

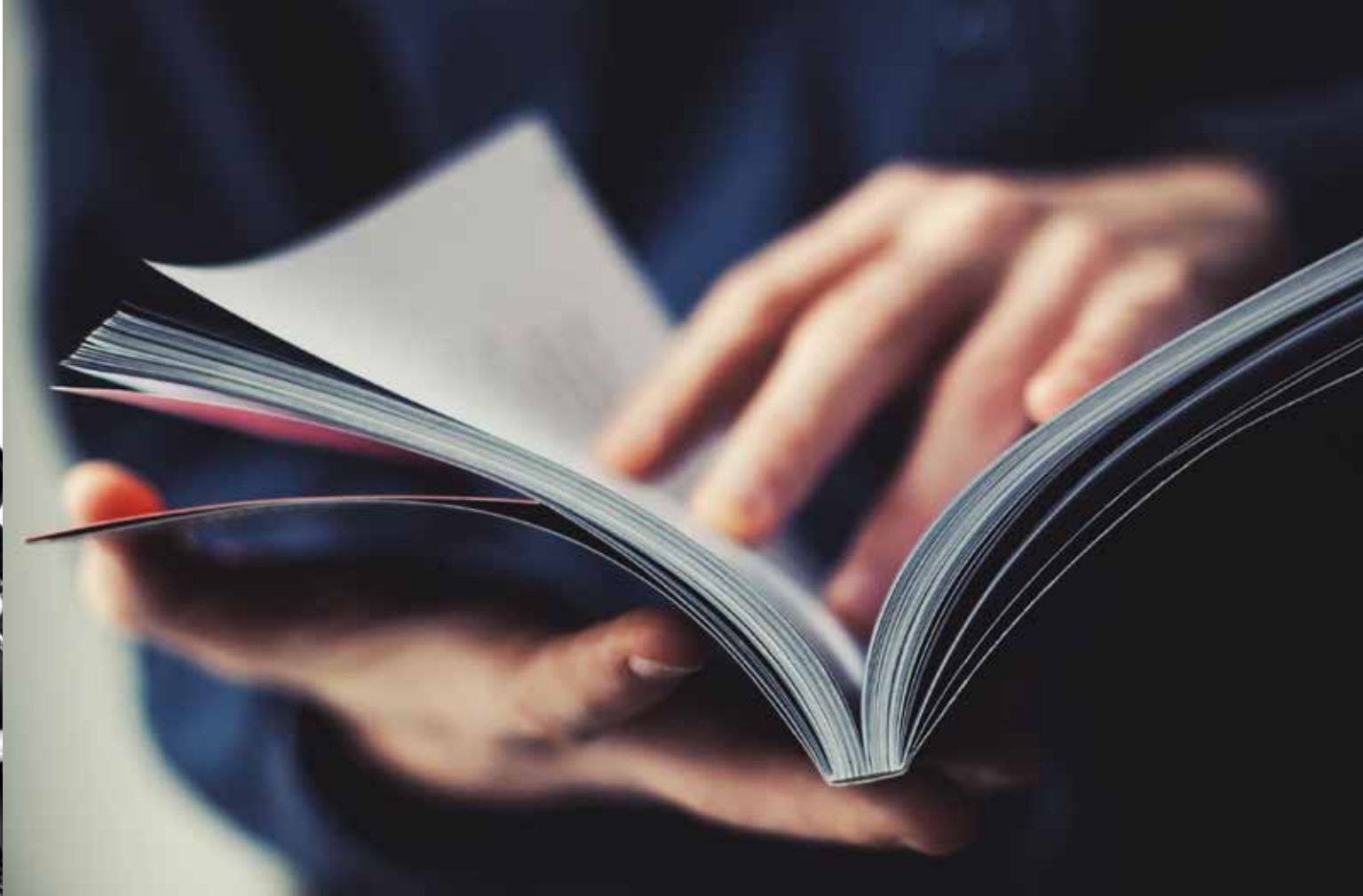
2021-2022

# Media Kit

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SUCCESS





# The Go-To Brand for High Achievers

COMPARED TO MOST PUBLICATIONS,  
**SUCCESS READERS ARE HIGHLY EDUCATED AND AFFLUENT.**

68%

ARE SELF-EMPLOYED

24%

OF CORPORATE WORKERS HAVE AN EXECUTIVE JOB TITLE

65%

GRADUATED FROM COLLEGE

26%

EARNED GRADUATE-LEVEL DEGREES OR MORE

# Welcome to SUCCESS<sup>®</sup>

In the world of business magazines, there are many publications delivering content that offers enterprise-wide solutions for growing companies. There is only one that offers solutions for individuals to improve themselves.

SUCCESS magazine has been the leading voice in the field of personal development since its founding in 1897. Today, SUCCESS is more than a magazine; it is a multi-platform media company dedicated to fostering inspiration, ideas and strategies for self-motivated professionals, company founders and solopreneurs operating in the modern “gig” economy. It is the perfect partner for brands that serve and support this dynamic community. Barnes & Noble consistently ranks SUCCESS in its top five performing newsstand titles in the business category, ahead of competitive brands such as *Inc*, *Entrepreneur* and *Fast Company*, making SUCCESS the perfect partner for brands that serve and support this dynamic community.



## MAGAZINE

- \* 6x per year
- \* 100,000+ copies
- \* Newsstand & subscriber delivery



## WEBSITE

- \* 2 million+ unique visitors per month



