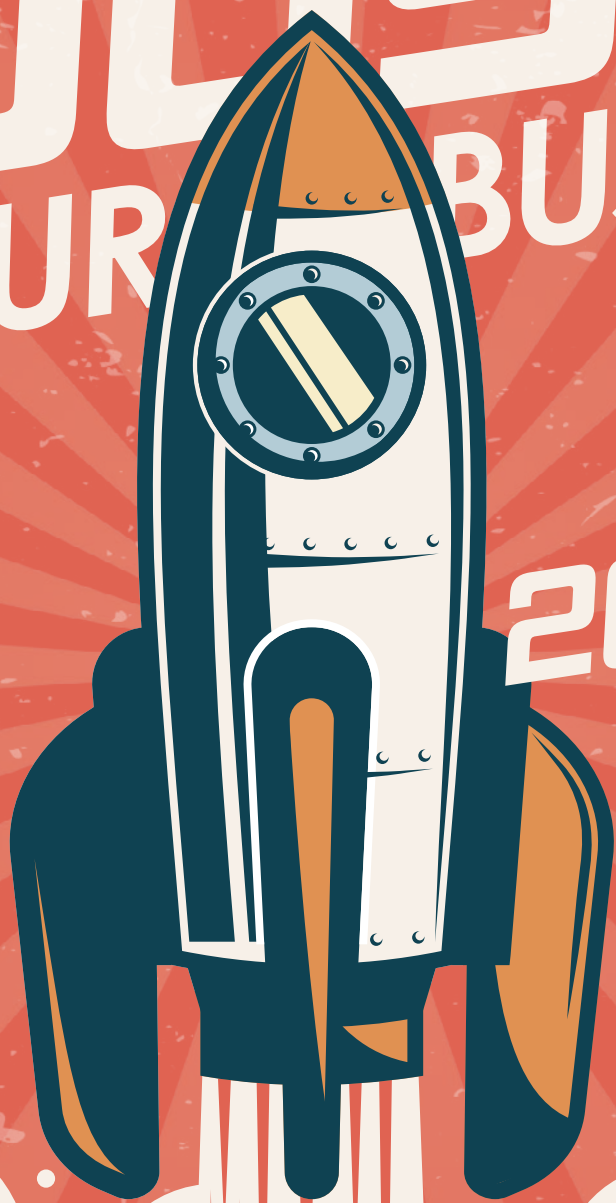


# Boost YOUR BUSINESS



2024

ADVERTISING  
+ PLANNING  
CALENDAR

Nevada  
**Business**

THE DECISION MAKER'S magazine

[NevadaBusiness.com](http://NevadaBusiness.com)

# Mission Facts

## sophisticated active consumers

top executives  
owners  
managers  
professionals

94%

Under 54 Years of Age	63%
Male	70%
Female	30%
College Graduate	92%

## decision makers

*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 \$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%

readership \*  
(minimum)

