



# REPORT ON BUSINESS

MAGAZINE

## MAY 2023 ISSUE

Publishes Saturday, April 29

### FEATURED EDITORIAL



**Best Executives:** An annual award program profiling 50 exceptional non-CEO executives - 10 in each of the following categories: Finance, HR, Operations, Sales/Marketing and Technology. Who they are and why recognition is so deserving is revealed in this issue.

**Best Executives Event:** Wednesday, May 3

REPORT ON BUSINESS  
BEST EXECUTIVE AWARDS

### INTEGRATED CONTENT FEATURE

**Sustainability Strategies:** Environmental sustainability is no longer a “nice to have” feature for an organization – it’s become a “must have” for businesses who want to earn customer and employee loyalty. This feature will spotlight many of the innovations Canadian companies are doing to help the planet, while allowing advertisers to share their own sustainability and innovation practices.

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, December 19, 2022  
**Integrated Content Feature:** Wednesday, March 8  
**Standard Brand Advertising:** Monday, March 27

#### Material Deadline

Wednesday, March 29

#### Distribution

**Digital:** Friday, April 28  
**Print** Saturday April 29



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