



898,000
 average print
 readers per issue



1,159,000 are Business Decision Makers
 2.4x more likely to authorize business purchase decisions

239,000 are High Net Worth Investors (\$500K+)
 1.3x more likely to have over \$1M in investable assets

1.60 million
 digital readers



320,000 are Senior Managers/Owners
 2.3x more likely to be senior-level executives

1,090,000 are Influential MOPEs
 1.5x more likely to be Managers, Owners, Professionals

2.80 million
 print and digital readers



Source: Vividata SCC Spring, 2024, Adults 18+, ROB Magazine print/digital readers



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.



Canada's Top Growing Women-Led Companies: A new ranking from ROB magazine spotlighting the fastest growing women-led Canadian companies



Live Event: Women in Business

INTEGRATED SPECIAL REPORT:

Natural Resources: Business insights and analysis on Canada's rich renewable and non-renewable natural resources sector.



Special executions:
 February 3

Special report:
 January 30

Standard advertising:
 February 25

Material:
 February 27

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