The Smart Manager

Frequency: Bi-Monthly

Circulation: 45,000

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The Smart Manager is India's first world-class management magazine. It was launched with a mission to update the business community in India on the latest thought-provoking strategic ideas from experienced world class managers, academics and consultants from across the globe.

The readership base of The Smart Manager has been growing from strength to strength, constituting top management, senior management, middle management and the directors of India's best corporations, along with business school students who are being groomed for a management career. These are individuals who are successful in the academic, corporate or professional world, contemporary and progressive thinkers, sophisticated and discerning consumers and frequent travelers.

The Smart Manager is also available as reading material in the Business Class of Jet Airways, India's No. 1 private airline, the largest airline in the country in terms of passengers flown, and the fastest growing airline in the world.

The magazine, therefore, gives advertisers the opportunity to tap into a significant cross-section of the vast aspiring/practicing manager population in India.

Website: http://www.thesmartmanager.com