



# ACHIEVER

## BE EXCEPTIONAL

FALL 2011



# WHY ACHIEVER?

**ACHIEVER** captures the energy and imagination of those who want more from their lives and aren't afraid to change.

It inspires readers to create major life goals in six categories and act on them, through the introduction of new experiences, practical resources and relevant highly targeted ads that make success possible.

**ACHIEVER** focuses on the big ideas that take us beyond our day-to-day. Do you have the skills to get there? Through real-life success stories, expert advice and the support of the **ACHIEVER** community, your personal and professional bucket list can be fulfilled — and so can you. Explore your life. ***Be exceptional.***

## Travel & Leisure

### Freedoms of Nantucket

*From donning some famous Reds to watching the autumn leaves turn, some time to explore the best of what the island has to offer this fall.*

## Relationships

### Ask Ms. EO

*Our goal advisor takes a reader's challenge, to Make 20 New Friends, and helps her formulate a plan.*

## Education & Community

### Secret Agent of Kindness

*Laura Simpson didn't know what a profound effect her random acts project would have on her, and on her community.*

## Career & Finance

### The Planner

*College financial phenom Scott Gamm, only 19 himself, shares what he's learned about staying afloat and getting smart about your money.*

## Lifestyle & Fitness

### Net Gain

*Get focused on your fitness/weight loss goal with Boston-based Les Mills International fitness instructor Mike Anderson.*

## Sports & Adventure

### The Legend

*From surf bum to pro skipper of Ticonderoga, Tom Reardon learned to ride the waves from one of the nation's winningest, most beautiful yachts.*



# ACHIEVER

## Rates and specs

ACHIEVER publishes in hard copy 3x a year

**September, January and May**

Next issue: **Sept. 9, 2011** (Fall Issue)

Ad Size	Specs	Price Per Issue
Inside front page	5.25x7.25	\$5,000
Inside back page	5.25x7.25	\$5,000
Full page	5.25x7.25	\$4,000
Half page	5.25x3.625	\$2,000
Back cover	5.25x7.25	\$5,000

### *Premium print sponsorship opportunity*

Three-page package: \$10,000

- Two-page spread of targeted content, one-page ad and block cover ad
- Visibility and product placement at Achiever events

### *Premium print + digital sponsorship opportunity*

Three-page package and category display ad: \$12,500

- Two pages targeted content, one-page ad, block cover ad and web branded community
- Visibility and product placement at Achiever events

**20% DISCOUNT FOR ANNUAL RESERVATION**



# ACHIEVER

## Rates and specs

ACHIEVER publishes **digitally** monthly

*www.achievermag.com*

Next issue: **Sept. 9, 2011**

The ACHIEVER digital advertising platform is a unique way to reach buyers with high purchase intent, by promoting a specifically targeted mix of **sponsored search and display ads**, as well as an **interactive branded community page** (social network) pre-populated with relevant goals and success story (rich media) content from GoalsCorp Media's family of topic-focused websites, including mylifelist.org, the premiere social network for goal achievers.

ACHIEVER community data is aggregated and assigned based on users' pre-determined goals and bucket list experiences. This match connects brand advertisers with a **high purchase-intent audience of advocates and influencers** in need of relevant products and services to achieve their self-identified major life goals.

Ad Type	Specs	\$ per 3 mo. campaign
Sponsored search ad	Text link	\$1,000
Category display ad	"Brought to you by"	\$2,500
Branded community	Relevant content (text, photos), cross promotions, link to advertiser website and sales portal	\$5,000
Video-enhanced branded community	Adds rich-media content (text, photo, video)	\$10,000



# ACHIEVER

## Reader stats

### MEET OUR READERS:

**100%** have **TRAVEL GOALS**, including exploring new countries, taking family or romantic trips or having adventure/adrenaline experiences.

**95%** have **HEALTH GOALS**, including getting fit, losing weight, eating more nutritiously, quitting

smoking, integrating work/life balance skills, and learning meditation or yoga.



**More than 90%** have **CAREER/FINANCE GOALS**, such as working for a company they love, starting their own business, paying off debt, saving for major purchase (home, car, vacation, boat), and saving for college.

**More than 90%** have **EDUCATION/COMMUNITY GOALS**, including volunteering for an important cause, serving on public, private and charitable boards, becoming a mentor, furthering their education, learning new languages, playing an instrument, having a pet and “going green.”



**More than 75%** have **RELATIONSHIP GOALS**, such as finding life partners, getting married, having children and fostering healthy emotional connections with family and friends.





# ACHIEVER

**Circulation, reach and impressions**

**HARD COPIES: 50,000**

**Breakdown:** ACHIEVER is hand-delivered to Greater Boston's most goal-focused and motivated readers, from entrepreneurs to college students looking to experience more in life. Total circulation includes individual recipients, company subscriptions and sponsor-paid circulation.

*Universities: 50% Companies: 20% Gyms: 20%*

*Retail Venues: 5% Business Incubators: 5%*

## **Venue Types:**

University campuses, financial institutions, gyms and fitness clubs, travel agencies, health facilities, small business incubators, insurance agencies, sports complexes, sporting goods stores, coffee shops, health food stores, bookstores, professional industry offices and conferences

## **Reader Profile:**

Our readers are highly educated leaders among their peers and comprise a well-defined, vocal consumer group because they share willingly what they want—to accomplish and to buy—in order to succeed. Our average reader is female, age 30, earns \$100,000+ a year and holds a master's degree.

**DIGITAL UNIQUE MONTHLY VISITS: 80,000**

ACHIEVER monthly mobile/digital-only content reaches an opt-in list of professionals, entrepreneurs, university leaders and students, health instructors and self-development coaches with features, columns, research, calendar listings and other information critical to their goal success.

Content will be attached to group-buying opportunities, and readers decide how often to receive emails and other communications regarding promotions.



# ACHIEVER

## Advertising Order Form

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

### RETURN FORM BY AUGUST 10 DEADLINE

Full page.....

Inside front page .....

Inside back page .....

Half page .....

Back cover .....

Premium Print Package .....

Premium Print + Digital Package .....

### Payment Method:

Visa \_\_\_\_ MasterCard \_\_\_\_ Check \_\_\_\_

**Contact Bill Starr:** advertising@mylifelist.org 310-717-6953

**Mail check to:** GoalsCorp Media, Inc. One Marina Park Dr. 14th Fl., Boston MA 02210



# ACHIEVER

## Advertising Schedule

Advertising in ACHIEVER's complement of media products delivers your powerful message to our motivated readership in a clutter-free, professional lifestyle journal.

### 20% DISCOUNT FOR ANNUAL RESERVATION

<b>Print Issue</b>	Space Reservation	Material Deadline	Distribution
Fall	August 10	August 17	Sept 9
Winter	December 7	December 14	Jan 4
Spring	April 4	April 11	May 2

<b>Digital Issue</b>	Space Reservation	Material Deadline	Distribution
Fall	August 10	August 17	Sept 9-Dec 31
Winter	December 7	December 14	Jan 4-April 30
Spring	April 4	April 11	May 2-Aug 31