



# REPORT ON BUSINESS

MAGAZINE

## APRIL 2023 ISSUE

*Publishes Saturday, March 25*

### FEATURED EDITORIAL



REPORT ON BUSINESS  
WOMEN LEAD HERE

**Women Lead Here:** ROB'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.

**Women Lead Here Event:** Wednesday, March 3

### INTEGRATED CONTENT FEATURE

**Employee Wellness:** This feature will explore the importance of workplace wellness initiatives, interesting programs companies are implementing to improve employees mental health and wellness, and more.

Connect to over **2.4 million** print and digital readers who make up Canada's premier business community

- **370,000 are Senior Managers/Owners**  
2.3x more likely to be senior-level executives
- **1,258,000 are Influential MOPEs**  
1.7x more likely to be Managers, Owners, Professionals
- **1,001,000 are Business Decision Makers**  
2.5x more likely to authorize business purchase decisions
- **279,000 are High Net Worth Investors (\$500K+)**  
77% more likely to be heavy stocks/bonds traders

SOURCE: Vividata Fall 2022 Study - National, A18+, Report on Business magazine print/digital

### BOOKING AND CREATIVE DEADLINES

#### Booking Deadlines

**Special Executions:** Monday, November 14, 2022

**Integrated Content Feature:** Tuesday, February 2

**Standard Brand Advertising:** Tuesday, February 21

#### Material Deadline

Thursday, February 23

#### Distribution

**Digital:** Friday, March 24

**Print** Saturday March 25



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