

CLUB MAGAZINE

Become.

Media Kit
2024

We Are Become.

A multi-tiered, subscription-based content publishing platform designed to impact the entrepreneurial community and positively influence their mindset for professional and personal growth.

We've created a curated multimedia platform to connect the different members of our Entrepreneurial Ecosystem and will use community generated content to populate our feeds. We want to be producers + distributors supporting the creator economy.

Media +
Community.

CLUB MAGAZINE

CLUB Magazine is our MVP digital product designed to itch our scratch for creative, informative and inspirational content for all the professional Cool Kids out there.

PERSONAL BRANDING FOR THE
NEXT GENERATION OF WORK.

The magazine is based on our content pillars that expand beyond traditional business mags and provide a more tangible force than wellness media. We create cross-sectional content to positively influence people who may be skeptical or insecure or blocked in some regard from taking in beneficial content that will help them evolve.

**We want people
to honor their
individuality.
We promote
confidence and
support success.**

The Entrepreneurial Ecosystem.

TARGET AUDIENCE

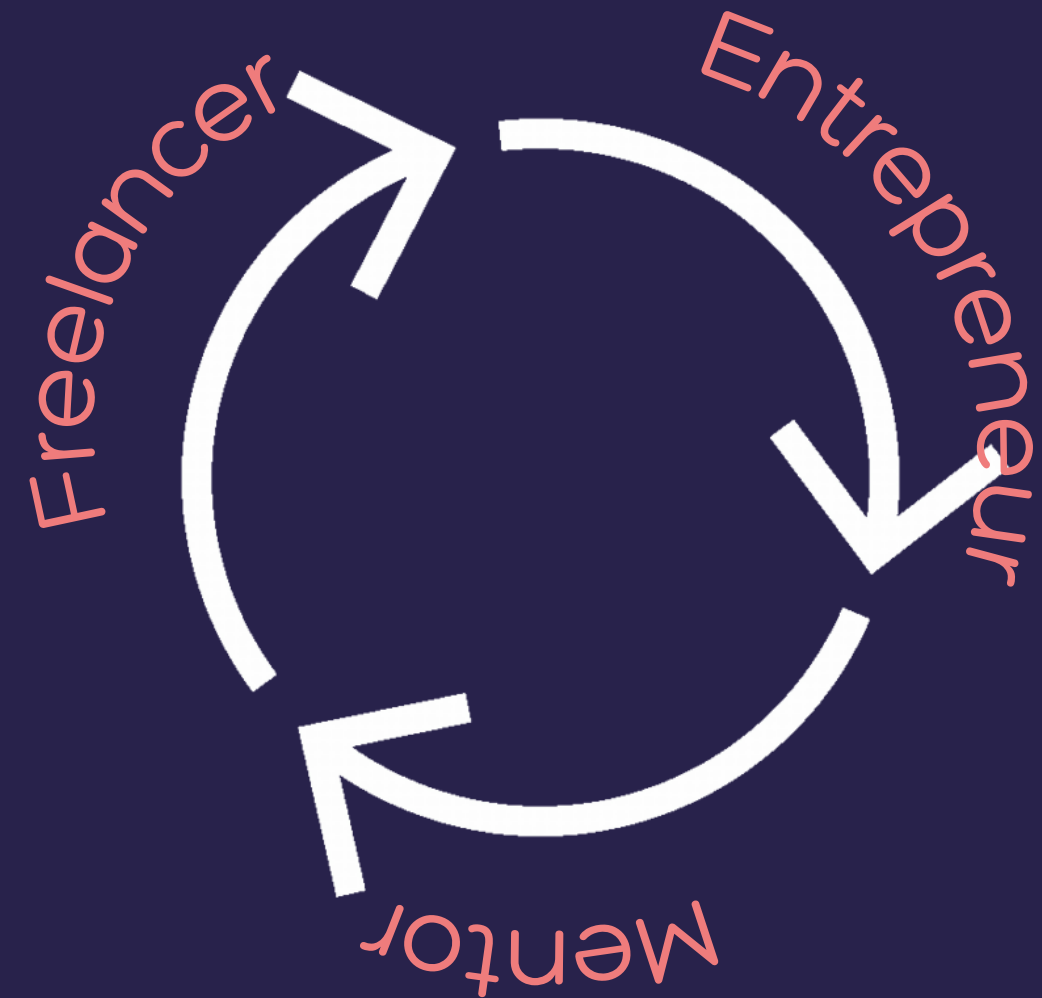
THIS IS OUR TRIFECTA OF HUMANS (ALIENS WELCOME.)

WE'RE FOR THE INDIVIDUALISTS.

The empathetic rebels with ambition. The ones who could use some help, but don't always know how to ask.

They want to collaborate with those who reflect parts of their journey, cause we're all the same, but different. They are ready for growth within a collective that gets it.

Our primary persona, The Individualist, divides into 3 stages of the Entrepreneurial Hero's Journey.



Market Stats.

**594 million
people
identify as
entrepreneurs
globally.**

(7.4% of the total population.)
A 2.1% increase from the 582
million estimated in 2020.
- [Markin Blog](#)

**1.57 billion
people
identify as
freelancers
globally.**

That comprises 46.4% of
the international
workforce. -
[World Bank](#)

**THAT'S BILLIONS
OF PEOPL
WHO WANT TO
WORK WITH
**PASSION +
PURPOSE**
AND DO THEIR OWN
THING TO CHANGE
THE **WORLD.****

The Desired Stats.

