

Digital: Friday, September 26

Print: Saturday, September 27

**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



## DEADLINES

**Special executions:**  
July 21

**Special reports:**  
July 24

**Standard advertising:**  
August 25

**Material:**  
August 28

[Explore ROB magazine](#)

[Creative Gallery](#)

[Specifications](#)



### FEATURED EDITORIAL\*:

**Canada's Top Growing Companies:** Our annual ranking of corporate success, based on financials and positioned by growth. Business lessons from recognized companies connect readers to current corporate leaders as well as the new generation of entrepreneurs.

**Live Event:** Canada's Top Growing Companies

### INTEGRATED SPECIAL REPORTS\*:

**Cybersecurity in Focus:** New threats and solutions are explored for Cybersecurity month

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

\* Subject to change