



# REPORT ON BUSINESS MAGAZINE

# DECEMBER 2023 ISSUE

Publishes Saturday, November 25

## 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.



**Canada's Best Law Firms:** Canada's top law firms, identified in partnership with Statista, with recommendations and insights based on our detailed survey.

## INTEGRATED SPECIAL REPORT

**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 what leadership qualities organizations want now, and how that is expected to evolve.

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- **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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