45% **Entrepreneurs**
35% **Freelancers**
20% **Mentors**

THE **INDIVIDUALISTS**

are the future of work. They are the gamechangers who will innovate and rebel against the stifled professional norms.

Ages: 21-50

Race + Gender: the easiest thing in the world for us will be to highlight people regardless of these 2 factors. So our target audience is multicultural and non-binary.

INDUSTRY FOCUSES

45% **Media**
35% **Tech**
20% **Wellness**

TARGET REGIONS:

North America, Digital Nomad Hot Spots + Tech Hubs in Europe, Asia + South America

4x4

Published 4 times a year, our quarterly issue aligns with the business quarters or the seasons - depending on how you look at it and where you're situated on this big ol' planet of ours.

Our goal is to offer content that would appeal to an international audience by highlighting Individualists from all over the place with great stories and who are making an impact that would also directly effect our target audience - this promotes further engagement beyond the (digital) page.

04

Issues

- Distinctive Themes
- Diversified Features
- Community Opportunities
- Unique Spotlights

04

Content Pillars

- Identity Integration
- Authentic Presence
- Holistic Well-being
- Professional Prowess

04

Quarters

- Spring (Q1 - Feb)
- Summer (Q2 - May)
- Fall (Q3 - August)
- Winter (Q4 - November)

04

(Cross-)Platforms

- Magazine
- Website
- YouTube (+TikTok)
- Other Socials
(Instagram + LinkedIn)

01 Identity Integration

02 Authentic Presence

03 Holistic Well-being

04 Professional Prowess

Let's meet the content pillars for Become. and see how they structure CLUB Magazine.

These defined sections give familiarity to the audience, while allowing the publishers (us) a flexibility in who and what we showcase, so long as they represent the 4 core pillars.

Identity Integration

CONTENT
SECTIONS

01 The Hero's Journey

Feature Entrepreneur interview + exclusive video interview option. Outlines their personal branding/professional journey. **8-12 pages.**

02 Behavioural Notes

Mental Health Expert Section, dive into a mental block such as burnout, people pleasing, etc. **4-6 pages.**

03 Enter the Woo (Woo)

Article with interactive components about the different self-learning modalities out there, ie. Human Design, Astrology. **6-8 pages.**

Authentic Presence

CONTENT
SECTIONS

01 Express Yourself

Freestyle narrative article from an Individualist outlining an aspect of their personal branding journey. **6-8 pages.**

02 The Aesthetician

A case study from brand designer on a personal brand that they have worked on. **6-8 pages.**

03 Nostalgia Files

Open to all Individualists who use visuals as a storytelling medium. A mood board based on the things from their life that inspire them. **2 pages.**

Holistic Well-being

CONTENT
SECTIONS

01 The Health Report

Open-ended article from wellness experts providing something beneficial for personal growth. **4-6 pages.**

02 The 4 Bodies

Snappy section discusses how an act affects our emotional, mental, physical, and spiritual bodies. Design-centric. **2 pages.**

03 Freelancer Hot Spots

A first-person freelancer perspective - a travel section highlighting places where digital nomads roam. **6-8 pages.**

Professional Prowess

CONTENT
SECTIONS

01 The Dinner Table

Imagine as a brand leader, your dream dinner party for networking. Detail whom you'd like to sit down and enjoy a meal. **4-6 pages.**

02 The Growth Mindset

A business coach (or any relatable coach) gives a motivational rundown on how to evolve your mindset beyond a challenge. **2 pages.**

03 The Legacy

An interview with someone in The Mentor persona pondering their legacy to the world. **6-8 pages.**

Why work
with us?

CAUSE WE'RE COOL.

AND WE'RE CREATING THE CONTENT YOU
WISH YOU HAD WHEN YOU WERE ON THE
COME UP.

Become.

Advertising Opportunities.

ASK US ABOUT ANNUALLY SPONSORING RECURRING FEATURE FROM THE CONTENT SECTIONS ABOVE.

Ad Size	Dimension	Price
Full-Page, bleed	8.25" x 10.75"	\$500
Full-Page, no bleed	7.25" x 9.875"	\$500
1/2 page vertical	4.75" x 7.25"	\$250
1/2 page horizontal	7.25" x 4.75"	\$250
1/4 page vertical	2.25" x 9.875"	\$125
1/4 page horizontal	4.75" x 4.75"	\$125
Classifieds Option	With subscriber ads	
1/8 page vertical	2.25" x 4.75"	\$75
1/8 page horizontal	4.75" x 2.25"	\$75

All Ads include:

- Social Reuse x3 (1/month)
 - (all platforms - Instagram, LinkedIn - Dedicated Posts, TikTok + YouTube, highlight Reel)
- Thanks in our magazine email to subscribers
- Logo cloud on back inside cover + on website for the quarter
- Video link integration option.

Native Advertising Opportunities.

Want to get creative together and build an ongoing relationship?

Let's brainstorm how to create native advertising across our platforms that leads to CLUB Magazine and it's virtual event.

We have ideas from banner ads to quizzes to virtual presentation opportunities.

Get in touch with us to collaborate.

We're on a mission to help people unleash their
INNER REBEL.

Bridging the gap between their personal and professional worlds by promoting self-confidence in individuality.

**Want to learn more?
Trust us, there's a whole backstory**

Instagram: @wearebecome.media

LinkedIn: @wearebecome.media

wearebecome.media@gmail.com

JOIN OUR CLUB.