



REPORT ON BUSINESS

MAGAZINE

OCTOBER 2023 ISSUE

Publishes Saturday, September 30

FEATURED EDITORIAL



Canada's Top Growing Companies: Report on Business's annual ranking of corporate success, based on financials and positioned by growth. Business secrets of recognized companies are shared, connecting readers to a new generation of entrepreneurs.

INTEGRATED CONTENT FEATURES

Spotlight on Small Business: With Small Business Month in October, this integrated feature will look at the importance of small business to our economy, the challenges they face and what it's like to be a small business entrepreneur

Cybersecurity: October is Cybersecurity Month. This feature updates the latest threats, solutions and products.

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: Tuesday, May 23
Integrated Content Feature: Thursday, August 10
Standard Brand Advertising: Tuesday, August 29

Material Deadline

Thursday, August 31

Distribution

Digital: Friday, September 29
Print Saturday, September 30



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