




Digital: Friday, October 25  
 Print: Saturday, October 26



<p><b>827,000</b> average print readers per issue</p> 	<p><b>1.49 million</b> digital readers</p> 	<p><b>2.67 million</b> print and digital readers</p> 
<p><b>1,062,000 are Business Decision Makers</b> 2.4x more likely to authorize business purchase decisions</p>	<p><b>332,000 are Senior Managers/Owners</b> 2.3x more likely to be senior-level executives</p>	
<p><b>282,000 are High Net Worth Investors (\$500K+)</b> 1.6x more likely to have over \$1M in investable assets</p>	<p><b>1,194,000 are Influential MOPes</b> 1.7x more likely to be Managers, Owners, Professionals</p>	
<p><small>Source: Vividata SCC Fall 2023, Adults 18+, ROB Magazine print/digital readers</small></p>		

**Investing Survival Guide:** Your essential companion for navigating the ever-changing world of finance. Whether you're a seasoned investor or a newcomer, this essential feature provides insight, market trends, and varied perspectives to help you make informed investing decisions and equip yourself with the tools needed to thrive in today's complex financial landscape.

**ONLINE EXCLUSIVE:**

**Canada's Technology Fast 50:** In partnership with Deloitte, Report on Business magazine is honouring 50 of the fastest growing technology companies in Canada.

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August 26

**Standard advertising:**  
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**Material:**  
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