## ENEWSLETTER

- \* 750,000+ subscribers



## SOCIAL

- \* 4.5 million+ followers

\$147,237

AVERAGE  
HOUSEHOLD  
INCOME

47.7

MEDIAN AGE

63.31

MALE%

36.70

FEMALE %

## COMMON OCCUPATIONS

- 29.74% Sales and Related Roles
- 13.33% Business and Financial Operations
- 11.43% Management
- 8.36% Education and Training
- 7.55% Healthcare Practitioners, Support and Technicians
- 4.14% Arts, Design, Entertainment, Sports and Media

# Your Connection to a Powerful Audience

SUCCESS is the only magazine that focuses on people who take full responsibility for their own development and income. Our readers embrace the responsibility for their own long-term success and happiness, and their need to be proactive in finding the resources, tools and training to help achieve their goals.

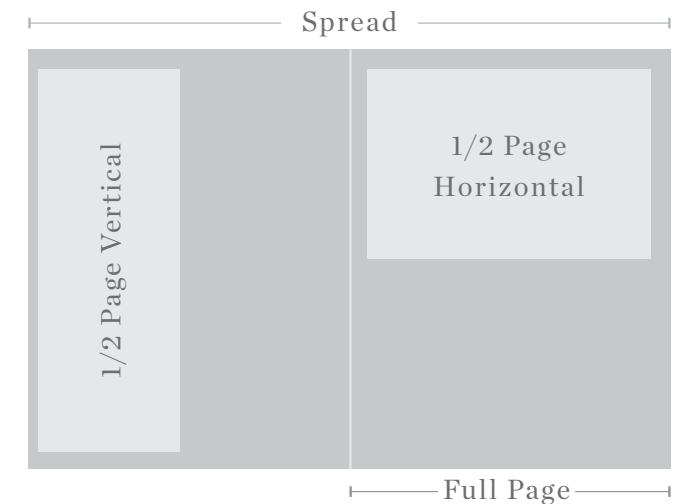
# Advertising with *SUCCESS* is an opportunity to

1. Align with a brand readers love and trust
2. Appeal to a highly educated audience that has already reached financial maturity
3. Connect with a targeted demographic of established entrepreneurs and startup founders
4. Establish a partnership with a media brand that reaches more than 7 million people digitally each month
5. Take advantage of some of the most competitive advertising rates in the magazine industry

Prospective advertisers are wise to approach marketing partnerships with media brands across multiple platforms, capturing the attention of different audience segments in a best-of-all-worlds tactic.

