксперты планеты, среди которых:

- **Сэр Ричард Брэнсон** — легендарный основатель корпорации Virgin Group
- **Майк Тайсон** — легендарный боксер, владелец компании Jet Mike Promotion
- **Оливер Стоун** — сценарист, режиссер, лауреат премии «Оскар»
- **Нассим Николас Талеб** — выдающийся экономист, автор книги «Черный лебедь»
- **Нил Вуйчич** — знаменитый мотивационный оратор, писатель и мыслитель
- **Тони Бьюкен** — британский психолог, автор теории Mind Map

Кроме того, участники смогут увидеть выступления и видеопрезентацию духовного лидера последователей египетского Будды Далай-Ламы XIV, которое он дал специально для Synergy Global Forum.

Главная фишка форума — это, конечно же, нетворкинг. Если вам нужны новые партнеры, клиенты и прочие бизнес-связи, Synergy Global Forum — идеальная возможность для встречи с 15 000 предпринимателей.

Synergy Global Forum пройдет 27-28 ноября в СК «Олимпийский». Вас ждет масса талантов от юного до, новые деловые контакты и мощный заряд энергии для выхода на глобальный уровень. Присоединяйтесь к одному из самых ярких бизнес-событий года. [→](#)

[Принять участие >>](#)

#### Организатор

Школа Бизнеса Университета «Синергия» была основана в 1996 году и имеет 6 престижных аккредитаций AMBA. За почти 30 лет работы в Школе прошли обучение более 47000 предпринимателей, руководителей и управленцев различных отраслей. Помимо Synergy Global Forum, Школа Бизнеса «Синергия» проводит и другие крупные деловые события, в частности, Synergy Insight Forum и Предпринимательский форум «Перси российского бизнеса».



ИДЕИ ДЛЯ ТЕХ, КТО  
УПРАВЛЯЕТ БИЗНЕСОМ

19 марта 2015 г.

Как сделать так, чтобы нужные люди заметили ваши идеи



### Два правила стратегии основателя LinkedIn

«Если вы не стесняетесь первой версии своего продукта, вы запустили его слишком поздно».



### Как убеждать начальников

Чтобы вышестоящие признали важность и своевременность вашей идеи и воплотить ее, нужно точно рассчитать, как, где и когда излагать свои соображения.

# 100

100 самых  
эффективных  
генеральных  
директоров  
мира  
2016

У глав компаний есть немало причин сфокусироваться на ближайшем будущем: медленный рост, давление акционеров-активистов, политические факторы и т. д. Однако некоторые руководители умудряются смотреть вдаль — и многие годы добиваются высоких экономических результатов. Кто же эти люди? Ответ — в нашем списке лучших генеральных директоров 2016 года.



# SPECIAL PROJECTS

## The opening of the new issue

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The project is presented as collaboration between *HBR Russia* and a partner. Publications in the new issue are publicly available for a certain period of time. With support of the partner, users can download a new number for free by filling out the contact form.

The magazine is published monthly, while January — February and June — July are double issues.

### PROJECT MECHANICS:

A landing page is created on [hbr-russia.ru](http://hbr-russia.ru) website with a welcoming address and a partner company's logo. The page contains a brief description of the issue and a questionnaire form. Users get links to download the new issue after filling out the contact form.

The project duration — 2-3 weeks.

Example: [www.hbr-russia.ru/special/samsung](http://www.hbr-russia.ru/special/samsung)

