



Fly with us

Nevada
Business
THE DECISION MAKER'S magazine

2019 advertising &
planning calendar

the
sky
is
the
limit

circulation

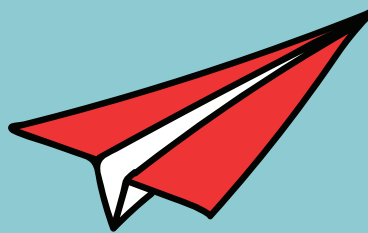
The readership of Nevada Business Magazine is based on a strategic combination of controlled circulation and paid subscriptions.

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

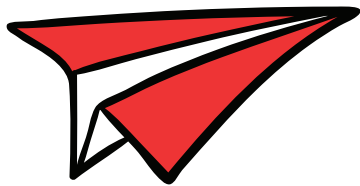
The average reader spends 45 minutes with each issue.

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

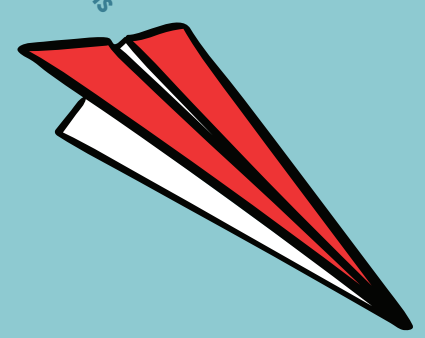
special report

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	Legal Aid Center Pro Bono Awards

Around the State • Ask the Expert • Business Indicators • Commentary • Commercial RE Report • Crossfile • Face to Face • Free Market Watch

stories

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



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