

**827,000**

print 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

**1.49 million**

digital readers  
per issue



**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

**2.67 million**

print and digital readers  
per issue



**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

## DEADLINES

**Special executions:**  
February 12

**Standard advertising:**  
February 27

**Material:**  
February 29

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