

Nevada Business

THE DECISION MAKER'S magazine

THE FUNDAMENTALS *of Business*

Advertising and
Planning Calendar

2021

NevadaBusiness.com

Composition of Readers

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 42,338 readers per month online.

Readership*

124,000+

*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%

Industries

- ✓ Real Estate
- ✓ Education
- ✓ Finance and Banking
- ✓ Government
- ✓ Healthcare
- ✓ Legal
- ✓ Manufacturing and Logistics
- ✓ Mining
- ✓ Professional Services
- ✓ Sports
- ✓ Technology
- ✓ Tourism and Gaming
- ✓ Workforce and Employment

NV

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

DATE 2021

NEVADABUSINESS.COM

MONTH		EDITORIAL FEATURES		BUILDING NEVADA	INDUSTRY ROUNDTABLE	SPECIAL REPORT
1	January Space 11/20/20 Materials 11/27/20	Economic Forecast	Luxury Homes	Architects	Healthcare	-
2	February Space 12/18/20 Materials 12/28/20	Banking on Nevada	Litigation	Office	Employment	-
3	March Space 01/22/21 Materials 01/29/21	Education Outlook	Utilities	Industrial	Builders & Developers	-
4	April Space 02/19/21 Materials 02/26/21	Healthcare Check-Up	Bankruptcy	Multi-Family	Commercial Brokers	City of Henderson
5	May Space 03/19/21 Materials 03/26/21	Power Poll	Event Planning	Transportation	Economic Development	World Wide Safety Awards
6	June Space 04/23/21 Materials 04/30/21	Legal Elite	Employment	Engineers	Subcontractors	Nevada Business Awards
7	July Space 05/21/21 Materials 05/28/21	Technology	Taxes	CRE Financing	Residential Brokers	CCIM
8	August Space 06/18/21 Materials 06/25/21	Investment Strategies	Higher Education	Safety on the Job	Government	Women to Watch
9	September Space 07/23/21 Materials 07/30/21	How We Stack Up	Logistics	Residential	Bankers	Healthcare Hero Awards
10	October Space 08/20/21 Materials 08/27/21	Mining	Cyber Security	Golf Course Communities	Education	Legal Opinions
11	November Space 09/17/21 Materials 09/24/21	Tourism	Rural Nevada	Retail	CPAs	NAIOP
12	December Space 10/22/21 Materials 10/29/21	Workforce Development	Credit Unions	Property Management	Attorneys	Philanthropy

Articles are assigned approximately two months before the issue date. To pitch editorial, email editor@nevadabusiness.com.
Editorial subject to change without notice.

Departments

Around the State
Ask the Expert
Business Indicators
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Face to Face



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Inside Politics
Last Word
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Profit and Loss
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Speaking for Nevada
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**Nevada
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*Planning calendar can be
downloaded in PDF format online.*



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