

Become.
PERSONAL BRANDING MEDIA

IT'S PERSONAL BRANDING FOR THE
NEXT GENERATION OF WORK.

Ad + Partnerships Deck

CLUB MAGAZINE



Your Personal Brand Companion:

CLUB Magazine is a quarterly digital publication that provides in-depth insights and inspiration for personal and professional growth.

LAUNCHING 2025

Contact

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Our Values:

Authenticity,
Empowerment,
Innovation,
Community,
Impact.

Our Highlights:

- Identity Development
- Media Mastery
- Future of Work Preparation

Key Features:

- CLUB Magazine
- PRESENCE Online Program
- Digital Products
- Online Community

YOUR PERSONAL BRAND CATALYST

Become. empowers individuals to build authentic personal brands that align with their passions and aspirations. We offer curated content, a supportive community, and personality development tools to help you discover your authentic self, achieve your full potential, and bridge the gap between your personal and professional lives.

Our Mission: Inspire and equip individuals to build authentic personal brands.

Our Vision: Be the leading destination for personally branded individuals.

*IT'S PERSONAL BRANDING FOR THE
NEXT GENERATION OF WORK.*

Join the CLUB

CLUB Magazine

is the cornerstone of Become.'s subscription model. This quarterly digital publication delivers in-depth articles, interviews, and visual content aligned with the platform's focus on personal and professional growth.



Contents



- **In-depth features:** Exploring complex topics related to personal branding, career development, and well-being.
- **Expert interviews:** Featuring insights from industry leaders and thought-provoking conversations.
- **Visual storytelling:** Engaging readers through photography, infographics, and video content.
- **Community spotlights:** Showcasing member success stories and inspiring journeys.

Phases



- **PHASE 1: "TRADITIONAL" DIGITAL MAGAZINE - LAUNCH EARLY 2025**
 - Core Features: Quarterly issues, written content, basic layout
 - Focus: Build a strong foundation and loyal subscriber base.
 - Cost: \$40/year (4 issues + bonuses)
- **PHASE 2: IMMERSIVE DIGITAL MAGAZINE - LAUNCH BY 2026**
 - Enhanced Features: Interactive elements, multimedia content
 - Focus: Engage subscribers, innovate for the future.
 - Cost \$80/year (includes Phase 1)

TARGET AUDIENCE

The Individualist is an ambitious and ethical professional seeking balance, confidence, and personal growth.

The Individualist

Our target audience includes:

- **Entrepreneurs:** Driven by innovation and social impact, aiming to build successful businesses.
- **Freelancers:** Seeking autonomy, flexibility, and career growth while building a sustainable business.
- **Corporate Rebels:** Ambitious professionals looking to challenge the status quo and find purpose in their work.

Shared Desires: Personal and professional growth, autonomy and flexibility, community and connection, confidence and self-belief.

Psychographics: Values autonomy, flexibility, growth, recognition. Challenges income, isolation, time, self-doubt, clients. Seeks sustainable business, financial stability, industry recognition.

Behaviors: Social media active, online courses, networking events. Interested in personal development and productivity tools.

The Ambitious Freelancer

Demographics: 25-35, urban/suburban North America, college degree, mid-high income

Psychographics: Values sustainability, impact, community, transparency, authenticity, purpose. Challenges balancing profit, finding ethical suppliers, measuring impact, attracting investors, building a strong ethical brand. Seeks positive change, profitable business, inspiration, ethical leadership.

Behaviors: Active on sustainability/social impact social media, consumes ethical business/impact measurement/conscious consumerism content, participates in industry conferences/networking events, seeks ethical partnerships.

The Ethical Entrepreneur

Demographics: 28-50, urban/suburban, college degree, varied income (reinvesting profits).

Psychographics: Values innovation, autonomy, impact, work-life balance, growth. Challenges bureaucracy, resistance to change, work-life balance, finding a mentor, navigating office politics. Seeks leadership positions, driving change, personal branding, fulfillment, positive impact.

Behaviors: Consumes business/leadership development content, actively seeks networking opportunities, interested in personal branding/executive coaching, utilizes social media for professional networking (LinkedIn).

The Corporate Rebel

Demographics: 30-45, urban, college degree (MBA preferred), mid-high income.

Opportunities

Partnership Opportunities



Brand Ambassadors: Become a brand ambassador for CLUB Magazine and promote our platform to your audience.

Product Placements: Feature your products or services in our content in a natural and engaging way.

Sponsored Content: Create sponsored articles, interviews, or videos that align with your brand's messaging.

Collaborations: Partner with us on special projects, events, or initiatives.

CLUB Magazine offers a variety of advertising and partnership opportunities to help you reach your target audience and achieve your marketing goals.

Benefits:

Increased brand visibility:



Reach a highly engaged audience of entrepreneurs and freelancers.

Targeted audience:



Connect with individuals who share your values and interests.

Community engagement:



Foster relationships with like-minded businesses and individuals.

Thought leadership:



Showcase your expertise as a thought leader in your industry.

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



THANK YOU

Hope You
Are
Interested!

Contact



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