A young woman with dark, curly hair is shown from the chest up, smiling warmly as she reads a magazine. She is wearing a dark blue sweater and has her left hand resting against her cheek. The magazine she is holding is open, showing architectural drawings and photographs of buildings. The background is softly blurred, suggesting an outdoor setting with natural light.

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% Health Care 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 (WOI)	11/21/24	2/4/25
May/June '25	Entertainment	2/7/25	4/1/25
July/Aug '25	Legacy	4/11/25	6/3/25
September/October '25	Media	6/12/25	8/5/25
November/December '25	Sports	8/14/25	10/7/25
January/February '26	Leadership	10/8/25	12/2/25

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

(DIGITAL)

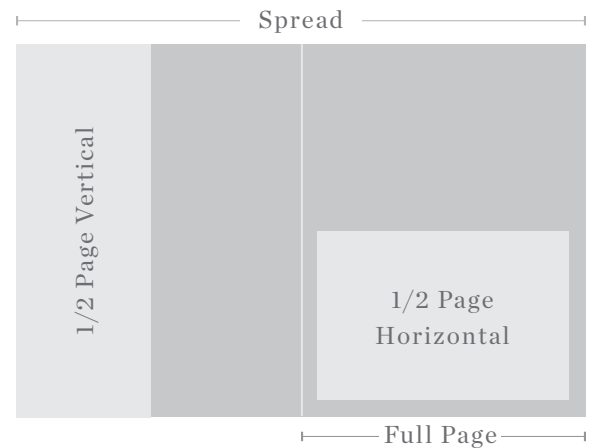
ISSUE	THEME	MATERIALS DUE	LIVE DATE
January '25	Emotional Intelligence	12/2/24	1/7/25
March '25	Sustainability	2/4/25	3/4/25
May '25	Leadership	4/8/25	5/6/25
July '25	Succession Planning	6/3/25	7/1/25
September '25	Startups	8/5/25	9/2/25
November '25	Philanthropy	10/7/25	11/4/25
January '26	Personal 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 5 business days prior to launch of campaign. SUCCESS<sup>®</sup> 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

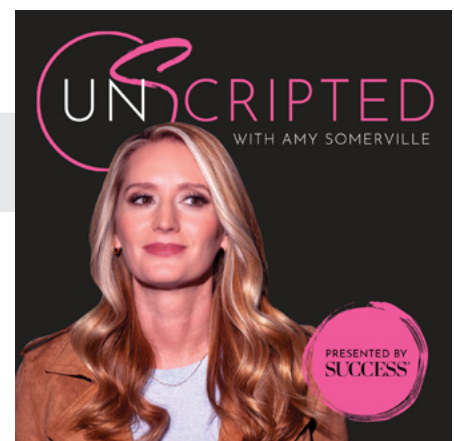
- All dimensions are in inches.
- 4-color process only. No spot color.
- Non-bleed elements must be a minimum of 3/16" from trim margin.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).
- A contract color composite proof should accompany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



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

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)