

MAY 2024 ISSUE

Digital: Friday, April 26 **Print:** Saturday, April 27

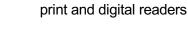
827,000

average print readers per issue



1.49 million

digital readers





2.67 million

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

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



Best Executives: An annual award program profiling 50 exceptional non-CEO executives - 10 in each of the following categories: Finance, HR, Operations, Sales/Marketing and Technology. Who they are and why recognition is so deserving is revealed in this issue.



Live Events: Best Executives; Road to Net Zero

EDITORIAL SPECIAL REPORT:

<u>Electric Vehicles</u>: Buyers want to transition, but on their terms. How are auto makers and other stakeholders responding? This special report puts the spotlight on EVs and ancillary businesses. **INTEGRATED SPECIAL REPORT**:

<u>Executive Education Profile</u>: A digital and print opportunity for your business school to showcase all it has to offer to ROB magazine readers.





Special executions: March 4

Standard advertising: March 25

Material: March 27

Explore ROB magazine

<u>Creative</u> <u>Gallery</u>

Specifications