

# IBA SUCCESS

IT'S NOT JUST A MAGAZINE... IT'S A MARKETING CAMPAIGN



## 2019 MEDIA KIT

### INTERESTED IN ADVERTISING?

Call or Text: 407.486.0993  
Toll-Free: 1.800.719.8231, Ext . 4  
Advertise@ibasuccess.com

[www.IBASuccessMagazine.com](http://www.IBASuccessMagazine.com)

PROMOTING, EMPOWERING & EDUCATING ENTREPRENEURS WORLDWIDE



OFFICIAL PUBLICATION OF

JENNIFER

yon  
Agency



## WELCOME...

Our mission is simple – to provide consistent, strategic public relations advertising and marketing guidance, with call to actions while cultivating relationships along the way.

**I** – Innovative, **B** – Business, **A** – Action.

Separately, these are each powerful platform words. Together, I believe they are unstoppable. Vetted contributing writers and advertisers are the heart of *IBA Success Magazine* and the voice that brings the Innovation and most importantly, the Action that make *IBA* a true Success.

As the founder, I believe in the brilliance of together we are stronger, and it is the power of partnerships that open doors, unlocking amazing opportunities for businesses, organizations and individuals WORLDWIDE.

By sharing experiences related to educating, empowering and promoting others in all industries, we position clients, readers and contributors to grow their professional dreams, adding value for everyone.

Join a network of Action and reap the benefits of your Success.

**LET'S CLIMB TOGETHER.**

Jennifer Yon  
CEO & Founder

## MISSION, VISION & GOALS

*IBA Success Magazine* is a Bi-Monthly Advertising Campaign geared towards promoting entrepreneurs, organizations and nationwide brands worldwide on a multi-level platform. Our innovative approach delivers results by customizing our distribution pertaining to our advertiser's demographic audience.

IBA remains committed to providing advertisers consistent, customized campaigns that will increase brand awareness & build revenue streams. We are devoted to providing affordable and effective options that are specifically designed to help reach your greatest growth potential.



1

IN-PRINT & ONLINE

2

DIGITAL BLASTING

3

NATIONWIDE EVENTS

4

SOCIAL MEDIA

- Frequency: 6x per year
- Circulation Print: Over 7K
- Readership: Over 150K (print & digital)
- Email & Text Database: Over 5K

## OUR REACH

Consistency on multiple platforms is our secret.  
In-Person, On-Line & In-Print.

*IBA Success Magazine* is mailed directly to our list of growing paid subscribers globally.

Our strategically targeted promo-cards are distributed to high-traffic locations throughout the area of our advertisers and events attended on a weekly bases.

## OUR READERS' PROFILE

IBA Success Magazine is not just a magazine, it is a print and digital advertising campaign that showcases and promotes prominent entrepreneurs, executives and non-profit organizations across a variety of industries.

We strive to give our readers an insightful glimpse into behind-the-scene success with a focus on evolving and exposing business landscape through relevant dialogue. Our editorial content encourages conversations around the ideas that drive and influence markets in every sector of the economy.

We not only shine a light on business professionals and the measurable success of the organizations they manage, but we also open the door for them to broaden their network.

Cultivate, Collaborate, Network and Build lasting relationships. This alone, is the igniting force behind the creative and innovative themes per issue and the stories we share.

As a media platform for the movers and shakers, we distribute our QR-Coded High Quality Campaign Card

globally. Our platform opens the door for a unique forum where business leaders with different experiences and backgrounds can share their insight, passions, and advice with the purpose of educating and inspiring our readers.

- 45% Men, Ages 18-50
- 55% Women, Ages 18-65
- All Nationalities
- International & National
- Household Income: \$35K-\$200K+

## OUR EDITORIAL CALENDAR

We focus on topics that are relevant and create brand awareness through education and promotion.

2019	THEME	FEATURES	SPACE DEADLINE	MATERIALS DUE	CAMPAIGN DATES
<b>MAY</b> Vol. 5, Issue 2	Power in Partnership	Traveling Smart • Women in Business Charities Calling Action	April 5	April 10	May 2–July 2
<b>JULY</b> Vol. 5, Issue 3	Healthy Lives	Smart Health • Weddings Galore Power Couples	June 5	June 10	July 3–Sept 4
<b>SEPT</b> Vol. 5, Issue 4	Real Estate	Young Entrepreneurs • Education Excellence Smart Money Movers	August 5	August 10	Sept 5–Nov 5
<b>NOVEMBER</b> Vol. 5, Issue 5	Hospitality	Best Gadgets & Gifts Savoring Success in the Kitchen Entertainment & Fashion	October 5	October 10	Nov 6–Jan 5

Themes and release date subject to change without notice.  
Deadline to submit articles and ads are the 5th of the previous month.