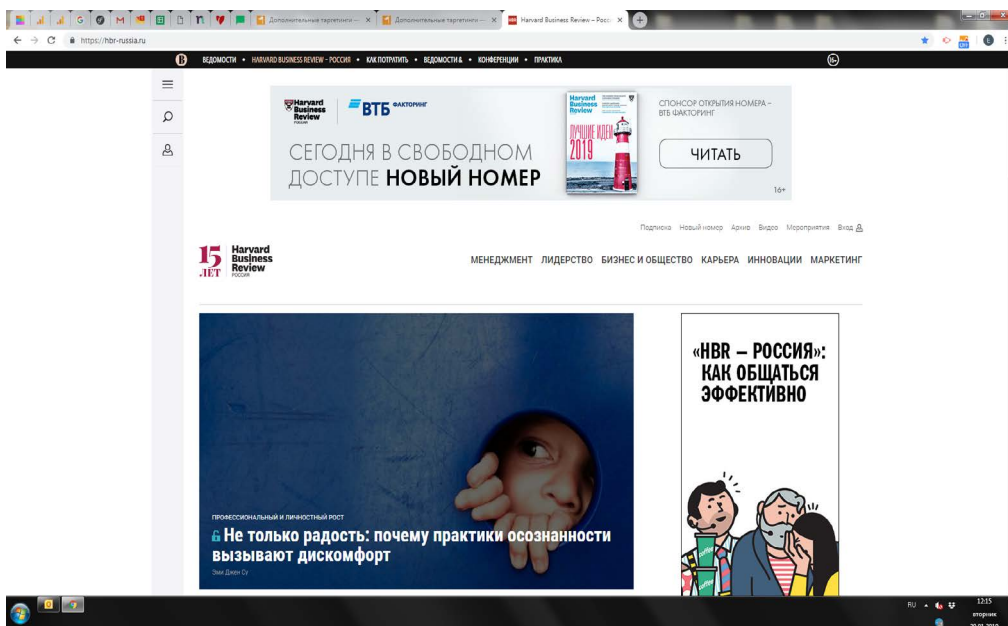
### PARTNERSHIP PACKAGE:

- Image co-branding banners
  - Co-branded e-mail newsletters (editorial and exclusive)
  - Landing branding of the project (970x250 and 300x600)
  - User's contact database
  - Additional announcement on [vedomosti.ru](http://vedomosti.ru) on request
  - Announcements in social networks
-

