



**REACHING
BUSINESS
ACROSS
THE GREAT
STATE OF
NEVADA**

2017

Advertising
& Planning
Calendar

Nevada
Business
THE DECISION MAKER'S magazine

NEVADABUSINESS.COM

2017 PLANNING CALENDAR

NEVADABUSINESS.COM

MONTH

January

Space 11/23/16
Materials 12/02/16

February

Space 12/23/16
Materials 01/06/17

March

Space 01/27/17
Materials 02/03/17

April

Space 02/24/17
Materials 03/03/17

May

Space 03/24/17
Materials 03/31/17

June

Space 04/28/17
Materials 05/05/17

July

Space 05/26/17
Materials 06/02/17

August

Space 06/23/17
Materials 06/30/17

September

Space 07/28/17
Materials 08/04/17

October

Space 08/25/17
Materials 09/01/17

November

Space 09/29/17
Materials 10/06/17

December

Space 10/27/17
Materials 11/03/17

Editorial Features

Building Nevada

Industry Roundtable

Special Report

Economic Forecast	Executive Education	Architects and Engineers	Philanthropy	Southern Nevada Homebuilders Association
Banking on Nevada	Tax Planning	Retail Market	Insurance	Clark County Bar Association
Litigation	Power Poll	Nevada Land	Healthcare	Family Owned Business
Infrastructure	Rural Nevada	Industrial Market	HR/Staffing	City of Henderson
Education Outlook	Diversity in the Workplace	Mixed-Use Real Estate	Commercial Real Estate	
Legal Elite	Nevada's Roots	The Title Business	Women In Business	
Healthcare Checkup	Tourism	Office Market	Bankers	CCIM
Mining	Government/Military Industries	Builders and Developers	Manufacturing	City of North Las Vegas
Nevada's Place Among the States	Globalization	Entitlements	Attorneys	Healthcare Heroes
Economic Development	Health Insurance	CRE Financing	Education	Legal Opinions
Retail	Technology	Brokerage	Public Works/Utilities	NAIOP
Credit Unions	Succession Planning	Subcontractors	Marketing	

Las Vegas was incorporated in 1911 and the city's downtown was planned by railroad company backers.

BY THE NUMBERS

Circulation

The readership of Nevada Business Magazine is based on a strategic combination of controlled circulation and paid subscriptions.

Circulation (minimum)	20,000
Readership* (minimum)	82,000

*An average 4.1 readers per issue

Affluent Reader

Under 54 Years of Age	63%
Top Executives, Owners, Managers, Professionals	94%
Male	70%
Female	30%
College Graduate	92%

Interested Readership

The average reader spends 45 minutes with each issue.

Referred to more than once per edition	82%
Receive at work	83%
Save or pass-along issues	81%
Rated "excellent to good" for delivering: Interesting, informative articles	96%
Useful information for work	89%
Information not available elsewhere	84%
Discussed an ad or article with colleague	83%
Saved an entire issue for reference	66%
Reader for 5 or more years	54%

Decision-Making

Readers' influence on purchase or lease of products and services:

Overall Influence	93%
Computers Hardware / Software	92%
Office Equipment	87%
Construction / Architectural / Office Space	84%
Banking / Financial	64%

Sophisticated Active Consumers

Net worth over \$1 million	46%
Earn over \$150,000 a year	67%
Own Primary Residence	93%
Own Investment Property	91%
Own / Lease Vehicle	98%
Use Financial Services	96%

RENO held its first Great Balloon Race in 1982 featuring 22 balloons. Today the event is the largest free hot-air ballooning event in the world and has as many as 100 balloons flying each year.

Readership

The readership of *Nevada Business Magazine* is based on a strategic combination of controlled circulation and paid subscriptions.

20,000
CIRCULATION
(minimum)

82,000
READERSHIP*
(minimum)

**An average of 4.1 readers per issue*

RED ROCK

became Nevada's first National Conservation area in 1990. Located in Southern Nevada, the mountains are named after their distinct natural color.

Departments

Around the State

Ask the Expert

Business Indicators

Commentary

Commercial RE Report

Crossfire

Face to Face

Free Market Watch

In Brief

Inside Politics

Last Word

Matter of Opinion

Power of Attorney

Profit and Loss

Say What?

Speaking for Nevada

Tech.knowledge.Me

Vital Signs

SALES/ADVERTISING

702.735.7003 ext. 6329
sales@nevadabusiness.com

EDITORIAL

702.735.7003 ext. 6334
editor@nevadabusiness.com

PUBLISHER

702.735.7003 ext. 6327
connie@nevadabusiness.com

SUBSCRIPTIONS

702.735.7003 ext. 6333
Or online at nevadabusiness.com

Nevada
Business
THE DECISION MAKER'S magazine

NevadaBusiness.com
702.735.7003

This editorial calendar can be downloaded in PDF format on our website.