

# MBA Campaign

[www.wuw-magazin.de](http://www.wuw-magazin.de)

[www.personalmagazin.de](http://www.personalmagazin.de)

## Publications



### mba kompandium 2011/12

The most widely-read reference guide on MBA programs, in its fifth edition

- value for money. How the pro's select the business school that's right for them. Selection criteria in the wake of the recession.
- MBA von A bis Z. A glossary of the most important terms, explained clearly and concisely.



### wirtschaft + weiterbildung

Special feature MBA in May, with the topics:

- Companies are relying on MBA's even today.
- Spring 2010 rankings. Overview and analysis of the rankings from major business media.
- Reports on the personal experiences of successful graduates.



### »personalmagazin«

Series of topics: MBA, executive training issue

- 02/2011
- 03/2011
- 04/2011

**185.000\***  
decision-makers  
in HR and further  
education!

## Circulation and distribution

50.000 copies

Supplement in the May issues of *wirtschaft + weiterbildung* and »personalmagazin«

18.000 copies

*wirtschaft + weiterbildung* reaches Germany's elite in further education. Executives, who make the decisions on further education.

**79% of readers are actively involved in their companies' investment decision-making process.**

45.000 copies

»personalmagazin« is by far the most widely distributed and best-selling trade journal focusing on the HR field.

**58% of readers are HR decision-makers, HR managers, HR board members or CEO's.**

# Presentation formats in mba kompendium

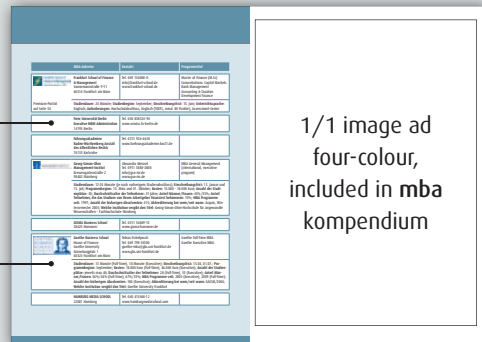
## Premium portrait

With the Premium Portrait, you present yourself as one of the leading providers of MBA programs. On a double page spread, you describe the highlights of your institute and your programs. Provide information on requirements, course of studies, fees and internships, or present your partner universities abroad. A photo and the contact window enhance the design and content of your Premium Portrait. Price includes graphic design and the extended basic listing.



## Basic listing

With the basic listing, you will appear in the overview of companies with company name, city, telephone, website information and the title of your program.



## Extended basic listing

The extended basic listing contains the most important information on your program in a clear and concise form (logotype, address, duration of studies, program starting date, price, no. of course places and much more).

## Rates

### mba kompendium 2011/12 (DIN A5-Format)

<b>Premium portrait</b>	
Extended company profile on a double page spread (max. 4,500 characters), including an extended basic listing	2.850,- €
<b>Basic listing</b>	150,- €
(not subject to discounts)	
<b>Extended basic listing</b>	590,- €
<b>Ads</b>	
1/1 page, 4c (inside section)	3.000,- €
2/1 page, 4c (inside section)	5.000,- €

### wirtschaft + weiterbildung Euroformat (210 x 280 mm)

1/1 page 4c	3.500,- €
1/2 page 4c	2.500,- €
1/3 page 4c	1.900,- €

### »personalmagazin«

Euroformat (210 x 280 mm)	
1/1 page 4c	7.900,- €
1/2 page 4c	4.300,- €
1/3 page 4c	2.900,- €

**10% booking rebate until 20.12.10**

## Deadlines for mba kompendium

Advertisement deadline	23.02.2011
Printing material deadline	28.02.2011

Date of publication	29.04.2011
<b>Early booking rebate:</b>	<b>10% bis 20.12.10</b>

**Send fax reply to: 0049 931 2791-477**

- We are interested in the special issue  
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|   | <input type="checkbox"/> Please take our information for the basic listing from the 2010/11 issue of <b>mba kompendium</b> | <input type="checkbox"/> <b>2/1 Premium portrait</b><br>2.850 Euro |
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- I have some questions. Please call me. My contact information:

Company	
Contact person	Position
Postal code, city	Street, Number
Telephone	Telefax
E-Mail	Internet

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