

2020 Vision

ADVERTISING & PLANNING CALENDAR

**Nevada
Business**
THE DECISION MAKER'S magazine

Clearly

THE Market Leader

circulation

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

Circulation (minimum) 20,000

An average of 4.1 readers per issue.

An average of 30,543 readers per month online.

readership*
(minimum)

100,000+

*Includes print and online readers.

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%
Discussed an ad or article with colleague	83%
Saved an entire issue for reference	66%
Reader for 5 or more years	54%

Rated "excellent to good" for delivering:

Interesting, informative articles	96%
Useful information for work	89%
Information not available elsewhere	84%

affluent reader

net worth
over \$1million

46%

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

sophisticated active consumers

top
executives
owners
managers
professionals

94%

Under 54 Years of Age	63%
Male	65%
Female	35%
College Graduate	92%

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%



planning calendar

nevadabusiness.com

month

January

Space 11/22/19
Materials 11/29/19

February

Space 12/20/19
Materials 01/03/20

March

Space 01/24/20
Materials 01/31/20

April

Space 02/21/20
Materials 02/28/20

May

Space 03/20/20
Materials 03/27/20

June

Space 04/24/20
Materials 05/01/20

July

Space 05/22/20
Materials 05/29/20

August

Space 06/26/20
Materials 07/03/20

September

Space 07/24/20
Materials 07/31/20

October

Space 08/21/20
Materials 08/28/20

November

Space 09/25/20
Materials 10/02/20

December

Space 10/23/20
Materials 10/30/20

editorial features

building nevada

industry roundtable

special report

Economic Forecast	The Business of Cannabis	Residential	Healthcare	
Banking on Nevada	Gaming	Office	Builders & Developers	
Education Outlook	Bankruptcy	Government Projects	Transportation	
Healthcare Check-Up	Business Valuation	Technology and CRE	Human Resources	City of Henderson
Power Poll	Utilities	Industrial	Brokers	Family Owned Businesses
Legal Elite	Tourism	The Title Industry	Arts & Culture	
Workforce Development	Collections	Multi-Family	CPAs	CCIM
Women to Watch	Insurance	Retail	Mining	
How We Stack Up	Private Schools	Commercial Builders	Sports	Healthcare Heroes
Economic Development	Vote 2020	Architects & Engineers	Bankers	Legal Opinions & Women of Distinction Awards
Rural Nevada	Credit Unions	Union versus Non-Union	Education	NAIOP
Communication	Medical Education	Luxury Communities	Attorneys	Philanthropy

Departments

Matter of Opinion
Profit and Loss
Q&A: Interview Series
Speaking for Nevada
Tech.knowledge.me
Vital Signs

Around the State
Ask the Expert
Business Indicators
Commentary
Commercial RE Report

Crossfire
Face to Face
Free Market Watch
Inside Politics
Last Word



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