



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

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

2.80 million
print and digital readers



DEADLINES

Special executions:
December 23,
2024

Special reports:
December
12, 2024

Standard advertising:
January 21

Material:
January 23

[Explore ROB
magazine](#)

[Creative
Gallery](#)

[Specifications](#)



Changemakers: An annual awards program created by Report on Business magazine to honour individuals that have focused on systemic corporate changes from racial inequality to climate change.

ONLINE EXCLUSIVE:



Road to Net Zero: ROB works with Sustainalytics to focus on the critical journey to achieve net zero green house gas emissions



Live Event: Road to Net Zero (Event takes place in May)

INTEGRATED SPECIAL REPORTS:

Spotlight on Small Business: Small business challenges, trends, solutions
Business Technology: The latest advances from AI to cybersecurity and advanced business applications