



827,000
average 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



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

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

2.67 million
print and digital readers



 **DEADLINES**

Special executions:
February 12

Standard advertising:
February 27

Material:
February 29

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Women Lead Here: Report on Business magazine's comprehensive annual program, comprised of proprietary research, engaging editorial content and a change-making event. It benchmarks how the largest publicly-traded companies in Canada are performing on executive gender parity.



Live Event: Women Lead Here