

NEVADA BUSINESS MAGAZINE

— EST.



1986 —

# Battle Born

2022

ADVERTISING + PLANNING CALENDAR

Nevada  
**Business**

THE DECISION MAKER'S magazine

[NevadaBusiness.com](http://NevadaBusiness.com)



# Market - LEADER -

sophisticated  
active  
consumers

top executives  
owners  
managers  
professionals

94%

Under 54 Years of Age	63%
Male	70%
Female	30%
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%

readership \*  
(minimum)

124,000+

\*Includes print and online 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.*

## 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%



# 2022 planning calendar

nevadabusiness.com

## month

### January

Space 11/19/21  
Materials 11/26/21

### February

Space 12/17/21  
Materials 12/27/21

### March

Space 01/21/22  
Materials 01/28/22

### April

Space 02/18/22  
Materials 02/25/22

### May

Space 03/18/22  
Materials 03/25/22

### June

Space 04/22/22  
Materials 04/29/22

### July

Space 05/20/22  
Materials 05/27/22

### August

Space 06/17/22  
Materials 06/24/22

### September

Space 07/22/22  
Materials 07/29/22

### October

Space 08/19/22  
Materials 08/26/22

### November

Space 09/16/22  
Materials 09/23/22

### December

Space 10/21/22  
Materials 10/28/22

## editorial features

## building nevada

## industry roundtable

## special report

Economic Forecast	Intellectual Property	Architects & Engineers	Healthcare	City of North Las Vegas
Banking on Nevada	Nevada Roots	Utilities	Mining	
Education Outlook	Succession Planning	Industrial	Builders & Developers	
Healthcare Check-Up	Technology and Connectivity	Multi-Family	Brokers	City of Henderson
Power Poll	Financing	Transportation	Property Management	Nevada Business Awards
Legal Elite	Executive Education	Retail	Employment	Governor's Office of Economic Development
Nevada Sports	Taxes	Medical Facilities	Business Insurance	CCIM
Women to Watch	Rural Nevada	Housing Market	Bankers	
How We Stack Up	Security	CRE Developments	Nonprofits	Healthcare Hero Awards
Legal Opinions	Credit Unions	Then and Now: Commercial RE	Education	
Economic Development	Workforce and Employment	Conventions	CPAs	NAIOP Bus Tour Guidebook
Most Respected CEOs	Medical Education	Office	Attorneys	Philanthropy

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



# IN MARCH OF 1986, NEVADA BUSINESS MAGAZINE PUBLISHED ITS FIRST ISSUE

with a cover story on healthcare. Since then, the monthly publication has covered high-level business news for every industry in Nevada, from healthcare and education to real estate, sports, mining and beyond.

With a reputation built over three and a half decades, the magazine's editorial content features executives and experts in their field who have the knowledge and experience to advise and inform business owners and decision makers.

Locally owned and operated, Nevada Business Magazine's ownership and staff are committed to the Silver State, covering business and executives with accurate and professional reporting. The magazine has been at the forefront of Nevada's business community for over 35 years providing resources, advice and commentary.

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*Planning calendar can be  
downloaded in PDF format online.*



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