



2023

# Media Kit

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SUCCESS

# Your Guide to the Future of Work

## for 125 Years and Counting

SUCCESS readers are educated entrepreneurs, digital nomads and highly motivated millennials looking for trustworthy products and services to help them navigate a rapidly changing work landscape.

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 publications, there are many 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.

## SUCCESS MAGAZINE

**6x**  
per year

**121,000+**  
circulation

**Newsstand &  
subscriber**  
delivery

## SUCCESS NEWSLETTER

**76,000+**  
newsletter subscribers

## SUCCESS ONLINE

**1.1+**  
million monthly unique visitors

**2.3+**  
million monthly page views

**5.1+**  
million followers

**5.1+**  
million monthly impressions  
across platforms

**5.57+**  
million total reach

## SUCCESS PODCASTS

**100,000+**  
weekly downloads of the  
*SUCCESS* Podcast Network

## SUCCESS SOCIAL MEDIA



**4+**  
million followers  
[facebook.com/  
successmagazine](https://facebook.com/successmagazine)



**570+**  
thousand followers  
[instagram.com/  
successmagazine](https://instagram.com/successmagazine)



**341+**  
thousand followers  
[twitter.com/  
successmagazine](https://twitter.com/successmagazine)



**196+**  
thousand followers  
[linkedin.com/company/  
success-magazine](https://linkedin.com/company/success-magazine)





\$75K -  
\$150K

AVERAGE  
HOUSEHOLD  
INCOME  
(PRINT  
SUBSCRIBER)

AGE GROUPS

18 - 21	1.1%
21 - 24	3.9%
25 - 34	25.0%
35 - 44	33.9%
45 - 54	23.6%
55 - 64	9.3%
65+	3.2%

57  
MALE%

43  
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 media brand that focuses exclusively on people who are ready to ditch the status quo and replace it with a purpose-driven future. 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.

## Partnering with SUCCESS is an Opportunity to:

- ▶ Align with a **brand readers love** and trust to lead them down the sales funnel
- ▶ Appeal to an **educated audience** that is browsing with purchase intent
- ▶ Connect with a **targeted demographic of entrepreneurs, startup founders and millennials**—the largest demographic willing to spend on personal growth
- ▶ Establish a long-term partnership with **a media brand that reaches more than 7 million people** digitally each month
- ▶ Take advantage of some of the **most competitive affiliate and advertising rates** in the publishing industry

## A Partnership with SUCCESS Includes:

- ▶ **High-quality content** written for conversion and search engine optimization
- ▶ **Custom-made widget designs** built for the sales funnel
- ▶ Real-time campaign **performance tracking**
- ▶ SUCCESS-sponsored PPC and organic traffic campaigns to increase **traffic** and **conversion**







**PROSPECTIVE PARTNERS** 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 1.2 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 of potential buyers across all age groups and demographics.



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.

## Affiliate Partnership Opportunities

- ▶ **Sponsored content** on SUCCESS.com or in SUCCESS magazine
- ▶ **Affiliate sponsorship** with cost-per-sale revenue model
- ▶ **Above-the-fold homepage** sponsored content placement
- ▶ **Instagram** Stories promotion
- ▶ Sponsored promotion on the **SUCCESS Podcast Network**
- ▶ Sponsored **newsletter takeover**





