



REPORT ON BUSINESS

MAGAZINE

DECEMBER 2025 ISSUE

Digital: Friday, November 28
Print: Saturday, November 29

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



FEATURED EDITORIAL*:

CEO of the Year: An annual celebration of leadership excellence, honoring Canadian CEOs in five categories: Corporate Citizen, Global Visionary, Innovator, New CEO, and Strategist. One of these exceptional leaders will be granted the overall title of CEO of the Year.



Live Event: CEO of the Year

INTEGRATED SPECIAL REPORT*:

Canada's Small Business Edge: A look at how entrepreneur-led businesses across Canada are entering a pivotal phase of reinvention.



DEADLINES

Special executions:
September 22

Special report:
September 25

Standard advertising:
October 28

Material:
October 30

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*Subject to change