

A close-up photograph of a woman with dark, curly hair, smiling warmly while looking down at an open magazine. She is wearing a dark blue sweater. The magazine shows architectural drawings. The lighting is soft and natural, highlighting her face and the texture of her hair and clothing.

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®

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® comes in.

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

SUCCESS® 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® magazine and its digital counterpart, SUCCESS.com, to the cutting edge SUCCESS+™ 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® 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® Magazine  
Circulation

**594,600**

SUCCESS® Online Unique  
Monthly Visitors

**101,000+**

SUCCESS+ Memberships

**76,000+**

SUCCESS® 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)

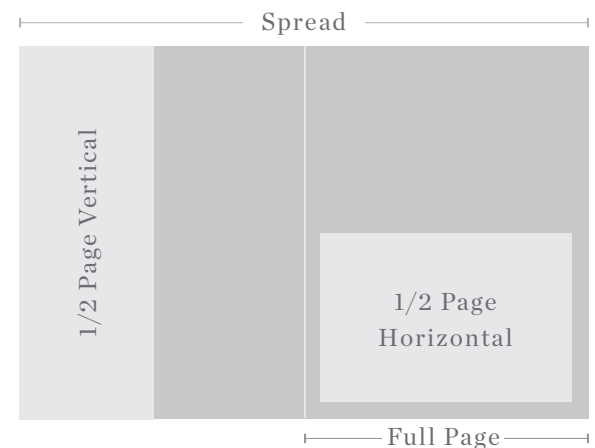
| ISSUE         | THEME                  | MATERIALS DUE | LIVE DATE |
|---------------|------------------------|---------------|-----------|
| January '25   | Emotional Intelligence | 12/2/24       | 1/7/25    |
| March '25     | Sustainability         | 2/4/25        | 3/4/25    |
| May '25       | 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 |

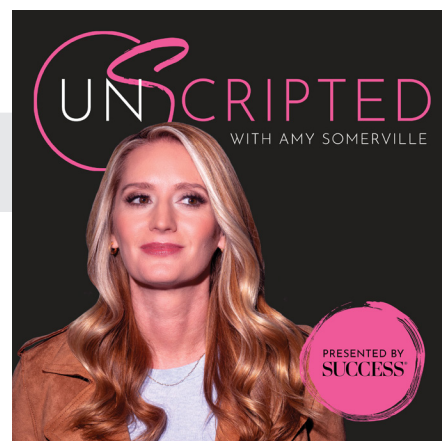
- All dimensions are in inches.
- 4-color process only. No spot color.
- Non-bleed elements must be a minimum of 3/16" from trim margin.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).
- A contract color composite proof should accompany 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<br>PNG<br>HTML5                                               | 5 business days<br>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<br>PNG<br>HTML5                                               | 5 business days<br>before live date | \$73             |
|                    | Rectangle                     | 300x250                  |                                                                    |                                     | \$60             |
|                    | IMU                           | 300x250                  |                                                                    |                                     | \$75             |
|                    | Half Page                     | 300x600                  |                                                                    |                                     | \$90             |
|                    | Billboard                     | 970x250                  |                                                                    |                                     | \$90             |
| TARGETED CHANNEL   | Leaderboard                   | 728x90                   | JPEG<br>PNG<br>HTML5<br>MPEG (Video)<br>MOV (Video)<br>AVI (Video) | 5 business days<br>before live date | \$60             |
|                    | IMU                           | 300x250                  |                                                                    |                                     | \$62             |
|                    | Half Page                     | 300x600                  |                                                                    |                                     | \$70             |
|                    | Billboard                     | 970x250                  |                                                                    |                                     | \$70             |
|                    | Video                         | Pre-Roll                 |                                                                    |                                     | \$120            |
|                    |                               |                          |                                                                    |                                     |                  |
| WELCOME AD         | Welcome Mat                   | 100% Width<br>Responsive | JPEG<br>PNG<br>HTML5                                               | 5 business days<br>before live date | \$120            |
| GEO TARGETED (ROS) | Leaderboard                   | 728x90                   | JPEG<br>PNG<br>HTML5                                               | 5 business days<br>before live date | \$55             |
|                    | IMU                           | 300x250                  |                                                                    |                                     | \$59             |
|                    | Half Page                     | 300x600                  |                                                                    |                                     | \$68             |
|                    | Billboard                     | 970x250                  |                                                                    |                                     | \$68             |
| NEWSLETTER         | Targeted                      | 728x90                   | JPEG<br>PNG                                                        | 3 business days<br>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<br>Mid-roll<br>Lead-in | 7 business days<br>before live date | \$8,000   |
| 60 Seconds | Pre-roll<br>Mid-roll<br>Lead-in | 7 business days<br>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)**