

Professional Performance³⁶⁰ Magazine

WHAT YOU NEED TO SUCCEED!

**MEDIA
GUIDE**



Align • Strategize • Implement • Succeed

Who We Are

Performance Magazine is the only magazine in America that showcases top industry leaders, experts, and celebrities sharing their personal secrets to success by contributing content rich, how-to articles that allow our readers to significantly and instantly improve their own performance, both personally and professionally.

Our Unique Results

As a dynamic periodical that delivers exclusive content, Performance Magazine provides its success oriented readers with high impact information. It's an invaluable resource with an indefinite shelf life.

Each article tackles skills, behaviors, attitudes and necessary activities that empower readers to attain their greatest potential, and leaves readers with plans that can be put into immediately action, making it an ageless reference.

Our Audience

While the average time spent reading most subscription publications is less than 12 minutes, our readers report spending more than one hour with each edition, and archiving them like a great book and sharing them with at least four other professionals.* Our content is unique. Our readers are high influencers, high earners, and have high expectations of their personal and professional performance success ... and look for guidance and resources to help them achieve their goals.

Our Content

No where else will you find unique content from the minds of subject-matter-experts and accomplished individuals like what we compile in each edition for you!

406-548-5385
Jeffrey@JeffreyMagee.com



Our Editorial Legacy

For nearly two decades, Performance Magazine has been the platform where successful people from across industries, vocations, and economics have shared in 500 words or less their insights on performance improvement. Performance success is addressed from a cross section of immediate application areas. Each edition is packed with powerful how-to articles written by top level personalities:

World Leaders, Senior Federal and State Government leaders: the President and Cabinet Secretaries to Governors and Agency heads

Fortune 1000 C-Level Officers (CEO, COO, CAO, CLO, CFO) to standout business entrepreneurs

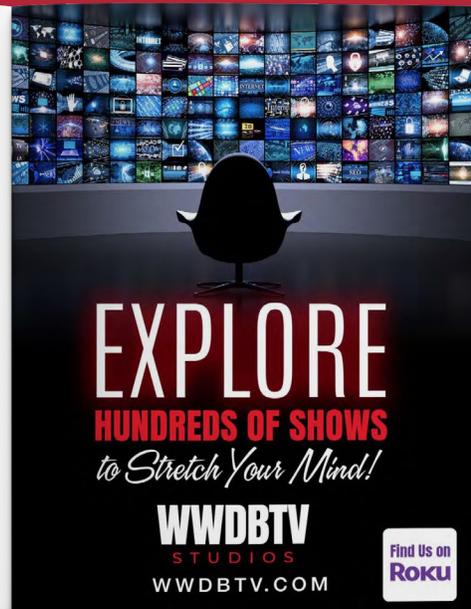
Military Generals and Academy Faculty

NYTimes Best Selling business, self-help, success authors

Athletic and entertainment celebrities

Consultants and advisors from the world's leading firms, and many other high-profile personalities

For the past five years, advertisers have been allowed to participate in this unique and powerful publication.



Affinity Edition Differences Makes an impact

Bringing success and performance improvement to the strategic level. Performance Magazine is the only national publication of its niche that also allows advertisers to gain both a national awareness and a local impact. You will find high impact personalities unique to affinity communities that share their powerful business and personal life success plans for subscribers and public access circulation.

Circulation

Print Edition Distribution

16,000

Direct marketing and subscriber mailings to Performance Magazine customers who have requested the publication; plus special promotions and events

Digital Edition Subscribers

46,000

Total direct, controlled quarterly electronic distribution of PDF version of Performance Magazine, including distribution to WESTERN CPE in-house list of Certified Public Accountants/CPAs nationally

3,881

Paid and bulk subscriptions purchased by clients for their customers

78% Growth

Pageviews each quarter are increasing at a rate of 57% per month, with 54% of new website visitors coming from search engine results and referring websites, and 46% accessing the website directly.

Our Readers

More than **460,000** Readers Nationally

36% **Female**

Average Income \$67K

64% **Male**

Average Income \$93K

82%

Have advanced education or higher

87%

of our readers subscribe to personal and professional development resources

Our Readers Include...

