



2018 ADVERTISING & PLANNING CALENDAR

TUNE IN BUSINESS WITH

NEVADABUSINESS.COM

TURN UP THE VOLUME

Circulation

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

Circulation (minimum) **20,000**

READERSHIP*
(minimum)

82,000

*An average 4.1 readers per issue

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

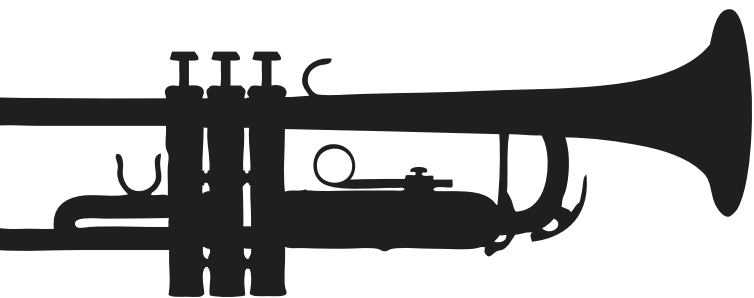
The average reader spends 45 minutes with each issue.

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%



2018 PLANNING CALENDAR

NEVADABUSINESS.COM

MONTH
January Space 11/24/17 Materials 12/01/17
February Space 12/22/17 Materials 01/05/18
March Space 01/26/18 Materials 02/02/18
April Space 02/23/18 Materials 03/02/18
May Space 03/23/18 Materials 03/30/18
June Space 04/27/18 Materials 05/04/18
July Space 05/25/18 Materials 06/01/18
August Space 06/22/18 Materials 06/29/18
September Space 07/27/18 Materials 08/03/17
October Space 08/24/17 Materials 08/31/18
November Space 09/28/18 Materials 10/05/18
December Space 10/26/18 Materials 11/02/18

EDITORIAL FEATURES	BUILDING NEVADA	INDUSTRY ROUNDTABLE	SPECIAL REPORT	
Economic Forecast	Legal Issues	Owning vs. Leasing	Non-Profit	City of Las Vegas
Banking on Nevada	Employment Firms	Office	Builders & Developers	
Power Poll	Staying Connected	Industrial	Healthcare	Family Owned Business
Transportation	Insurance	Residential	Professional Organizations	City of Henderson
Education Outlook	Wealth Management	Brokers	Media	National Association of Women Owned Businesses
Legal Elite	Arts & Culture	Government Projects	Architects & Engineers	
Healthcare Check-Up	Branding Your Business	Utilities	Public Servants	CCIM
Women to Watch	Tourism	Builders & Developers	Mining	Regional Transportation Commission
How We Stack Up	Cyber Security	Property Management	Bankers	Healthcare Heroes
Medical Education	Automobiles	CRE Financing	CPAs	Legal Opinions
Best Companies to Work For	Credit Unions	Retail	Education	NAIOP
Generation Gap	Taxes	Medical	Attorneys	Henderson Economic Development & Small Business Awards

DEPARTMENTS

Around the State

Ask the Expert

Business Indicators

Commentary

Commercial RE Report

Crossfire

Face to Face

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



**Nevada
Business**
THE DECISION MAKER'S magazine

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



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