Market Leader

sophisticated active consumers

94%

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 $1million 46%

- Earn over $150,000 a year 67%
- Own Primary Residence 93%
- Own Investment Property 91%
- Own / Lease Vehicle 98%
- Use Financial Services 96%

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%

readership *
(minimum)

124,000+

*Includes print and online readers.

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.
An average of 42,336 readers per month online.
2023 Planning Calendar

nevadabusiness.com

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Articles are assigned approximately two months before the issue date. To pitch editorial, email editor@nevadabusiness.com. Editorial subject to change without notice. Space reservations are due the third Friday and materials the fourth Friday two months preceding issue month.
IN MARCH OF 1986, NEVADA BUSINESS MAGAZINE PUBLISHED ITS FIRST ISSUE

with a cover story on healthcare. Since then, the monthly publication has covered high-level business news for every industry in Nevada, from healthcare and education to real estate, sports, mining and beyond.

With a reputation built over three and a half decades, the magazine’s editorial content features executives and experts in their field who have the knowledge and experience to advise and inform business owners and decision makers.

Locally owned and operated, Nevada Business Magazine’s ownership and staff are committed to the Silver State, covering business and executives with accurate and professional reporting. The magazine has been at the forefront of Nevada’s business community for over 35 years providing resources, advice and commentary.

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