

MAY 2024 ISSUE

Digital: Friday, April 26
Print: Saturday, April 27



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

2.67 million

print and digital readers
per issue



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

DEADLINES

Special executions:
March 4

Standard advertising:
March 25

Material:
March 27

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[Creative Gallery](#)

[Specifications](#)



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.



Live Events: Best Executives Road to Net Zero