- Fortune 500 employees and leaders.
- White collar professionals
- Entrepreneurs, Business Owners and CEOs
- Military Leaders
- Medical, health care and pharmaceutical professionals
- Local, state, and national government workers and leaders
- Financial industry leaders
- Aviation, automotive, energy, and manufacturing professionals
- High-tech, low-tech, and service industry professionals
- Governors, Congressmen, and Senators from all across America
- Media Professionals
- Sales Professionals
- Travel and Hospitality Professionals, and Meeting Planners
- Premier lecturers, speakers, and corporate trainers
- CEO and Networking organizations
- All aspects of success-minded individuals!



Advertising Rates

Print Rates	4x	1x
Back Cover Bleed†	\$18,000	\$20,000
Inside Cover (Front or Back)†	\$13,500	\$15,500
Full Page‡	\$9,000	\$10,000
1/2 page Horizontal	\$5,400	\$6,500
1/3 page vertical	\$3,000	\$4,500

† Full Page Ads come with e-Mail list access & banner ads

Dimensions

Full Page Bleed*	8.25" x 10.75"
1/2 page Horizontal	5" x 5"
1/3 page Vertical	2.375" x 10.2"

* Please allow .125" bleed to all four sides for full page ads.

Production Requirements

File Format

- We accept AI, EPS, and PDF files.
- We cannot accept ads created in Microsoft Word or other word processing programs.
- If ad creation services are needed, a one time fee of \$200 will be charged.

Image Format

- All images and files should be at least 150 dpi in CMYK color mode.
- We cannot accept images from the internet.

406-548-5385

Jeffrey@JeffreyMagee.com

Professional Performance 360 Magazine

WHAT YOU NEED TO SUCCEED!

First Lady **Melania Trump**

The Reality to Projecting Elegance & Professionalism

Influencing for Impact
One Shot to Relevance
Career Pathing

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WHAT YOU NEED TO SUCCEED!

ICONIC Insights From Legends!

True TALENT: Finding, Getting, Keeping!
What If You Were SOMEBODY & No One Knew?

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WHAT YOU NEED TO SUCCEED!

TITANS OF ENTREPRENEURIALISM SHARE

Nido Qubein & Jeffrey Magee

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WHAT YOU NEED TO SUCCEED!

BUILDING A GLOBAL LEGACY

THE FIRST AMERICAN BILLIONAIRE
COSMONTHERICAL ASTRONAUT

Sir Richard Branson

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WHAT YOU NEED TO SUCCEED!

Life's Recipe to SUCCEED
Your Future is Made TODAY

20 Power Strategies to Greater Achievement

HOW THE COOKIE CRUMBL'D

TWO CRAZY COUSINS AND THEIR PERFECT COOKIE QUEST

Sawyer Hemsley & Jason McGowan

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WHAT YOU NEED TO SUCCEED!

Do You Have the DNA to Retain to Succeed?
The Great Fake-Out is Back!

The Golden Boy of Boxing

FROM OLYMPIC GOLD MEDAL TO WORLD CHAMPION TO GLOBAL BUSINESS STAR - WHAT DOES IT TAKE?

Oscar De La Hoya

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WHAT YOU NEED TO SUCCEED!

What Made You Great, Will You Still Be? Tomorrow, "Why" May Not Matter to Most People

Stuckey's

Building Back Upper Branding Play Wins the United States Fast-Food Restaurant Industry

Stephanie Stuckey

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WHAT YOU NEED TO SUCCEED!

Calibrating Greatness
Leveraging YOU, Inc.
When Others Fail, What We Learn

NAVY NABOB

Looks Like Success

Jesse Wuji

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WHAT YOU NEED TO SUCCEED!

Women of Wisdom

First Lady **Michelle Obama**

Gives a Perspective on Balance

The Magnitude of your Credit Rating
Expert Advice from David Bach

Dr. Jeff Magee on the Rewards of Mentoring

20 Power Women Share Their Secrets to Success

BONUS: International Edition Inside

Professional Performance 360 Magazine

WHAT YOU NEED TO SUCCEED!