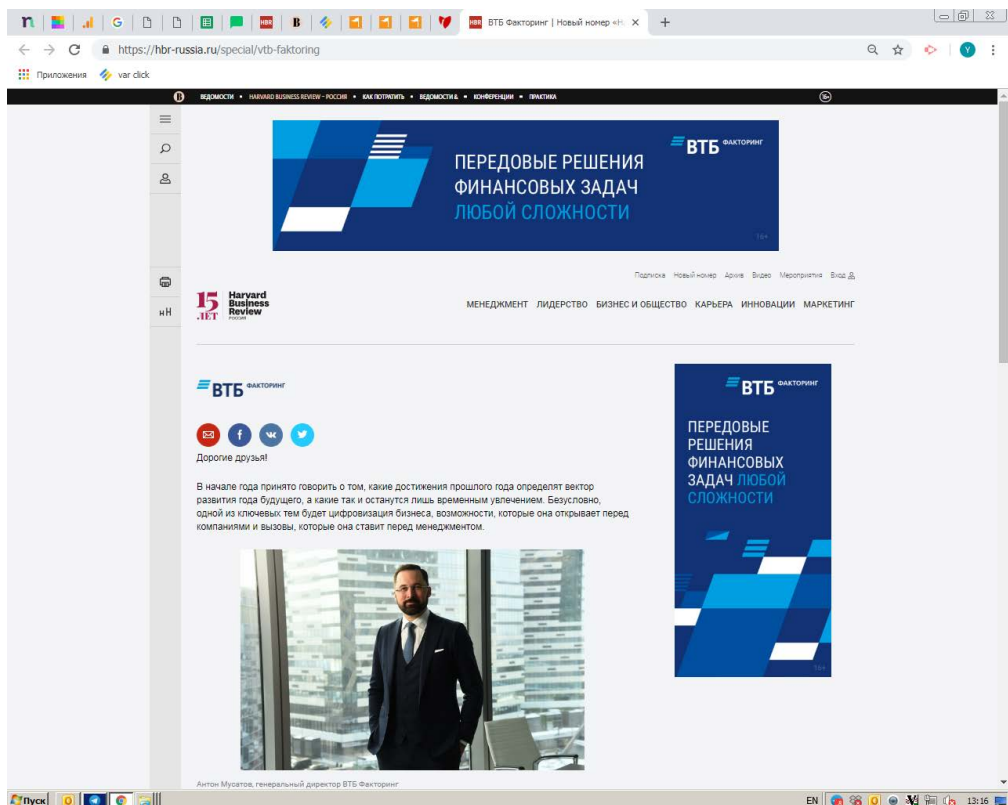
# SPECIAL PROJECTS

## The opening of the new issue

Announcement 970x250



Landing example, announcement 970x250 and 300x600



# The opening of the new issue

## Welcoming address of the partner and a download form

**ПЕРЕДОВЫЕ РЕШЕНИЯ  
ФИНАНСОВЫХ ЗАДАЧ  
ЛЮБОЙ СЛОЖНОСТИ**

Fluorescence measurements were done using a Perkin-Elmer LS-50B

NEW ORLEANS, LA DIRECTOR, EASTERN DISTRICT, KATHY, 1990-1992, 1993-1995, 1996-1998, 1999-2000



В начале года принято говорить о том, какие достижения прошлого года определительский район города достигал, а какие цели останутся лишь вчерашними вчерашними. Безусловно, одной из основных задач является развитие бизнеса, возможности, которые она открывает перед компаниями и теми, кто в них работает.



Journal of Management Education 35(10)

Батимору ВТБ Валеринг описывает парево расщепление, сам батморорим уверенно лидирующую российскую фирму Валеринг. И за батимору мы успели убедиться, что успех зависит не только от того, насколько правильно и быстро мы отвечаем на новые вызовы, но и насколько мы сами способны делиться опытом.

Согласно им, спорящим для вас парадигму успеха, в котором собраны все самые тренды будущего. Наравно, мы хотим, чтобы вы стали частью оригинальных идей для развития вашего бизнеса.

Скачайте новый номер «НБР — Россия» в рамках совместного проекта с компанией ВТБ Факторинг

Для того щоб отримати свій номер журналу, пожалуйста, заполните эту короткую форму

Table 1

2

100

☐ Я согласен на передачу и обработку персональных данных ООО «ТТ» в соответствии с Политикой использования персональных данных

