



Fly with us

Nevada
Business
THE DECISION MAKER'S magazine

2019 advertising &
planning calendar

the
sky
is
the
limit

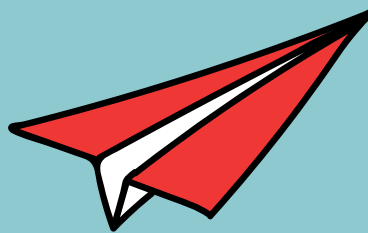
circulation

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.

readership *
(minimum)

100,000 +

*Includes print and online readers.



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%

interested readership

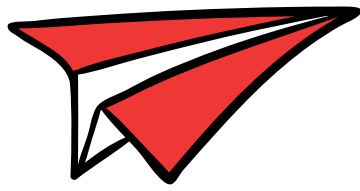
The average reader spends 45 minutes with each issue.

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 \$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%



2019 planning calendar

nevadabusiness.com

month
January Space 11/23/18 Materials 11/30/18
February Space 12/21/18 Materials 01/04/19
March Space 01/25/19 Materials 02/01/19
April Space 02/22/19 Materials 03/01/19
May Space 03/22/19 Materials 03/29/19
June Space 04/26/19 Materials 05/03/19
July Space 05/24/19 Materials 05/31/19
August Space 06/21/19 Materials 06/28/19
September Space 07/26/19 Materials 08/02/19
October Space 08/23/19 Materials 08/30/19
November Space 09/27/19 Materials 10/04/19
December Space 10/25/19 Materials 11/01/19

editorial features		building nevada	industry roundtable	special report
Economic Forecast	Luxury Homes	Transportation	Healthcare	Worldwide Safety
Banking on Nevada	Exit Strategies	Office	Builders & Developers	Nevada Industry Excellence
Education Outlook	Rural Nevada	Industrial	Human Resources Staffing	Family Owned Businesses
Healthcare Check-Up	Intellectual Property	Mega Projects	Philanthropy	City of Henderson
Power Poll	Utilities	Brokers	Insurance	NAWBO
Legal Elite	Employee Training	Architects & Engineers	Subcontractors	Nevada Banker's Association
Films in Nevada	Taxes	CRE Financing	Economic Development	CCIM
Investment Strategies	Logistics	Entitlements	Government	Women to Watch
How We Stack Up	Technology	Multi-Family	Property Management	Healthcare Heroes
Mining	Business of Sports	Safety on the Job	Bankers	Legal Opinions
Tourism	Minority Businesses	Retail	Education	NAIOP
Up & Comers	Credit Unions	Golf Course Communities	Attorneys	Non-Profits

• Around the State • Ask the Expert • Business Indicators • Commentary • Commercial RE Report • Crossfile • Face to Face • Free Market Watch • Inside Politics • Interview Series • Speaking for Nevada • Tech.knowledge.me • Vital Signs

stories

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



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nevadabusiness.com
702.735.7003

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sales/advertising
sales@nevadabusiness.com
editorial
editor@nevadabusiness.com
publisher
connie@nevadabusiness.com
subscriptions
Online at nevadabusiness.com

