

# SUCCESS<sup>®</sup>

What Achievers Read™



CHOOSE *SUCCESS*  
IN 2010



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## A Rising Star

THE MAGAZINE INDUSTRY has never witnessed the turbulence and rapid decline seen in recent months. Once healthy, vibrant publishers have downsized, moved to an online-only presence or worse, closed their doors and shut down completely.

In contrast, **SUCCESS** magazine is growing and thriving in this economy! In fact 2009 has proven to be a banner growth year.

- Total **SUCCESS** print orders are up 17% from January to October 2009.
- Unique monthly visitors to **SUCCESS.com** have increased 26%
- Opt-in subscriptions to the weekly e-zine *Seeds of SUCCESS* have surged 32%.
- Plus, in order to meet overseas demand **SUCCESS** launched newsstand distribution throughout the United Kingdom.

Why does **SUCCESS** celebrate growth while other stumble?

**SUCCESS** attracts progressive and ambitious small business owners and entrepreneurs who see this environment as an opportunity. They constantly seek ideas, resources and solutions that are going to assist them in achieving their ambitions and goals.

Join **SUCCESS** in 2010 as we plan to set the bar even higher with continued growth in all areas – magazine, online, sponsorships, events and speaking engagements.

We have carefully designed advertising packages at different price points with bundled services for maximum exposure. It's easy - you select the package that best fits your media plan and budget.

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# SUCCESS<sup>®</sup>

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## 1<sup>st</sup> Quarter

### PACKAGE A

#### **SUCCESS magazine Premium Advertising Space**

Three full-page ads.  
(Valued at \$48,000)

#### **SUCCESS CD Sponsorship**

Full-page ad next to CD, logo on magazine cover, TOC, CD sleeve and two-minute audio message on CD. Three issue sponsorship.  
(Valued at \$66,000)

#### **SUCCESS.com**

Three calendar month home-page skyscraper display ads.  
(Valued at \$18,000)

#### **Seeds of SUCCESS**

Three skyscraper display ads in three weekly e-zines.  
(Valued at \$27,000)

#### **SUCCESS magazine Exclusive Digital Edition Sponsorship**

Three issue sponsorship.  
(Valued at \$21,000)

#### **SUCCESS Webinar**

Sponsorship of a one hour SUCCESS webinar.  
(Valued at \$10,000)

#### **SUCCESS Survey**

Select from a pre and post surveys showing impact of advertising in SUCCESS or prepare your own questions for SUCCESS reader.  
(Valued at \$10,000)

#### **Bonus Circulation**

500,000 additional print impressions in SUCCESS from Home – a national newsstand magazine serving a similar market.  
(Valued at \$20,000)

#### **SUCCESS Symposium Title Sponsorship**

Signage, logo on Symposium promotional materials, product placement in event bags and booth space.  
(Valued at \$25,000)

➤ Total Value of \$245,000.

➤ Special Pricing of \$100,000.

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## 1<sup>st</sup> Quarter

### PACKAGE B

#### **SUCCESS** magazine Premium Advertising Space

Three full-page ads.  
(Valued at \$48,000)

#### **SUCCESS** CD Sponsorship

Full-page ad next to CD, logo on magazine cover, TOC, CD sleeve and two-minute audio message on CD. Three issue sponsorship.  
(Valued at \$66,000)

#### **SUCCESS.com**

Three calendar month run-of-site skyscraper display ads.  
(Valued at \$18,000)

#### **Seeds of SUCCESS**

Three skyscraper display ads in three weekly e-zines.  
(Valued at \$27,000)

#### **SUCCESS** magazine Exclusive Digital Edition Sponsorship

Three issue sponsorship.  
(Valued at \$21,000)

#### **Bonus Circulation**

250,000 additional print impressions in SUCCESS from Home – a national newsstand magazine serving a similar market.  
(Valued at \$10,000)

➤ Total Value of \$190,000.

➤ Special Pricing of \$50,000.

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## 1<sup>st</sup> Quarter

### PACKAGE C

#### **SUCCESS magazine Premium Advertising Space**

Three full-page ads.  
(Valued at \$48,000)

#### **SUCCESS.com**

Three calendar month run-of-site skyscraper display ads.  
(Valued at \$18,000)

#### **Seeds of SUCCESS**

Three skyscraper display ads in three weekly e-zines.  
(Valued at \$27,000)

➤ Total Value of \$93,000.

➤ Special Pricing of \$30,000.

### PACKAGE D

#### **SUCCESS magazine Advertising Space**

Three Half-page ads.  
(Valued at \$36,144)

#### **SUCCESS.com**

Three calendar month run-of-site skyscraper display ads.  
(Valued at \$18,000)

#### **Seeds of SUCCESS**

Three skyscraper display ads in three weekly e-zines.  
(Valued at \$27,000)

➤ Total Value of \$81,144.

➤ Special Pricing of \$20,000.