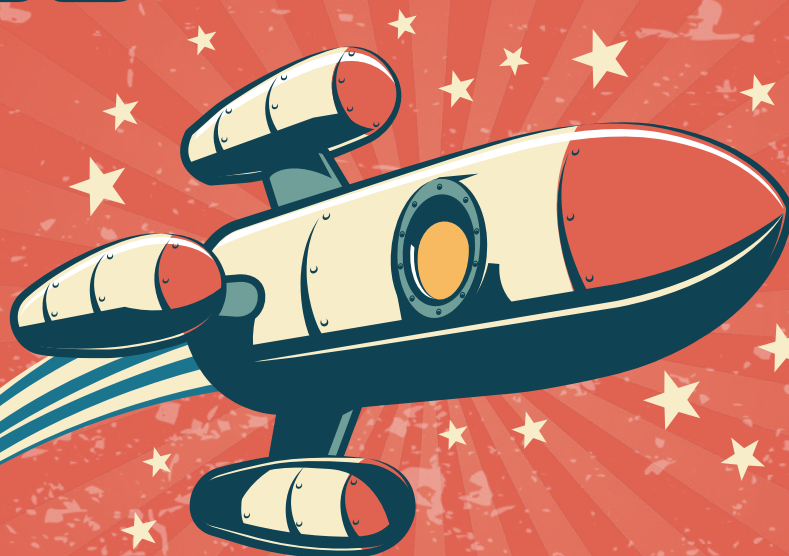
124,000+

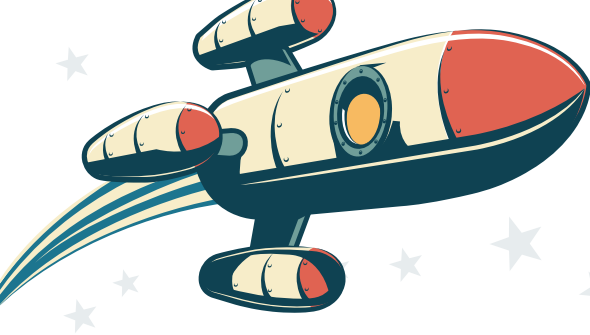
*\*Includes print and online readers.*

## 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.*





# 2024 planning calendar

nevadabusiness.com

## month

### January

Space 11/20/23  
Materials 11/27/23

### February

Space 12/18/23  
Materials 12/22/23

### March

Space 01/22/24  
Materials 01/29/24

### April

Space 02/16/24  
Materials 02/23/24

### May

Space 03/18/24  
Materials 03/25/24

### June

Space 04/22/24  
Materials 04/29/24

### July

Space 05/20/24  
Materials 05/27/24

### August

Space 06/17/24  
Materials 06/24/24

### September

Space 07/22/24  
Materials 07/29/24

### October

Space 08/19/24  
Materials 08/26/24

### November

Space 09/16/24  
Materials 09/23/24

### December

Space 10/21/24  
Materials 10/28/24

## editorial features

## building nevada

## industry roundtable

## GAME ON

## special report

Economic Forecast

Charter Schools

Engineers

Healthcare

MVP & Play-by-Play

Banking on Nevada

Technology

Utilities

Mining

Economic Impact of Sports

Education Outlook

Employment

Transportation

Builders & Developers

MVP & Play-by-Play

City of North Las Vegas

Healthcare Check-Up

Succession Planning

Multi-Family

Brokers

Post-Sports Careers

City of Henderson

Power Poll

Financing

Industrial

Architects

MVP & Play-by-Play

Nevada Business Awards

Top Rank Attorneys

Tourism

Retail

Staffing

Sports Education

Governor's Office of Economic Development

Artificial Intelligence

Taxes

Medical Properties

Sports

MVP & Play-by-Play

CCIM

Women to Watch

Logistics

Subcontractors

Bankers

Benefits of Sports Sponsorship

How We Stack Up

Insurance

Downtown Redevelopment

State Leadership

MVP & Play-by-Play

Healthcare Hero Awards Southern Nevada

Cybersecurity

Legal Opinions

Real Estate Investments

Education

Sports Medicine & Physical Therapy

Healthcare Hero Awards Northern Nevada

Conventions

Mergers & Acquisitions

Master Planned Communities

CPA's

MVP & Play-by-Play

NAIOP Bus Tour Guidebook

Most Respected Leaders

Credit Unions

Office

Attorneys

Winter Sports

Philanthropy



## Contributed Departments

Ask the Expert  
Crossfire  
Inside Politics  
Last Word  
Matter of Opinion  
Play by Play  
Profit & Loss  
Speaking for Nevada  
Tech.Knowledge.Me  
Vital Signs

## Executive Profiles

Face to Face  
MVP

## Monthly Editorial Departments

Around the State  
Business Indicators  
Commentary  
Commercial RE Report  
Feature Articles  
Free Market Watch



**sales/advertising**

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