



**40**  
*Years*

**WE DON'T** **2026** **ADVERTISING**  
**MONKEY AROUND** **+ PLANNING**  
**WHEN IT COMES** **CALENDAR**  
**TO BUSINESS.**

**Nevada**  
**Business**  
THE DECISION MAKER'S magazine  
[NevadaBusiness.com](http://NevadaBusiness.com)



# REACH NEW HEIGHTS

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%

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	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%



# 2026 planning calendar

nevadabusiness.com

month	editorial features		building nevada	industry roundtable	special report
<b>January</b> Space 11/17/25 Materials 11/24/25	Economic Forecast	Employment	Architects & Engineers	Healthcare	
<b>February</b> Space 12/15/25 Materials 12/22/25	Banking on Nevada	Sports	Residential Market	Technology	
<b>March</b> Space 1/19/26 Materials 1/26/26	Education Outlook	Economic Development	Utilities	Builders & Developers	
<b>April</b> Space 2/23/26 Materials 3/2/26	Healthcare Check-Up	Retirement	Retail	Workforce	Henderson
<b>May</b> Space 3/16/26 Materials 3/23/26	Power Poll	Investments	Healthcare Construction	Brokers	Nevada Business Awards
<b>June</b> Space 4/20/26 Materials 4/27/26	Top Rank Attorneys	Taxes	Land	Mining	GOED
<b>July</b> Space 5/22/26 Materials 5/29/26	Grown in Nevada	Charter Schools	Industrial	Bankers	
<b>August</b> Space 6/22/26 Materials 6/29/26	Women to Watch	Buying and Selling a Business	Builders & Developers	Philanthropy	
<b>September</b> Space 7/20/26 Materials 7/27/26	How Nevada Stacks Up	Transportation	Entertainment Venues	Branding	Healthcare Hero Awards
<b>October</b> Space 8/17/26 Materials 8/24/26	Security	Legal Opinions	Financing	Education	
<b>November</b> Space 9/21/26 Materials 9/28/26	Tourism	Insurance	Entitlements	Attorneys	NAIOP Bus Tour Guidebook
<b>December</b> Space 10/19/26 Materials 10/26/26	Most Respected Leaders	Credit Unions	Office	CPA's	

Articles are assigned approximately two months before the issue date. To pitch editorial, email [editor@nevadabusiness.com](mailto:editor@nevadabusiness.com). Editorial subject to change without notice.

# 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



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## MONTHLY EDITORIAL DEPARTMENTS

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

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

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