



827,000

print readers
per issue



1,062,000 are Business Decision Makers
2.4x more likely to authorize business purchase decisions

282,000 are High Net Worth Investors (\$500K+)
1.6x more likely to have over \$1M in investable assets

1.49 million

digital readers
per issue



332,000 are Senior Managers/Owners
2.3x more likely to be senior-level executives

1,194,000 are Influential MOPes
1.7x more likely to be Managers, Owners, Professionals

2.67 million

print and digital readers
per issue



Source: Vividata SCC Fall 2023, Adults 18+, ROB Magazine print/digital readers



Road to Net Zero: ROB magazine works with Sustainalytics to focus on the critical and complex transition journey required to achieve net zero green house gas emissions, for Canadian business and the economy.



Live Event: Road to Net Zero



DEADLINES

Special executions:
January 8, 2024

Standard advertising:
January 23

Material:
January 25

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