# 2023-2024 Print Editorial Calendar



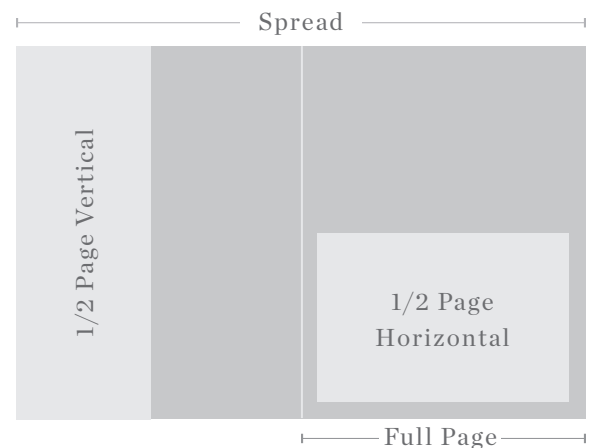
ISSUE	THEME	MATERIALS DUE	ON SALE DATE
Jan./Feb. '23	<b>The Future of Work Issue</b> Future of Work Awards   Innovation   Finding Your Path	10/5/22	12/6/22
March/April '23	<b>The Vulnerability Issue</b> Toxic Masculinity   Authors to Know   Finding Your Voice	12/6/22	2/7/23
May/June '23	<b>The Humor Issue</b> Change-Makers Awards   Healthy Coping Mechanisms	2/1/23	4/4/23
July/Aug. '23	<b>The Kindness Issue</b> Pride   Philanthropy You Can Feel   Minimizing the Ego	4/5/23	6/6/23
Sept./Oct. '23	<b>The Vision Issue</b> Innovators Awards   Identifying Purpose   Communication Techniques	5/31/23	8/1/23
Nov./Dec. '23	<b>The Self-Awareness Issue</b> Coaching Awards   Strengths vs. Weaknesses	8/2/23	10/3/23
Jan./Feb. '24	<b>The Innovation Issue</b> Entrepreneurs to Watch   Effective Brainstorming	10/4/23	12/5/23

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.



## Print Advertising Rates

4-COLOR SPACE	RATE
Spread	\$30,000
Full-page	\$12,500
1/2-page	\$7,000
Inside Back Cover	\$15,000
Inside Front Cover	\$17,000
Back Cover	\$20,000



## Print File Specs

4-COLOR SPACE	LIVE (W"xH")	TRIM (W"xH")	BLEED (W"xH")
Spread, bleed	15.375 x 10.5	15.75 x 10.875	16 x 11.125
Full-page, bleed	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
1/2-page vertical, bleed	3.625 x 10.5	4 x 10.875	4.125 x 11.125
1/2-page horizontal, no bleed	7 x 4.9375	7 x 4.9375	-
Inside Back Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
Inside Front Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
Back Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125

- All dimensions are in inches.
- 4-color process only. No spot color.
- Non-bleed elements must be a minimum of 3/16" from trim margin.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).
- A contract color composite proof should accompany all ad file submissions.
- All rates and advertising transactions are subject to *SUCCESS*'s terms and conditions.



# Digital Rates & Specs

PLACEMENTS	AD UNIT	SPECS	RECOMMENDED FORMATS	SUBMISSION LEAD TIME	NET CPM
ROS	Leaderboard	728x90	JPEG PNG HTML5	5 business days before live date	\$40
	Rectangle	300x250			\$33
	IMU	300x250			\$55
	Half Page	300x600			\$66
	Billboard	970x250			\$65
	Video	Pre-Roll			\$110
HOMEPAGE	Leaderboard	728x90	JPEG PNG HTML5	5 business days before live date	\$73
	Rectangle	300x250			\$60
	IMU	300x250			\$75
	Half Page	300x600			\$90
	Billboard	970x250			\$90
TARGETED CHANNEL	Leaderboard	728x90	JPEG PNG HTML5 MPEG (Video) MOV (Video) AVI (Video)	5 business days before live date	\$60
	IMU	300x250			\$62
	Half Page	300x600			\$70
	Billboard	970x250			\$70
	Video	Pre-Roll			\$120
WELCOME AD	Welcome Mat	100% Width Responsive	JPEG PNG HTML5	5 business days before live date	\$120
GEO TARGETED (ROS)	Leaderboard	728x90	JPEG PNG HTML5	5 business days before live date	\$55
	IMU	300x250			\$59
	Half Page	300x600			\$68
	Billboard	970x250			\$68
NEWSLETTER	Targeted	728x90	JPEG PNG	3 business days before live date	\$40
	Stand Alone	-			\$125
	Native Units (logo & content)	Call for specs			Call for pricing
CHANNEL TAKEOVER	Custom	-	-	-	Call for pricing

# Podcast Advertising Rates

LENGTH	RECOMMENDED FORMATS	SUBMISSION LEAD TIME	OPEN RATE
30 Seconds	Pre-roll Mid-roll Lead-in	7 business days before live date	\$8,000
60 Seconds	Pre-roll Mid-roll Lead-in	7 business days before live date	\$12,000

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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)