

# REPORT ON BUSINESS MAGAZINE

## DECEMBER 2026 ISSUE

Digital: Friday, November 27  
 Print: Saturday, November 28



**900,000**  
 average print  
 readers per issue



**1.75 million**  
 digital readers



**3.10 million**  
 print and digital readers



**1,064,000 are Business Decision Makers**  
 1.8x more likely to authorize business purchase decisions

**283,000 are Senior Managers/Owners**  
 1.8x more likely to be senior-level executives

**180,000 are High Net Worth Investors (\$1M+)**  
 1.6x more likely to be heavy stocks/bonds traders

**1,072,000 are Influential MOPEs**  
 1.5x more likely to be Managers, Owners, Professionals

Source: Vividata SCC Spring, 2026, Adults 18+, ROB Magazine print/digital readers

### FEATURED EDITORIAL\*

**CEO of the Year:** An annual celebration of leadership excellence, honoring CEOs in five categories: Corporate Citizen, Global Visionary, Innovator, New CEO, Strategist. One of these exceptional leaders will be granted the overall title of CEO of the Year.  
**Canadian Economic Outlook:** ROB provides insights from economists, fund managers institutional investors, and CEOs on what's in store for 2027



**Live Event:** CEO of the Year

### INTEGRATED SPECIAL REPORT\*

**Connected Retail:** Physical retail is evolving. As businesses blend digital convenience with in-person experience, stores are becoming smarter, faster and more purposeful. This report, designed for retail leaders, looks at the transformation.

### DEADLINES

**Special executions:**  
 September 21

**Special report:**  
 October 9

**Standard advertising:**  
 October 27

**Material:**  
 October 29

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\*Subject to change