

# CLUB MAGAZINE

**Become.**  
PERSONAL BRANDING MEDIA

Media Kit  
2024

# The future of work is riding on one thing: Authenticity.

Beyond a buzzword, there is a rise in entrepreneurship, and having a genuine presence (online in particular) is crucial. A concentrated hub of media + community to support this has not yet been mastered.

# The Identity Problem.

We all can get lost in an abyss of identity confusion.

The great entrepreneurial challenge is taking ownership of your personal power and channeling that into a professional purpose.



# Identity Work.

YOUR INDIVIDUALITY  
IS YOUR GOLDEN TICKET.

Identity work is the key to a stellar personal brand (and a fulfilled existence.)

It creates your unique archetype—one in which you aren't playing a role that doesn't quite suit you and threatens your well-being.

Some of the exploration tools:

Mindset  
Development

Personality  
Profiling

Somatic  
Tactics

# We are Become.

Become. is a modern-day show and  
tell for adults media company.  
We are focused on telling stories  
about "cool kids."

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

THROUGH OUR CONTENT,  
WE WILL EXPLORE IDENTITY,  
WHILE WE HELP OUR  
AUDIENCE BUILD THEIR  
AUTHENTIC PERSONAL BRANDS.



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.**

# CLUB.

Imagine a curated digital magazine that values quality over quantity.

It becomes a coveted staple across industries, focusing on an authentic online presence that transcends the rest of life.

It delivers content variety, promotional and connective opportunities for the audience, and sincere confidence in its delivery.



THE AIR OF EXCLUSIVITY  
WHILE BEING INCLUSIVE  
IS THE VIBE.

- MVP product
- Recurring Revenue model through subscriptions
- Builds audience to (up)sell other offers to
- Mentor Persona in content form.

# The Entrepreneurial Ecosystem.

TARGET AUDIENCE

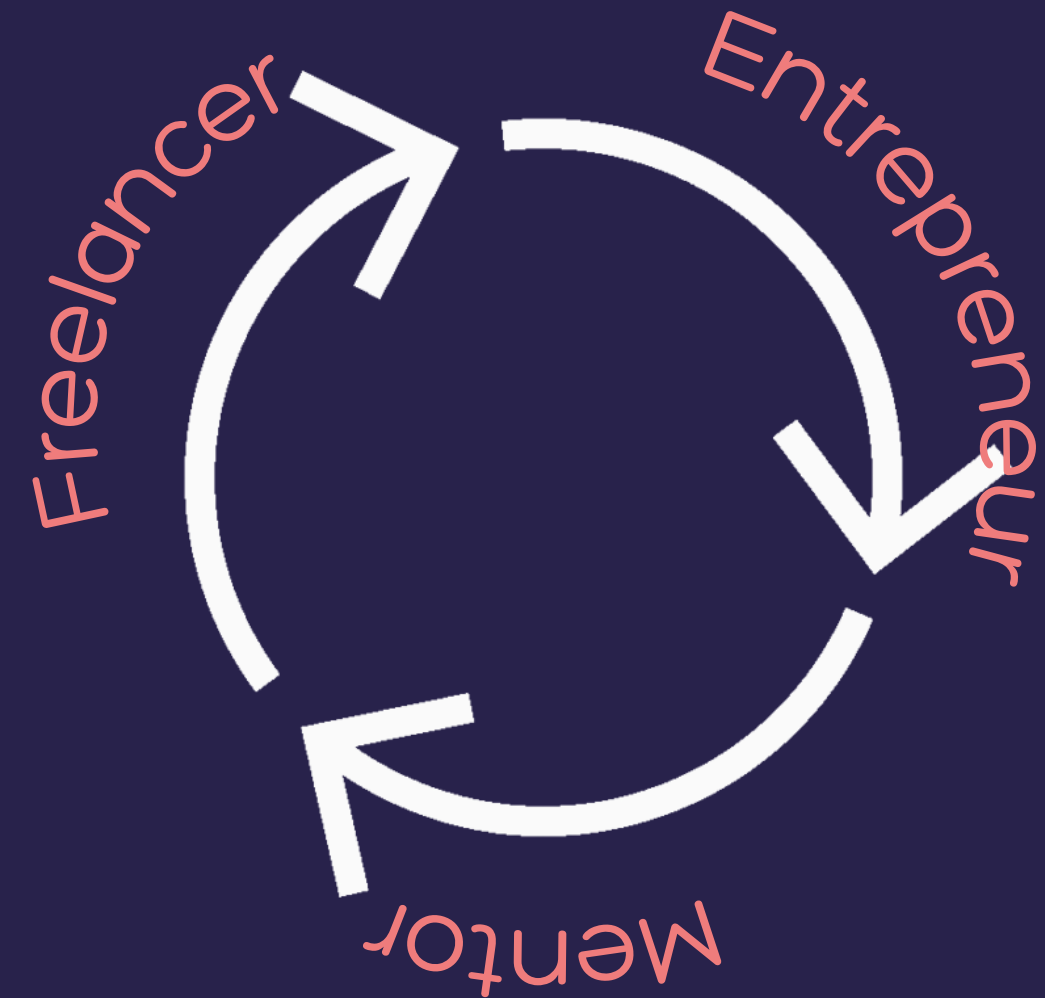
\*THIS IS OUR TRIFECTA OF HUMANS (ALIENS WELCOME.)\*

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.

*HERE'S A CLICHED RESPONSE: "IT'S HUMAN."*

## INDUSTRY FOCUSES

45% **Media**  
30% **Tech**  
25% **Wellness**

## TARGET REGIONS:

**North America** first then **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

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### 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, Pinterest)

**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

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**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

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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

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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

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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 |
| <b>Classifieds Option</b> | <b>With subscriber ads</b> |       |
| 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?**

**email us: [wearebecome.media@gmail.com](mailto:wearebecome.media@gmail.com)**

Website: [www.wearebecome.media](http://www.wearebecome.media)

Instagram: [@wearebecome.media](https://www.instagram.com/wearebecome.media)

LinkedIn: [@wearebecome.media](https://www.linkedin.com/company/wearebecome.media)

**JOIN OUR CLUB**