



**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

Source: Vividata SCC Spring, 2025 Adults 18+, ROB Magazine print/digital readers

**1.58 million**

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

**2.79 million**

print and digital readers



### EDITORIAL FEATURES\*:

- Big ideas to boost Canada's economy
- Canadian Defence: Spotlighting a unique Canadian company that is providing global air defence training

### INTEGRATED SPECIAL REPORTS\*:

- **Building a Better Canada** looks at how large-scale investments are reshaping Canada's economy and positioning the country for long-term prosperity.
- **New Directions in Trade** explores insights, real business examples, and expert advice for companies ready to rethink their international trade strategy.
- **Automotive Design** examines the designs currently influencing buying decisions, along with emerging concepts signaling where the market is headed



### DEADLINES

**Special executions:**  
December 22

**Special reports booking:**  
January 6

**Standard advertising booking:**  
January 27

**Material:**  
January 29

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\*Subject to change