

APRIL 2024 ISSUE

Digital: Friday, March 29 **Print:** Saturday, March 30

827,000

print readers per issue



1.49 million

digital readers per issue



2.67 million

print and digital readers per issue



1,062,000 are Business Decision Makers

2.4x more likely to authorize business purchase decisions

282,000 are High Net Worth Investors (\$500K+)

1.6x more likely to have over \$1M in investable assets

332,000 are Senior Managers/Owners

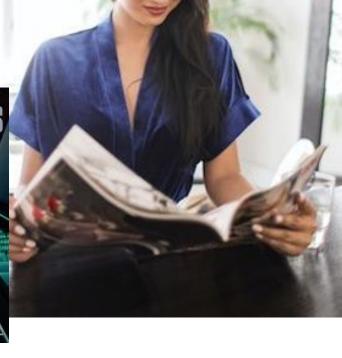
2.3x more likely to be senior-level executives

1.194.000 are Influential MOPEs

1.7x more likely to be Managers, Owners, **Professionals**

Source: Vividata SCC Fall 2023, Adults 18+, ROB Magazine print/digital readers







Women Lead Here: Report on Business magazine'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.

Live Event: Women Lead Here



Explore ROB

magazine

Special executions:

February 12

Standard

advertising:

February 27

Material: February 29

Creative Gallery

Specifications