

B2B MAGAZINES AVERAGE 3.4 READERS PER COPY

Canadian business media magazines get passed from person to person to person. The average magazine copy is read by 3.4 business readers with a range of 1.7 to 5.5 readers per copy. That means readers think highly enough of the magazine to pass it along to others who need to stay in the know.

B2B magazines efficiently reach the business audience you need to reach.

