

817,000
average print
readers per issue



1.58 million
digital readers



2.79 million
print and digital readers



1,033,000 are Business Decision Makers
1.9x more likely to authorize business purchase decisions

246,000 are High Net Worth Investors (\$500K+)
1.3x more likely to have over \$1M in investable assets

284,000 are Senior Managers/Owners
1.8x more likely to be senior-level executives

1,039,000 are Influential MOPes
1.5x more likely to be Managers, Owners, Professionals

Source: Vividata SCC Spring, 2025, Adults 18+, ROB Magazine print/digital readers



REPORT ON BUSINESS
WOMEN LEAD HERE

EDITORIAL FEATURES*:

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.



REPORT ON BUSINESS
CANADA'S TOP GROWING
WOMEN-LED COMPANIES

Canada's Top Growing Women-Led Companies: ROB magazine's ranking of fastest growing Canadian companies, led by women.



Live Event: Women in Business

INTEGRATED SPECIAL REPORTS*:

Canada's Small Business Edge explores trends, tools, and strategies for Canadian small businesses

Credentialed for Success will help ambitious professionals align credentials with career goals and stay competitive in rapidly evolving industries.



DEADLINES

Special executions:
January 19

Special report:
January 30

Standard advertising:
February 24

Material:
February 26

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*Subject to change