251 WX

## Conclusions

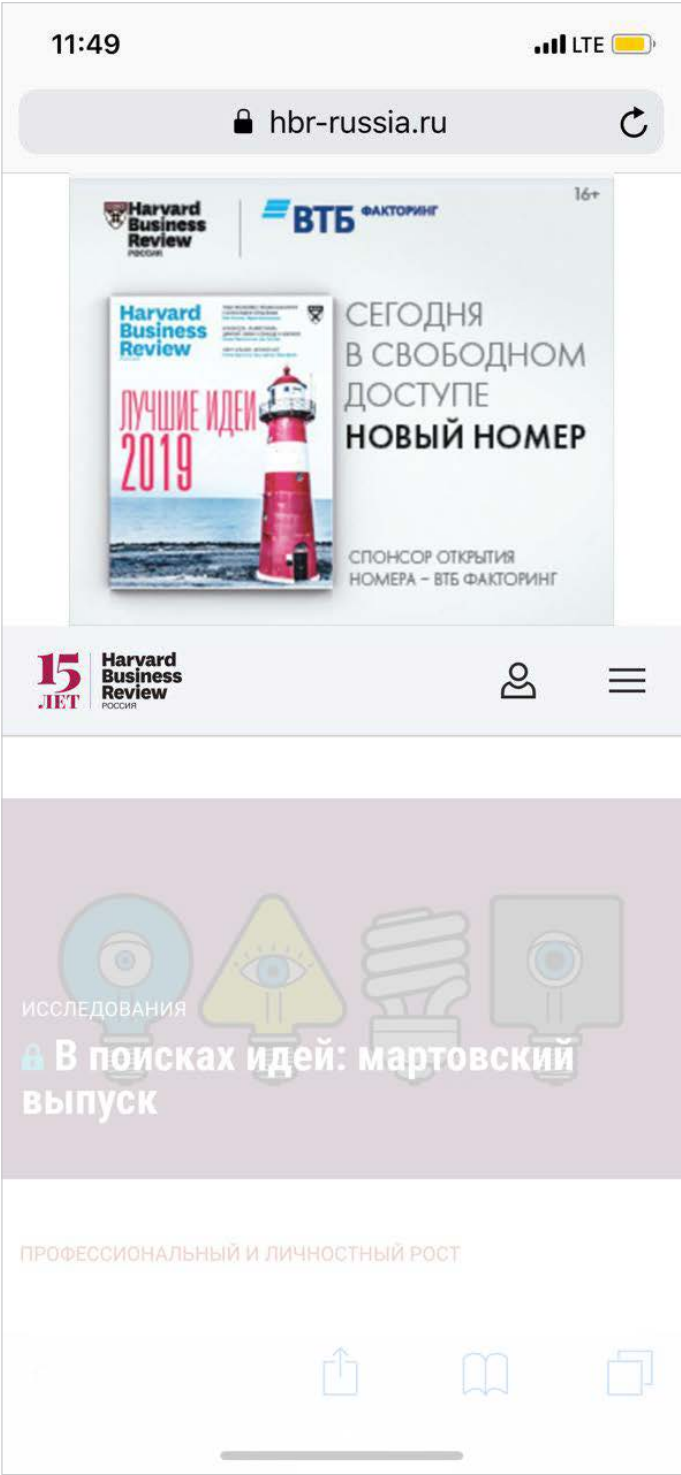
Ю. Ю. «Менес Нанос Матри» не получает руды и свертывает указанно использователи в данной форме, а также не производит сбор, обработку и не перерабатывает или иным персональным в рамках использования в рамках настоящего соглашения.

# SPECIAL PROJECTS

## The opening of the new issue

Announcement mobile

300x250



# SPECIAL PROJECTS

## HBR Russia digital collections

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The best articles by *Harvard Business Review* authors and speakers.

*HBR Russia* collections are published in series of up to ten materials on a particular topic, in pdf format.

The project is presented as a collaboration between *HBR Russia* and its partner. Visitors of the website can download the collection for free after providing their contact details.

### Sample topics:

- Digital marketing
- Customer behavior patterns
- Design thinking
- Emotional intelligence as a basis for leadership

### Mechanics:

Landing page is created on [hbr-russia.ru](http://hbr-russia.ru) website with a welcoming address and a partner company's logo. The page contains a brief description of the issue and a questionnaire form. Users get links to download the new issue after filling out the contact form. The project time period is 2 weeks+.

Example: [www.hbr-russia.ru/special/siemens](http://www.hbr-russia.ru/special/siemens)

