




Digital: Friday, September 27  
Print: Saturday, September 28



<p><b>898,000</b> average print readers per issue</p>  <p><b>1,159,000 are Business Decision Makers</b> 2.4x more likely to authorize business purchase decisions</p> <p><b>239,000 are High Net Worth Investors (\$500K+)</b> 1.3x more likely to have over \$1M in investable assets</p>	<p><b>1.60 million</b> digital readers</p> 	<p><b>2.80 million</b> print and digital readers</p>  <p><b>320,000 are Senior Managers/Owners</b> 2.3x more likely to be senior-level executives</p> <p><b>1,090,000 are Influential MOPEs</b> 1.5x more likely to be Managers, Owners, Professionals</p> <p><small>Source: Vividata SCC Spring, 2024, Adults 18+, ROB Magazine print/digital readers</small></p>
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**Live Event:** Canada's Top Growing Companies

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[Spotlight on Small Business:](#) Small business challenges, trends and solutions

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**Special reports:**  
August 8

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