

SUCCESS

What Achievers Read

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***SUCCESS* MAGAZINE'S MRI RESEARCH REVEALS READERS ARE AFFLUENT DECISION MAKERS**

NEW YORK (August 11, 2008) — *SUCCESS* magazine's readers hold the highest-ranking positions at their companies, according to new MRI research. Sixty-eight percent of readers hold a managerial position or higher, making *SUCCESS* readers, by far, the highest-ranking decision makers within their companies among the magazine's competitive set.*

The new research shows strength and vitality across key demographic market sectors:

- Independent-minded entrepreneurs prove to be the top readers of *SUCCESS*, as the majority of them (53.6%) own their own businesses.
- *SUCCESS* has an affluent readership, with 83% owning their primary home. Well over one-third of readers (39%) own additional property, including investment real estate and vacation homes.
- The median *SUCCESS* reader's age is 48.3 years.

"The MRI Study demonstrates that the readers of *SUCCESS* are the influential decision-making leaders of the entrepreneurial and small-business marketplace," said Darren Hardy, Publisher and Editorial Director, *SUCCESS*.

About *SUCCESS* Magazine

SUCCESS is designed specifically to serve the growing entrepreneurial and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal attainment, time management, selling, motivation and more. Bound into every issue is also a free DualDisc™ (CD & DVD in one), featuring exclusive

compilations of success training from leading personal-achievement experts. **SUCCESS** retails for \$5.95 and is distributed nationally, with an initial printing of more than 1 million copies. Visit www.SUCCESS.com for more information.

***SUCCESS**'s MRI results were measured against *Fast Company*, *Fortune*, *Fortune Small Business* and *Portfolio*.

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