

Media Information & Advertising Rates

Short description:

The essential specialist magazine for successful daily management. Better leadership and decision making thanks to strategy trends, interviews with top managers, expert opinions, case studies, management and career tips.

«io new management» is the management magazine for highest demands, written by competent authors from science and business.

Circulation: 6'441 issues (WEMF 2005)
Reach: 10'000 readers (MA Leader 2005)
Published: Monthly, 10 issues per year

Pricing examples in CHF:

1/1 page 4c: 7'105.--	1/1 page b/w: 5'605.--
1/2 page 4c: 4'580.--	1/2 page b/w: 3'080.--
1/4 page 4c: 3'590.--	1/4 page b/w: 2'090.--

further information available upon request

Technical information:

Bleed: 210 x 280 mm
Type Area: 175 x 244 mm
Print: Rotative Offset / Semi-circular offset
Colours: 1- to 4-colours
Advertising Deadline: 1 month prior to date of issue
Printing Material: Data on data carrier with colour proofs.

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