





898,000
average print
readers per issue



1,159,000 are Business Decision Makers
2.4x more likely to authorize business purchase decisions

239,000 are High Net Worth Investors (\$500K+)
1.3x more likely to have over \$1M in investable assets


1.60 million
digital readers



320,000 are Senior Managers/Owners
2.3x more likely to be senior-level executives

1,090,000 are Influential MOPEs
1.5x more likely to be Managers, Owners, Professionals

2.80 million
print and digital readers



Source: Vividata SCC Spring, 2024, Adults 18+, ROB Magazine print/digital readers



DEADLINES

Special executions:
February 3

Special report:
January 30

Standard advertising:
February 25

Material:
February 27

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[Specifications](#)



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.

W-Corp: A new ranking from ROB magazine spotlighting the fastest growing women-led Canadian companies



Live Event: Women in Business

INTEGRATED SPECIAL REPORT:
[Natural Resources:](#) Business insights and analysis on Canada's rich renewable and non-renewable natural resources sector.