



2018 ADVERTISING & PLANNING CALENDAR

# TUNE IN BUSINESS WITH

NEVADABUSINESS.COM

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

# 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

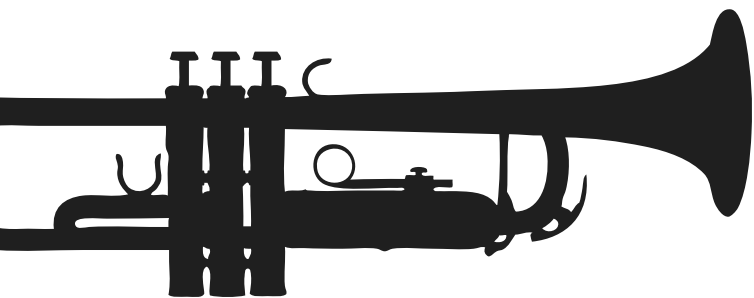
The average reader spends 45 minutes with each issue.

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

**NevadaBusiness.com**

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



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