

2025

# Media Kit

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SUCCESS<sup>®</sup>



# Your Personal Mentor for Nearly 130 Years

*Those in the SUCCESS® community include educated entrepreneurs, digital nomads, and highly motivated millennials, all seeking a trusted resource for staying fulfilled and maintaining a competitive edge in the world of tomorrow.*

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>

Most business publications tend to focus on enterprisewide solutions for growing companies, which leaves a vast market underserved: those looking for an individualized approach.

This is where SUCCESS<sup>®</sup> comes in.

The leading voice in the field of personal and professional development since its founding in 1897, SUCCESS<sup>®</sup> is more than a magazine.

SUCCESS<sup>®</sup> Enterprises is a **multiplatform media company dedicated to providing inspiration, practical advice, and learned strategies to self-motivated professionals, company founders, and solopreneurs operating in the modern gig economy and beyond.**

From our beloved SUCCESS<sup>®</sup> magazine and its digital counterpart, SUCCESS.com, to the cutting edge SUCCESS+<sup>™</sup> personal and professional development platform, the SUCCESS Speakers Bureau, the *Unscripted With Amy Somerville* podcast, the SUCCESS Bestsellers List, and our live and virtual events—including the upcoming Mastermind event in Miami featuring Daymond John—SUCCESS<sup>®</sup> is the ultimate partner for brands looking to get their message in front of the innovators paving the way.

Tap into our network of fired-up and goal-oriented professionals.

## SUCCESS ENTERPRISES

**121,000+**

SUCCESS<sup>®</sup> Magazine  
Circulation

**594,600**

SUCCESS<sup>®</sup> Online Unique  
Monthly Visitors

**101,000+**

SUCCESS+ Memberships

**76,000+**

SUCCESS<sup>®</sup> Newsletter Subscribers

**7,900,000**

Social Audience



45%

MALE

55%

FEMALE

## INTERESTS

29.7% News & Politics

13.33% Technology

11.43% Finance & Avid Investors

8.36% Lifestyle & Hobbies

7.55% Travel

4.14% Food & Dining

## AGE GROUPS

18 - 24	25.25%
25 - 34	20.99%
35 - 44	16.63%
45 - 54	15.84%
55 - 64	13.04%
65+	8.25%

## COMMON OCCUPATIONS

29.7% 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

# Establish Connection With 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 prosperity and happiness, and they are proactive in finding the resources, tools, and training to take their career and life to the next level.

## 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



# Create a Year-Round Presence

Join forces with the most trusted brand in personal and professional development for nearly 130 years for:

- ▶ **Event exposure:** Awards sponsorship, two awards nominations, and Mastermind sponsorship
- ▶ **Digital and print advertising:** Two full-page print and digital ads, editorial coverage consideration, and a sponsored content package
- ▶ **Organizationwide subscriptions:** 250 complimentary digital SUCCESS® magazine subscriptions and bulk print subscription discounts (tailored pricing)

**\$8,333 per month**

Individually valued at more than

**\$150,000**

**33% discount!**

- ▶ Attract top talent with ads reaching millions of professionals and entrepreneurs.
- ▶ Decrease time spent researching advanced tools and processes—we got it!
- ▶ Build a top-tier workforce with targeted learning and engagement resources.





# 2025-2026 Editorial Calendars

## *SUCCESS* Magazine

(PRINT)

ISSUE	THEME	MATERIALS DUE	NEWSSTAND DATE
January/February '25	Transformation	10/9/24	12/3/24
March/April '25	Growth	11/21/24	2/4/25
May/June '25	Business of Entertainment	2/7/25	4/1/25
July/Aug '25	Business of Sports	4/11/25	6/3/25
September/October '25	Media/TV	6/12/25	8/5/25
November/December '25	Legacy	8/14/25	10/7/25
January/February '26	Leadership	10/8/25	12/2/25

## *SUCCESS*<sup>+</sup> Magazine

(DIGITAL)

ISSUE	THEME	MATERIALS DUE	LIVE DATE
January '25	Emotional Intelligence	12/2/24	1/7/25
March '25	Sustainability	2/4/25	3/4/25
May '25	Leadership	4/8/25	5/6/25
July '25	Succession Planning	6/3/25	7/1/25
September '25	Startups	8/5/25	9/2/25
November '25	Philanthropy	10/7/25	11/4/25
January '26	Personal Branding	12/1/25	1/6/26
March '26	Mentorship	1/27/26	3/3/26

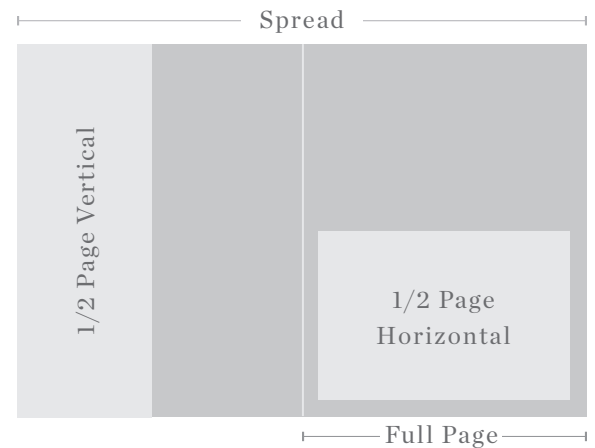
Changes and Cancellations – All creative materials must be received at least five business days prior to launch of campaign. SUCCESS® reserves the right to approve all ad creative and reject all ad creative it does not find appropriate.





## Print Advertising Rates

4-COLOR SPACE	RATE
Spread	\$48,000
Full-page	\$24,000
1/2-page	\$15,000
Inside Front Cover	\$28,800
Inside Back Cover	\$26,400
Back Cover	\$30,000



## 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

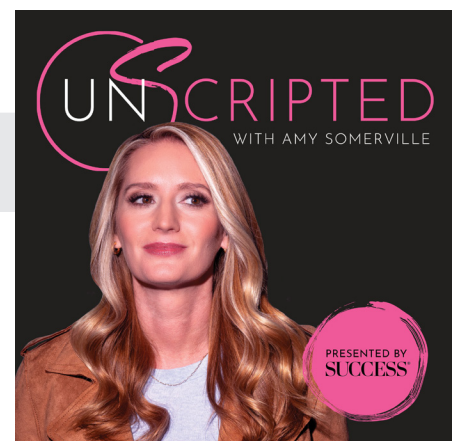
- All dimensions are in inches.
- 4-color process only. No spot color.
- Non-bleed elements must be a minimum of 3/16" from trim margin.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).
- A contract color composite proof should accompany 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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Align Your Brand With the Leader in Personal and Professional Development

# SUCCESS<sup>®</sup>

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

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