Battle Born 2022
ADVERTISING + PLANNING CALENDAR
Market Leader

sophisticated active consumers

Top executives, owners, managers and professionals

94%

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 42,338 readers per month online.

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: 83%
- 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: 93%
- Own / Lease Vehicle: 96%
- Use Financial Services: 96%

In March of 2023, Nevada Business Magazine published its first issue.

NevadaBusiness.com
### Editorial Features

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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.
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.