### Partnership Package:

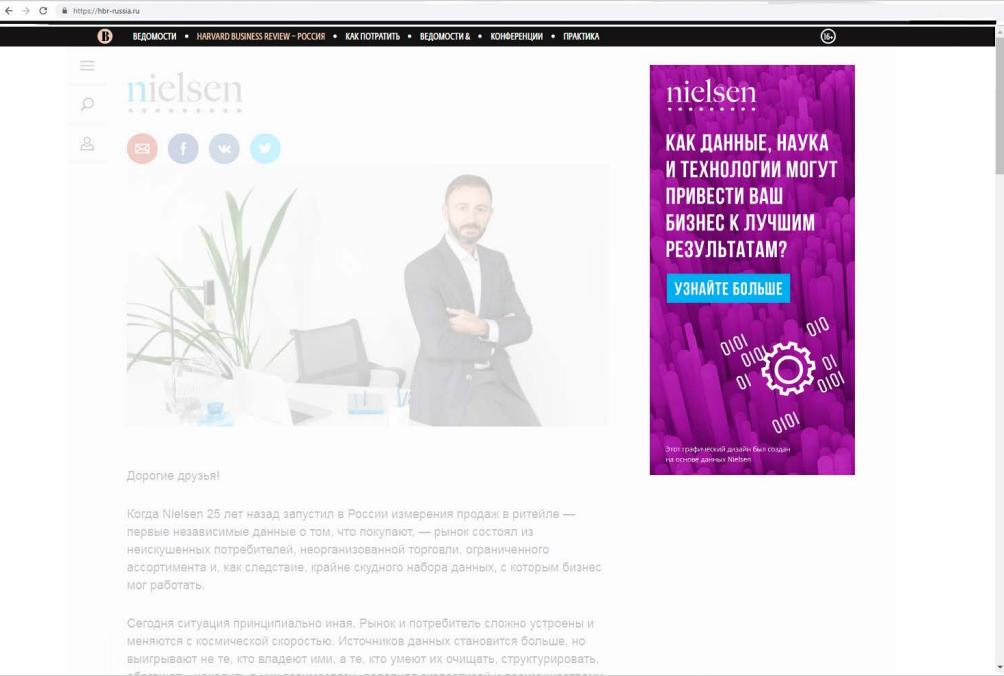
- Image Co-branding Banners
  - Co-branding e-mail newsletters
  - Landing branding of the project (970x250 and 300x600)
  - User contact database
  - Announcements in social networks
-



