

# Advance Career Building

Get Smart and Reach 14 Million Career-Minded Professionals in an Advertorial education section in these top business publications:

## **FORTUNE** Paid Circulation: 830,000

Forward-thinking professionals know that continuing their education is an essential part of advancing their careers. FORTUNE's special Executive Education Section delivers your message to a very receptive audience. FORTUNE guarantees a qualified audience of professionals in leading industries such as management consulting, investment banking, consumer products, technology and more.

**Audience**  
66% Male 34% Female

**Job Title**  
99% Management & Professionals  
64% Top Management  
35% Middle Mgmt & Professionals

**Areas of Responsibility**  
53% Sales, Marketing  
38% Administration  
33% Finance, Banking  
32% MIS

**Education**  
81% College Graduates

## **Money** Paid Circulation: 1.9 million

MONEY, America's largest financial publication, is the trusted resource for over 7 million readers who are looking to make financial purchasing decisions. Our readers turn to MONEY for unbiased information and guidance on all areas of investing and finance, including: stocks, bonds, sectors, retirement, college savings, estate planning and wealth management.

**Audience**  
63% Male 37% Female

**Median Age**  
47.5 years

**Individual Employment Income \$50,000+**  
42.9+

**Median Individual Employment Income**  
\$55,495

**Attend / Graduate College+**  
78.7%

## **Inc.** Paid Circulation: 665,000

Inc. readers are highly driven business leaders who are always in search of what will give them the competitive edge they need to wear many hats and become knowledgeable in all their business demands. Therefore, they need to continually educate their employees and themselves. They are a perfect audience for career advancement programs.

**Audience Reached**  
1,086,000

**Median Age**  
42.8 years

**Audience**  
67% Male 33% Female

**Median Individual Employment Income**  
\$65,759

**College – Educated**  
85%

## **SUCCESS** Paid Circulation: 600,000

SUCCESS is a new kind of business magazine, a magazine dedicated to success in business, and in life. Both women and men have said they want a magazine that's edited with a personal perspective, a business magazine for and about real people. Featuring how-to editorial sections such as **Motivate**, covering finance, business skills, entrepreneurship, and learning.

**Average Age:** 44 years

**Audience:** 48% Male 52% Female

**Average HHI:** \$136,000

**Mean Net Worth:** \$1,018,000

**Education:** 92% College or Higher

**Top Management:** 53%

**Business Purchase Decision Maker:** 72%

**Marital Status:** 75% Married

## **FASTCOMPANY** Paid Circulation: 700,000

Fast Company's service-oriented business journalism delivers actionable ideas and solutions to a new generation of leaders. Fast Company readers are successful, affluent, educated, and influential business leaders. These top-level impact players in business rely on and respond to Fast Company's first-hand insight and actionable ideas to stay on top of their game. Fast Company moves the minds that move markets.

**Audience**  
67% Male 33% Female

**Median Age**  
44 years 82%

**Graduate College +**  
72%

**Median HHI**  
\$119,000

**Median IEI**  
\$85,000

# Total Paid Circulation: 4.69 Million

# Readership is Over: 14 Million

## Rates

	Package 1 (A or B)	Package 2 (A and B)
Full Page	\$85,500	\$160,000
1/2 Page	\$45,000	\$82,500
1/4 Page	\$25,000	\$45,000

## Mechanical Requirements (Non-Bleed)

### *Fortune, Money, Success*

Size	Width x Depth
Full Page	6.875" x 9.5"
1/2 Page (Horizontal)	6.875" x 4.625"
1/4 Page (Vertical)	3.375" x 4.625"

### *Inc. & Fast Company Text Box Ads*

Size	Width x Depth
Full Page	7.25" x 10.125" - 240 words + 3-4 images
1/2 Page	7.25" x 5.0625" - 120 words + 3-4 images
1/4 Page (Horizontal)	7.25" x 4.625" - 60 words + 1-2 images
1/8 Page	3.5" x 2.25" - 30 words + 1 image

## A - Includes 5 Issues

Publication	Issue	Ad Due	On Sale Date
Inc.	August	06/21/07	07/31/07
Success	Sept./Oct.	06/21/07	08/28/07
Fast Company	October	06/21/07	09/18/07
Fortune	November	06/21/07	10/30/07
Money	December	06/21/07	11/19/07

## B - Includes 5 Issues

Publication	Issue	Ad Due	On Sale Date
Fortune	March	02/19/08	TBA
Inc.	April	02/19/08	TBA
Success	May/June	02/19/08	TBA
Money	June	02/19/08	TBA
Fast Company	July/August	02/19/08	TBA

## Artwork / Digital Requirements

- Files must be submitted in flattened PDF, EPS or TIFF format with resolution at 300dpi at 100% of finished size for MAC and/or PC.
- Color images should be saved in CMYK mode, not RGB.
- Files no larger than 10MB can be sent via email to [ventureart@ven.com](mailto:ventureart@ven.com)
- If the file is larger than 10MB, it can be uploaded to our FTP site. Type the following URL into your browser and drag the compressed file into the browser window. <ftp://ventureart:guyc7va@www.ven.com>
- If you prefer to use FTP software like Fetch or WS-FTP, simply type the address below and upload files.  
- Host: [www.ven.com](http://www.ven.com) (172.17.1.1) - User ID: [ventureart](#) - Password: [guyc7va](#)



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