## 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.

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## 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%* 

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## 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%

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## 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%

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## Demographics

- Top Executives: 94%
- Owners: 94%
- Managers: 94%
- Professionals: 94%
- Under 54 Years of Age: 63%
- Male: 70%
- Female: 30%
- College Graduate: 92%

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## Relevant Information

- The skyline is the limit
- The sky is the limit

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*Includes print and online readers.

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Planning calendar can be downloaded in PDF format online.

nevadabusiness.com

702.735.7003

sales/advertising

sales@nevadabusiness.com

editorial

editor@nevadabusiness.com

publisher

connie@nevadabusiness.com

subscriptions

Online at

nevadabusiness.com

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2019 advertising & planning calendar
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