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 30,543 readers per month online.

Readership* (minimum)
100,000 +
*Includes print and online readers.

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%

Sophisticated active consumers
Top executives, owners, managers, professionals: 94%

- Under 54 Years of Age: 63%
- Male: 65%
- Female: 35%
- 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%
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