

817,000

average print
readers per issue



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

1.58 million

digital readers



2.79 million

print and digital readers



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



EDITORIAL FEATURE*:

Changemakers: Report on Business magazine's annual recognition of companies leading meaningful corporate transformation, addressing issues ranging from racial equity to climate responsibility.

INTEGRATED SPECIAL REPORTS*:

Cybersecurity in Focus: This special report connects with business decision-makers focused on strengthening their digital defenses.

New Directions in Trade explores insights, real business examples, and expert advice for companies ready to rethink their international trade strategy.



DEADLINES

Special executions:
December 22

Special reports:
December 18

Standard advertising:
January 27

Material:
January 29

[Explore ROB magazine](#)

[Creative Gallery](#)

[Specifications](#)

*Subject to change