

T H E FUNDAMENTALS

of Business

Advertising and Planning Calendar



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*

*Includes print and online readers.

Interested Readership

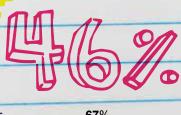
The average reader spends 45 minutes with each issue.

Referred to more than once per edition	82 %
Receive at work Save or pass-along issues	83% 81%
Discussed an ad or article with colleague Saved an entire issue for reference	83% 66%
Reader for 5 or more years Rated "excellent to good" for delivering:	54 %
Interesting, informative articles Useful information for work	96% 89%

Affluent Reader

Information not available elsewhere

Net Worth Over \$1 million



84%

Industries M Real Estate Education

Finance and Banking Government

Healthcare M Legal

Manufacturing and Logistics

M. Professional Services

Technology

Tourism and Gaming Workforce and Employment

Sophisticated Active Consumers

Top Executives Owners Managers Professionals

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

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

Earn over \$150,000 a year Own Primary Residence	67% 93%	Overall Influence Computers Hardware / Software	93% 92%
Own Investment Property Own / Lease Vehicle	91% 98%	Office Equipment Construction / Architectural / Office Space	87% 84%
Use Financial Services	96%	Banking / Financial	64%

PLANNING CALENDAR



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



Free Market Watch
Inside Politics
Last Word
Matter of Opinion
Profit and Loss
Q&A: Interview Series
Speaking for Nevada
Tech.knowledge.me
Vital Signs

Business THE DECISION MAKER'S TRAGEZINE

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Planning calendar can be downloaded in PDF format online.









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