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# REPORT ON BUSINESS

MAGAZINE

## APRIL ISSUE

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### EDITORIAL FEATURE

- **Canada: Cannabis capital of the world?** As the first Western country to fully legalize the buying and selling of recreational pot, Canada is well positioned to become the global king of cannabis. We have the largest commercial growers, we're already starting to develop a distribution network and we're slowly developing retail outlets as well. The big producers are already talking about global expansion, partnering with big American beverage companies and buying up cannabis grow operations around the world. This story will look at how likely it is that Canada can become a true international player. The stakes are enormous, but the challenges are too.

\*Editorial Features are news and may be subject to change without notice

### READER FAVOURITES

#### *Graphic Details*

Our one-page infographic explores business trends that are interconnected locally, nationally and around the world.

#### *The Rant*

Powerful point-of-view on a major issue in the Canadian business community.

### ROB MAGAZINE READERS

- 1,014,000 print readers per issue
- \$11 Billion of business vacation influence
- Took 1.4 million vacations in Canada last year
- Have \$202 Billion worth of investible assets
- Took 602K business trips in the past year
- Spent a total of \$22 Billion on their latest vehicle

Vividata Winter 2019 Readership Study Total Readers/A18+

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