

900,000

average print readers per issue



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

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

1.75 million

digital readers



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

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

3.10 million

print and digital readers



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

EDITORIAL FEATURES*



Women Lead Here: Report on Business magazine's comprehensive annual program, comprised of proprietary research, engaging editorial content and a change-making event. It benchmarks how the largest publicly-traded companies in Canada are performing on executive gender parity.



Live Event: Women Lead Here

INTEGRATED SPECIAL REPORTS*

In-House Counsel spotlights how corporate counsel are influencing business strategy, collaborating with outside firms and navigating key business challenges

Automotive Mobility in Canada explores advances that are redefining the sector - design, safety, software, and more



DEADLINES

Special executions:
January 18

Special reports:
February 4

Standard advertising:
February 23

Material:
February 25

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*Subject to change