

2024

Media Kit

SUCCESS





Your Guide to the Future of Work

for 127 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[®]

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 and professional 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 SOCIAL MEDIA

f

4+
million followers
facebook.com/
successmagazine

ig

580+
thousand followers
instagram.com/
successmagazine

x

335+
thousand followers
twitter.com/
successmagazine

in

580+
thousand followers
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

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.

2024-2025

Print Editorial Calendar

ISSUE	THEME	MATERIALS DUE	ON SALE DATE
May/June '24	Money	1/31/24	4/2/24
July/August '24	Ambition	4/3/24	6/4/24
September/October '24	Entrepreneur	5/29/24	8/6/24
November/December '24	Changemakers	7/31/24	10/1/24
January/February '25	Transformation	10/2/24	12/3/24
March/April '25	Growth	12/5/24	2/6/25
May/June '25	Health & Wellness	1/28/25	4/1/25
July/August '25	Leadership	4/2/25	6/3/25

2024-2025

SUCCESS+ Digital Bonus Edition

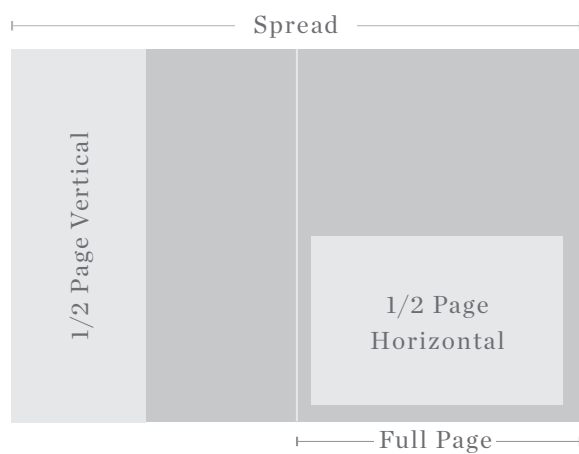
ISSUE	THEME	MATERIALS DUE	ON SALE DATE
March '24	Professional Development	1/31/24	2/20/24
May '24	The World of Digital Nomading	4/17/24	5/7/24
July '24	Tech Tools & Beyond	6/6/24	7/2/24
September '24	Navigating the Gig Economy (Freelancer's Handbook)	8/7/24	9/3/24
November '24	Work & Life Harmony	10/9/24	11/5/24
January '25	Leadership & Teams	12/6/24	1/7/25
March '25	Emotional Intelligence	2/4/25	3/4/25

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 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.

SUCCESS® Partnership Packages

Unlock the potential of your brand with SUCCESS' exclusive advertising partnership packages. Each bundle is expertly crafted to maximize your reach and impact across our diverse, engaged audience. With an array of digital, print, and social media advertising options, these packages offer comprehensive solutions tailored to meet your marketing goals.

SILVER - \$50,000			
16.7% DISCOUNT			
ITEM	DETAILS	AUDIENCE SIZE	LIST VALUE
Digital Ad Placement	ROS Leaderboard, SUCCESS.com, up to 250,000 impressions	1.1 million monthly unique visitors	\$10,000
Newsletter Ad Placement	Banner, Friday edition of Inside SUCCESS	100,000 engaged	\$7,500
Digital Partner Content + Sponsored IG Story	1,000-word sponsored article with three do-follow links to be published on SUCCESS.com and promoted via three-part series on SUCCESS magazine Instagram	1.1 million monthly unique visitors + 580,000 followers	\$15,000
Print ad placement	1/2-page, SUCCESS magazine	120,000 circulation	\$12,500
Digital edition ad placement	Full-page, SUCCESS+ magazine	100,000 circulation	\$15,000
			\$60,000

GOLD - \$100,000			
27.4% DISCOUNT			
ITEM	DETAILS	AUDIENCE SIZE	LIST VALUE
Digital Ad Placement	Homepage ROS Leaderboard, SUCCESS.com, up to 150,000 impressions	1.1 million monthly unique visitors	\$10,950
Newsletter Ad Placement	Banner, Friday edition of Inside SUCCESS	100,000 engaged	\$22,500
Digital Partner Content + Sponsored IG Story	1,000-word sponsored article with three do-follow links to be published on SUCCESS.com and promoted via three-part series on SUCCESS magazine Instagram	1.1 million monthly unique visitors + 580,000 followers	\$15,000
Sponsored Social Media Feed Post	Feed Post, Instagram, Facebook, LinkedIn	4.69 million followers	\$25,000
Print ad placement	Full-page, SUCCESS magazine	120,000 circulation	\$30,000
Digital edition advertorial placement	Partner content spread placement, SUCCESS+ magazine	100,000 circulation	\$35,000

\$138,450

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

PLATINUM: \$150,000

**31.4%
DISCOUNT**

ITEM	DETAILS	AUDIENCE SIZE	LIST VALUE
Digital Ad Placement	Homepage ROS Leaderboard, SUCCESS.com, up to 250,000 impressions	1.1 million monthly unique visitors	\$18,250
Newsletter Ad Placement	Banner, Friday edition of Inside SUCCESS	100,000 engaged	\$22,500
Newsletter Takeover	Friday edition of Inside SUCCESS	100,000 engaged	\$22,500
Digital Partner Content	1,000-word sponsored article with three do-follow links with homepage featured placement on SUCCESS.com	1.1 million monthly unique visitors	\$15,000
Sponsored IG Story	Three-part series, SUCCESS magazine Instagram	580,000 followers	\$10,000
Sponsored Social Media Feed Post	Feed Post, Instagram, Facebook, LinkedIn	4.69 million followers	\$25,000
Print ad placement	Full-page back cover placement, SUCCESS magazine	120,000 circulation	\$60,000
Digital edition advertorial placement	Partner content spread placement, SUCCESS+ magazine	100,000 circulation	\$35,000
Podcast ad placement	30-second pre-roll host read, SUCCESS Magazine Podcast	50,000 monthly downloads	\$8,000
			\$218,750



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Contact advertise@success.com



Align your brand with the leader in personal and professional development.

SUCCESS[®]

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

ADVERTISE@SUCCESS.COM