

SUCCESS[®]

What Achievers Read™

AT A GLANCE

Magazine

SUCCESS MAGAZINE, THE GUIDE FOR ACHIEVING YOUR GOALS, meets the growing demand from highly qualified professionals, entrepreneurs and small-business owners seeking greater success in business and life.

Frequency:	12X
Rate Base:	200,000
Average Reader Per Copy:	4
Total Audience:	800,000

Demographics

A targeted audience of high-earning, high-spending leaders and influential decision makers. *

Median HHI:	\$101,700
Median Age	48.3
Male/Female:	59%/41%
Education:	89% College education
Position:	68% Manager or higher
Self-Employed:	53%

* Source provided by 2008 MRI study

Online

Unique editorial content delivered daily at SUCCESS.com and weekly on the Seeds of SUCCESS e-newsletter.

Web site page views:	397,000+
Weekly e-newsletter subscribers:	130,000+