## EACH ISSUE INCLUDES:

- News, profiles, spotlights and articles
- Food & Hospitality
- Arts & Entertainment
- Health & Wellness
- Home & Lifestyles
- Fashion & Beauty
- Education & Empowerment

Our goal each issue is to give readers visually driven, informative content about everything that elevates day-to-day living while achieving success.

**100K**  
PROMO  
CARDS  
PLACED  
PER ISSUE

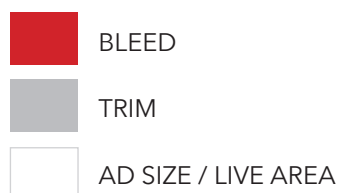
**OVER  
7K**  
PAID  
SUBSCRIBERS

**OVER  
150K**  
ONLINE  
READERS  
PER ISSUE





## AD SPECS



### 2-PAGE SPREAD (BLEED)

Trim Size: 17" w x 11" h  
Bleed Size: 17.25" w x 11.25" h  
Live Area: 15.5" w x 10.25" h

### FULL PAGE (with BLEED)

Trim Size: 8.5" w x 11" h  
Bleed Size: 8.75" w x 11.25" h  
Live Area: 7.75" w x 10.25" h

### FULL PAGE (NON-BLEED)

7.75" w x 10.25" h

### 1/2 PAGE HORIZONTAL

7.5" w x 4.75" h

### 1/2 PAGE VERTICAL

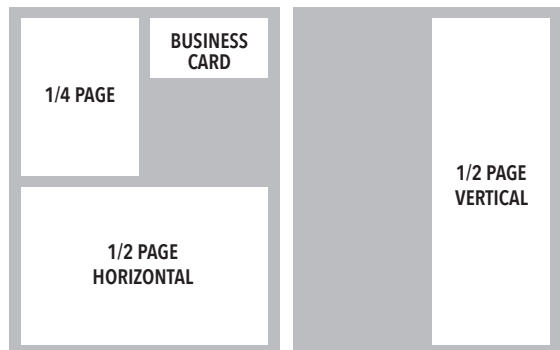
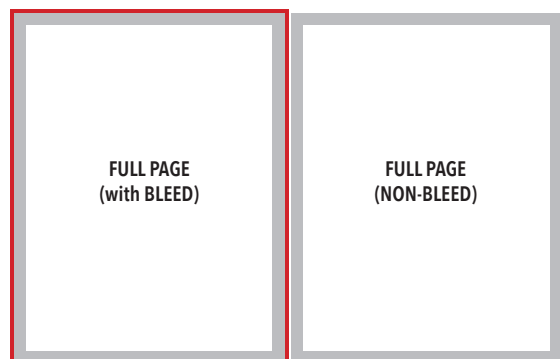
3.5" w x 9.75" h

### 1/4 PAGE VERTICAL

3.5" w x 4.75" h

### BUSINESS CARD (1/8 Page)

3.5" w x 2" h



- Full-page bleed ads observe a 0.125" bleed border on all sides.
- Important copy should fall within the live area and be within .375" of trim size.
- Ad must be submitted as a high-resolution PDF, TIFF or JPEG.
- Images should be 300 dpi at 100%.
- All images and colors must be in CMYK mode – No Spot Color or RGB.

## TOP 5 REASONS TO ADVERTISE WITH IBA SUCCESS MAGAZINE

- 1** Our focus is customizing an advertising campaign, not placing an ad.
- 2** Our publication reaches audiences around the world, offering GLOBAL EXPOSURE.
- 3** We partner with diverse events connecting face-to-face with your potential client.
- 4** We go beyond placing your ad in our magazine. We offer referrals, promote and share your business specials and events through social media and Eblasts, while connecting you to other businesses. We nurture partnerships.
- 5** Our team has over 50 years combined experience in design, content creation and public relations.

## ADVERTISING RATES

Ask about our multi-run discount.

POSITION	1x
Full page	\$2,250
1/2 page	\$1,500
1/4 page	\$850
Business Card	\$525
Directory Listing	\$225
Promo Card Placement	\$150
COVERS	1x
Front Cover with 4-Page Spread	\$8,500
Front Cover with Double Spread	\$7,500
Cover 2 (inside front)	\$3,500
Cover 3 (inside back)	\$3,500
Cover 4 (back cover)	\$3,800

## BUILT-IN SOCIAL MEDIA CAMPAIGN



Social media marketing is the use of digital platforms and websites to promote awareness to a product, service, person or organization. Our social media marketing component places your advertisement in consistent rotation through our 2-month advertising campaign. Not only is social media becoming more popular, it keeps you in front of your next deal, since it's known that individuals carry their electronic devices over 75% of the day– and **Campaigns that are "In-Print & Online" improves persuasion methods By 10%.**