



REPORT ON BUSINESS MAGAZINE

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FEATURED EDITORIAL



CEO of the Year: An annual celebration of leadership excellence, celebrating Canadian CEOs in five categories: Corporate Citizen of the Year, Global Visionary of the Year, Innovator of the Year, New CEO of the Year and Strategist of the Year. One of these truly exceptional leaders will be granted the overall title of CEO of the Year.

INTEGRATED CONTENT FEATURE

Leadership for Tomorrow: As Gen Z enters the workplace, hybrid office arrangements become the norm and various global, environmental and economic factors influence the way companies are being run, the way we define leadership is evolving. This feature will look at “leadership for tomorrow” – what leadership qualities organizations want now, how that’s changed in recent years, and how that is expected to evolve. Advertisers will get the opportunity to put their company’s leadership in the spotlight in the context of the article.

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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, July 17
Integrated Content Feature: Thursday, October 5
Standard Brand Advertising: Tuesday, October 24

Material Deadline

Thursday, October 26

Distribution

Digital: Friday, November 24
Print Saturday, November 25



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