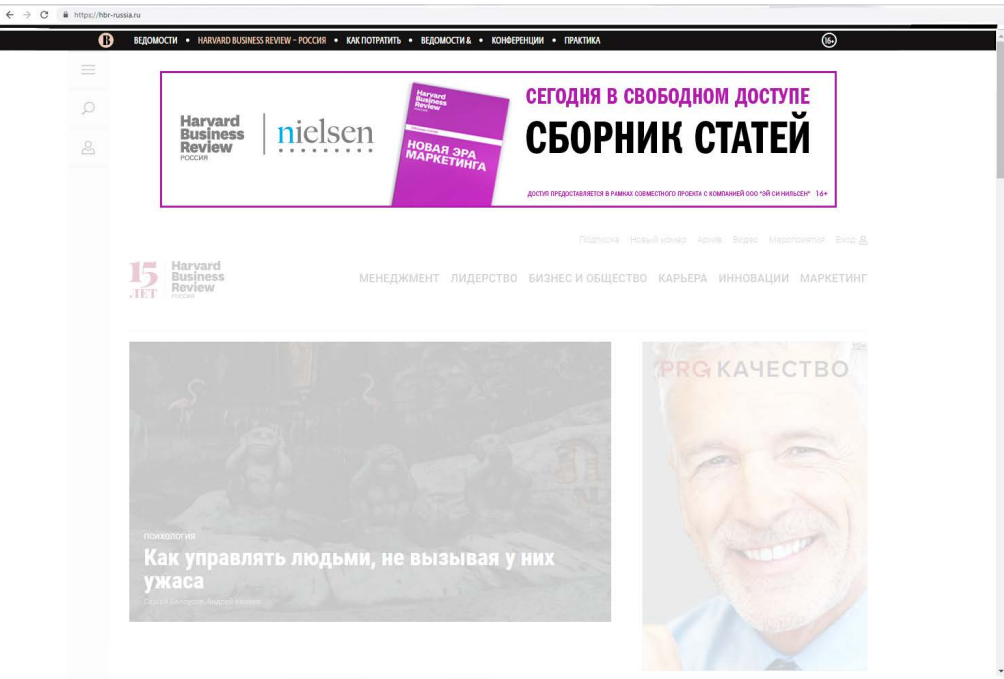
# SPECIAL PROJECTS

## Collections

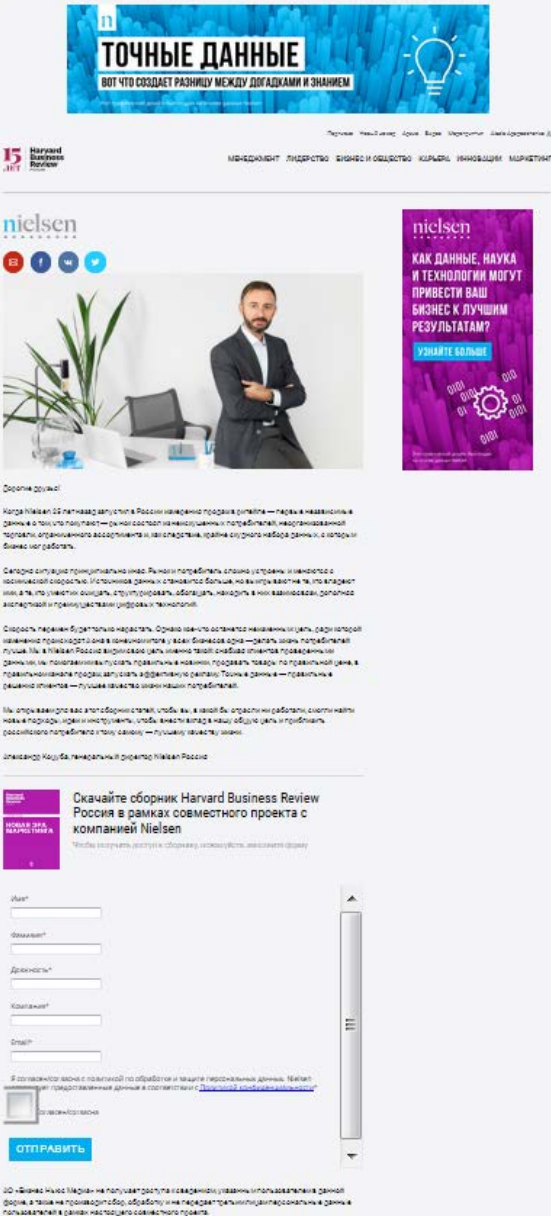
Landing example  
Announcement 300x600



Announcement 970x250



## Welcome address by the partner and download form



# SPECIAL PROJECTS

## Collections

Announcement mobile  
300x250



# SPECIAL PROJECTS

## Cases of companies

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«Cases of Companies» is a new native platform for clients and *HBR Russia* partners. The format allows a company to reach out in B2B and B2C modes.

The platform enables companies to tell their target audience about their best practices, business cases and products, in style as close as possible to the *Harvard Business Review* editorial materials.

The entry point to the project page is located in the main navigation menu along with other sections of the hbr-russia.ru website.

Content is created and edited by professional business journalists, which guarantees the quality of materials at the level of editorials

Period — 1 month+.

### Formats of the materials:

- Article
- Interview

### Nuances:

- The company gets its own “personalized” page on the hbr-russia.ru site
- After the completion of the contract, the company’s page will be excluded from the navigation menu, but it will be saved and will be available via a direct link

### Partnership Package:

- Image Co-branding Banners
  - Co-branded e-mail newsletters (editorial and exclusive)
  - Landing branding of the project (970x250 and 300x600)
  - Additional announcement on vedomosti.ru on request
  - Announcements in social networks
-

## Cases of companies

[https://hbr-russia.ru/partner\\_cases/sap](https://hbr-russia.ru/partner_cases/sap)

[illegible]

# HBR RUSSIA EVENTS

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Club projects of *Harvard Business Review Russia* bring together a closed community of professionals: top managers of HR, CFO, CMO, general directors and business owners.

At the moment there are about two thousand guests in our club base, who attend our business and social events.

Invitations to our events are individual and not transferable to third parties.

## FORMATS:

- Business breakfast
- Evening events
- Public talks
- Panel Discussions

## HBR RUSSIA EXPERTISE:

- Program formation, content filling
- Selection of speakers and moderators
- Inviting guests
- Media support in the magazine and on the website
- Newsletter for club members only

Upon request we can provide full service for our partners (including the venue, catering, technical support and other services).