Studies show that audiences trust print more than any other medium. Alignment with longstanding print titles creates a sense of prestige for your company or product. The nature of the medium allows for a great deal of creativity in the advertisement's design as compared to digital ads, and better ensures the highest levels of customer engagement. Print advertising also leads to digital connection: Research shows that consumers are most likely to start a new online search after viewing a magazine ad.

For access to a younger, more diverse and largely female audience of entrepreneurs and growing professionals, marketers may consider placement on *SUCCESS.com*, which attracts north of 2 million unique visitors each month, or via our social channels, with more than 4.5 million cumulative followers. A bundling approach, advertising via print and digital platforms alike, ensures connection to the maximum number or potential buyers across all age groups and demographics.



## Print Rates

4-COLOR SPACE	Ad Rates			
	OPEN RATE	2x	3x	6x
Spread	\$18,500	\$16,650	\$14,800	\$12,950
Full-page	\$10,000	\$9,000	\$8,000	\$7,000
1/2-page	\$5,500	\$4,950	\$4,400	\$3,850
Inside Back Cover	\$12,500	\$11,000	\$9,500	\$8,000
Inside Front Cover	\$13,000	\$11,500	\$10,000	\$8,500
Back Cover	\$14,000	\$12,500	\$11,000	\$9,500

All rates and advertising transactions are subject to *SUCCESS*'s terms and conditions.

## Digital Rates

PLACEMENTS	AD UNIT	SPECS	NET CPM	1x	3x	6x	12x
ROS	Super Leaderboard	970x90	\$30				
	Rectangle	300x250	\$25				
	Half Page	300x600	\$25				
Targeted Channel	Super Leaderboard	970x90	\$25				
	Rectangle	300x250	\$20				
	Half Page	300x600	\$20				
Geo Targeted	Super Leaderboard	970x90	\$30				
	Rectangle	300x250	\$20				
	Half Page	300x600	\$20				
E-Newsletter	550x250						
<i>Inside SUCCESS</i>	300x250			\$16,000	\$10,000	\$6,000	\$4,000
	728x90						

# Editorial Calendar 2021-2022

ISSUE	THEME	AD CLOSE	MATERIALS DUE	ON SALE DATE
Jan./Feb. 2021	New Year/New You	9/24/20	9/31/2020	12/1/20
March/April 2021	Inspiration	11/25/20	12/3/20	2/2/21
May/June 2021	Freedom	1/27/21	2/3/21	4/6/21
July/Aug. 2021	Persistence	3/24/21	3/31/21	6/1/21
Sept./Oct. 2021	Legacy	5/26/21	6/2/21	8/3/21
Nov./Dec. 2021	Imagination	7/28/21	8/4/21	10/5/21
Jan./Feb. 2022	New Year/New You	9/29/21	10/6/21	12/7/21
March/April 2022	Entrepreneurship	11/24/21	12/1/21	2/1/22
May/June 2022	Sales & Marketing	1/26/22	2/2/22	4/5/22
July/Aug. 2022	Money	3/30/22	4/6/22	6/7/22
Sept./Oct. 2022	Hustle	5/25/22	6/1/22	8/2/22
Nov./Dec. 2022	People	7/27/22	8/3/22	10/4/22
Jan./Feb. 2023	New Year/New You	9/28/22	10/5/22	12/6/22

Changes and Cancellations – All creative materials must be received at least five business days prior to launch of campaign. SUCCESS reserves the right to approve all ad creative and reject all ad creative it does not find appropriate.

Connect your brand with the leader in personal development.

# SUCCESS<sup>®</sup>

Get started today with a custom, integrated advertising package that meets your budget.

[ADVERTISE@SUCCESS.COM](mailto:ADVERTISE@SUCCESS.COM)

OR CALL 469-535-2509