



REPORT ON BUSINESS

MAGAZINE

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Digital: Friday, October 24

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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

FEATURED EDITORIAL*:

Canada's Best Law Firms: Produced in partnership with Statista, this list identifies national leaders in law based on recommendations of legal professionals

Canada's Technology Fast 50: In partnership with Deloitte, Report on Business magazine is honoring 50 of the fastest growing technology companies in Canada.



Live Event: Canada's Best Law Firms

INTEGRATED SPECIAL REPORTS*:

The AI Advantage will deliver practical insights for decision-makers navigating the opportunities and risks of an AI-powered economy.

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



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