<https://events.hbr-russia.ru>

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# HBR RUSSIA EVENTS

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# HBR RUSSIA EVENTS

## Business Breakfast with Victoria Mars

18 October, 2018

Cabinet Lounge

Closed business breakfast “Women in business: opportunities, stereotypes, practical experience”

Special guest — Victoria Mars, a member of the board of directors of Mars Incorporated.





# HBR RUSSIA EVENTS

## Project with c PJSC «Rostelecom»

A series of regional events (Voronezh, Barnaul, Yekaterinburg).

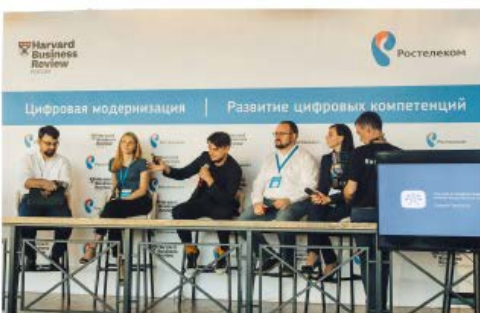
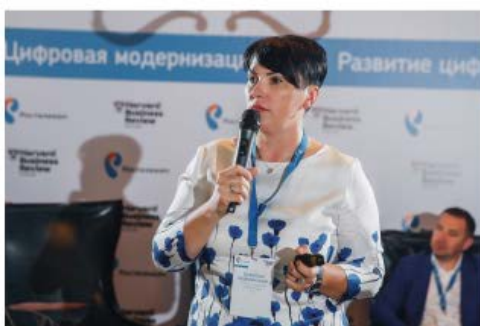
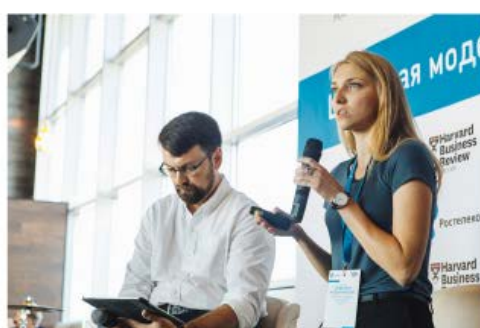
Main topic: “Digital modernization. The development of digital competencies”

Format: case club, cocktail.

Moderator — Vladimir Volkov, director of corporate clients department at PJSC Rostelecom.

Speakers: top managers of SAP, QIWI, Royal Canin, Sollers, Otkrytie Factoring.

Guests: regional business community, large and medium-sized enterprises, business owners.



# HBR RUSSIA EVENTS

## Sberbank Private Banking project

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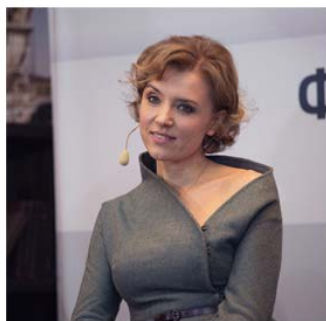
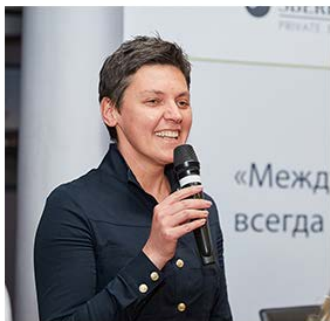
Regular club meetings for women executives and business owners.

The guest level is UWI (ultra wealthy individuals).

Format: panel discussion, cocktail.

Moderators in meetings: Mikhail Kozyrev, Gor Nakhapetyan, Vladimir Pozner, Ekaterina Mtsituridze.

Among the speakers: Irina Prokhorova, Nadezhda Solovyova, Olga Uskova, Maria Piotrovskaya, Sofia Trotsenko, Evgenia Tyurikova, Anastasia Tatulova, Inna Bazhenova, Yuri Bashmet.



# CONTACTS

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