

SUCCESS

What Achievers Read

MARKETPLACE

ENTREPRENEURS AND SMALL-BUSINESS OWNERS

interested in creating a successful work environment and having a fulfilling and successful personal life are attracted to *SUCCESS* magazine. *SUCCESS* is unique for its combination of informative and inspirational personal-achievement content alongside exceptional business ideas and advice. *SUCCESS* magazine is an attractive and valuable resource for entrepreneurs who know continuous learning is the key to enhancing their position in life and achieving what they desire.

America's work force is becoming increasingly entrepreneurial. As of 2004, there were approximately 24.7 million businesses in the United States, and 99.7% of those were small businesses, according to the U.S. Small Business Administration (SBA). Today, there are about 25 million small businesses.



The desires to get out of the daily grind or to make more money have created a new kind of worker: the entrepreneur, business owner, innovator—or all of the above. *Fortune* magazine has predicted that

between 2006 and 2016, 10 million Americans will become millionaires. Some of those new millionaires will be CEOs or presidents of companies, but more will be small-business owners at the top of their own company.



“[Employees] choose entrepreneurial work to maximize wealth potential, to better balance the responsibilities of work and family, or to improve career satisfaction.”

“Work, Entrepreneurship, and Opportunity in 21st Century America,”
U.S. Chamber of Commerce report

Now is truly the time to reach this marketplace of enthusiastic business owners through *SUCCESS* magazine—a highly targeted resource for entrepreneurs seeking information and tools to enhance their position both in business and in life.

COMPETITIVE SET

While *SUCCESS* magazine is unique in its content and has no direct competitive publications, the editorial content shares some similarities with other established magazines. The graphic illustrates our editorial mix.

