



The monthly Russian version of the most authoritative magazine in management

MARKET POSITION:

Harvard Business School launched the *Harvard Business Review* in 1922. The Russian version was created in 2004 and it is already the Russian leading magazine on business theory and practice. It is now regarded as an indispensable information source for business professionals, opinion formers, top managers and company owners or CEOs both within and around the world. Its readership is composed of top managers (37%) and shareholders (48%)*.

		Harvard Business Review
Total circulation	(Publisher Stat. 2010)	120 000
Readership Moscow	(Publisher Stat 2010)	163 897

EDITORIAL PROFILE:

The aim of *Harvard Business Review* Russia is to investigate both international and Russian management practices. The Russian version of publication is composed of both the best articles from the original *Harvard Business Review*, and contributions from Russian experts. The editorial deals with management theory and also contains case studies of Russian and international companies.

Harvard Business Review covers all relevant themes which are of interest to managers and gives comprehensive, practical and detailed information on company management and strategy.

TECHNICAL SPECIFICATIONS:

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