The DNA of Sustained Success
The New Virtual Reality is Not New
Behind the Curtain on Being Relevant

The Global Leader of Management Excellence

Ken Blanchard

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WHAT YOU NEED TO SUCCEED!

The Real Backstory of SUCCESS
What to do When Things Go WRONG
Catch the CANCER HOOKUP Before They Kill Your Organization

Before It's Too Late

Marshall Goldsmith & Jeffrey Magee Create IT

Objectively Separating Rhetoric to See FACTS

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WHAT YOU NEED TO SUCCEED!

360 Degrees of Greatness

Apply These Maps to 30x Greatness

Challenge Your Old Paradigms for Achievement

President **Donald Trump**

On Business Success

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WHAT YOU NEED TO SUCCEED!

The King of Sustained Performance

Larry King

The DNA of Achievement - Performance - Success
What Right Looks Like
Thrive or Die: Business 101

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WHAT YOU NEED TO SUCCEED!

All Business Is Show & Your Show Is Business

DNA2Greatness: 5 Factors
Grow a Pair, If You Dare
ABCs to Entrepreneurship

Tony Orlando

Music Legend

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WHAT YOU NEED TO SUCCEED!

Joan & Melissa Rivers

REINVENTING GREATNESS

The New 80/20 Rule

25 Power MAPS to GPS ROI

What's Old is NEW & What's New is OLD
Understanding Your Trajectory CODE

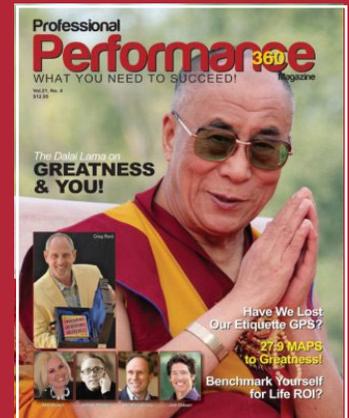
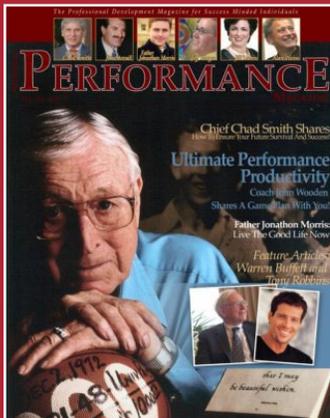
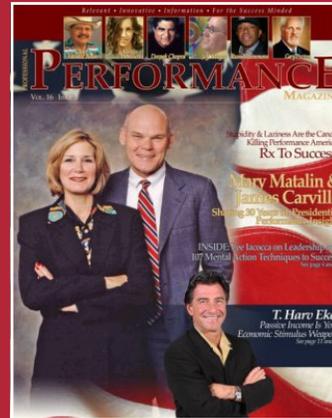
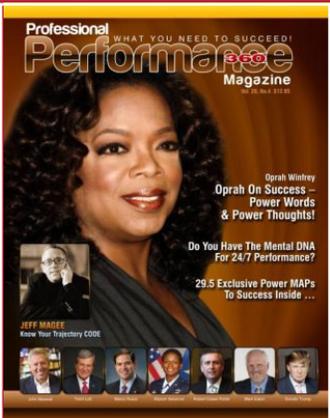
Professional Performance 360 Magazine

WHAT YOU NEED TO SUCCEED!

ICON **Harvey Mackay**

Building a Better Version of YOU

101+ Hours Learned Lessons on Achievement, Success and Performance You Can Use NOW



Magazine Advertizing Terms And Conditions

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Nonprofit Performance Magazine (the "Magazine") published by SynerVision Leadership (the "Publisher").

Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine.

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY: Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS: Our invoices are NET 30 on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit. Payments received will be credited to the oldest outstanding balance.

Advertising Agreement

Company _____

Contact Person _____

e-Mail Address _____ Phone Number _____

Billing Address _____

Edition Participation _____ Placement Size _____

Amount Due _____ Performance Agent _____

Make Checks Payable to Jeffery Magee

Authorized Signature _____

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Jeffrey@JeffreyMagee.com