

# Home Business Magazine

# MEDIA KIT

Will You Advertise in the Next Issue?



# About Home Business Magazine

[www.homebusinessmag.com/about-home-business-magazine](http://www.homebusinessmag.com/about-home-business-magazine)

Home Business Magazine and HBM ONLINE, have been the industry leaders since 1994. They offer you the best mediums to reach the home-based business market. Home Business Magazine is your "one-stop-shop" for Print, Digital and Internet/Online Advertising. The home-based business and home office market is a booming economic sector that has proven difficult to reach for advertisers. HOME BUSINESS® Magazine (HBM), in both Print and identical Digital Editions, the HBM Online website, the HBM EXPO, Facebook, Twitter E-Newsletter, and Mobile Device website - provide comprehensive advertising solutions. HBM offers the largest newsstand, paid-subscription, and digital magazine; and the largest Internet portals to specifically target the \$1 trillion home-based business sector.

HOME BUSINESS® Magazine has grown and evolved with this market. HBM offers advertisers the most viable means to reach home-based business and opportunity seekers, home workers and telecommuters. The print/digital version of HBM has advertising options to fit any need and budget, with a full range of Display Ad sizes classified ads and business listings. HBM Online, HBM EXPO, HBM Mobile, and Facebook/Twitter offer the widest range of Internet advertising. The HBM Online and EXPO are the **TOP CONTENT websites** for the home business market.

HBM's editorial content speaks to the entire home business market, to provide a solid foundation for all types of advertising. Editorial covers marketing and sales; different businesses; business start-up and growth; raising money and business finance, the home office, computers, office products and equipment; telecommuting; business management and operations; and more. HBM provides advertisers with the highest brand awareness built upon publishing since 1994, and a competitive medium for all types of advertising.

**ONE-STOP-SHOP:** Home Business Magazine covers all of your advertising needs, combining Print, Digital, Online, and Mobile-Device advertising in one simple advertising package.

For information on Print Magazine Advertising (includes Digital Edition) please visit [www.homebusinessmag.com/print-magazine-advertising](http://www.homebusinessmag.com/print-magazine-advertising)

For information on Online and Internet advertising with HBM ONLINE, please visit [www.homebusinessmag.com/online-advertising](http://www.homebusinessmag.com/online-advertising)



"Home Business Magazine and HBM ONLINE, established in 1994 and 1996 respectively, have been the long-established industry leaders. They offer you the best mediums to reach the home-based business market."

# Advertise in Home Business Magazine

[www.homebusinessmag.com/advertise](http://www.homebusinessmag.com/advertise)

Home Business Magazine is your "one-stop-shop" for Print, Digital and Internet/Online Advertising. While other competing magazines wither away clinging to declining print circulations, **Home Business® Magazine** is expanding circulation by combining traditional print with new digital circulations. The Home business market is a booming economic sector that has proven difficult to reach for advertisers. **HOME BUSINESS® Magazine** (HBM), in both Print and an identical **Digital Editions** ([www.homebusinessmag.com/digital-archives-and-editions](http://www.homebusinessmag.com/digital-archives-and-editions)), the **HBM Website**, the **HBM EXPO** ([www.expo.homebusinessmag.com](http://www.expo.homebusinessmag.com)), **Facebook** (<http://www.facebook.com/pages/Home-Business-Magazine/92040536001>), **Twitter** (<http://twitter.com/homebusinessmag>), and **Hand-Held Mobile Device** website - provide comprehensive advertising solutions. HBM offers the largest magazine and website to target the \$1 trillion home-based business sector. To learn about the home business market, please visit [www.homebusinessmag.com/home-business-market](http://www.homebusinessmag.com/home-business-market).



"While other competing magazines wither away clinging to declining print circulations, Home Business Magazine is expanding circulation by combining traditional print with new digital circulations, such as through the HBM Digital Edition and custom iPad App."

HOME BUSINESS® Magazine (HBM), in its print version and identical Digital Edition, offer advertisers the most viable publication to reach home-based business and opportunity seekers, home workers and telecommuters. HBM has advertising options to fit any budget, with a full range of Display Ad sizes. HBM combines print circulation with digital circulation and other FREE online circulations and promotions ([www.homebusinessmag.com/circulation](http://www.homebusinessmag.com/circulation)). Most of the readers of HBM's Digital Edition, iPad, Smart Phone, Mobile Web and other Internet mediums CANNOT BE REACHED through stand-alone print publications, and offer you EXPANDED advertising reach with your HBM print display ad.

***"Your Advertising Gateway into the World of Home Business."***



Home Business Magazine is on the iPad in an exact duplicate digital edition of the print magazine Edition and custom iPad App."

## Display Advertising

### in Home Business Magazine

[www.homebusinessmag.com/print-magazine-advertising](http://www.homebusinessmag.com/print-magazine-advertising)

**HOME BUSINESS® Magazine (HBM)** is the largest newsstand/subscription print magazine and digital magazine to target the home-based business sector. HBM offers advertisers:

- **Highest quality PRINT Circulation** through newsstand, magazine racks, and paid subscriptions.
- **Digital Edition & iPad Circulation** of a duplicate digital version of the print magazine. Get your Ad in front of new prospects who cannot be reached by Print!
- **E-Reader** magazine versions (i.e. NOOK and Kindle).
- **Social Media circulation** for Display Advertisers through HBM's Facebook and Twitter that includes a listing on Facebook.
- **TOP BIZ Listing** for Display Advertisers on the Number One visited web page at HBM Online.
- **HBM Online EXPO Listing** for all Print Advertisers in the home-based business industry's largest online directory and trade show.
- **Hand-Held Internet device circulation** through HBM Mobile website..
- **VIDEO:** Embed your Video into your Display Ad.
- **Inserts:** Print or digital magazine inserts (i.e. CD Rom, bind-in cards).
- **Market Cross-Over:** Target business owners/operators, opportunity seekers, home-workers, telecommuters and home office users.



“A Display Ad in Home Business Magazine is your “One Stop Shop” that covers not only print circulation but also digital/iPad circulation and comprehensive Internet marketing.”

**Display Advertising Rates & Ordering:** HBM's rates are among the lowest in CPM's for established magazines. Contact HBM sales for more information or order online.

**Circulation:** 125,000+ (250,000 readership) of the highest quality print and digital circulation that includes Newstand, Print, iPad, Nook, Kindle, website and online trade show circulations. One Ad Placement does it all.

**Editorial Profile:** Most in-depth editorial of any magazine that covers the home-based business sector. Editorial keeps reader interest to draw interest to advertising.

**Dates: Issue Closing, Material Due & On-Sale Dates:** Published 6 times per year to maximize newsstand and digital/iPad exposure.

**Ad Material & Specifications for Display Ads:** All common display ad sizes are accepted. All Ad Material formats are accepted. Upload your Ad material online. HBM offers full graphic services to design a Display Ad.

**Classified Print Advertising:** Are you looking for the lowest cost way to tap into HBM's marketing value? Then order a classified ad.

# Display Advertising Rates

in Home Business Magazine

[www.homebusinessmag.com/display-advertising](http://www.homebusinessmag.com/display-advertising)

<b>Display Advertising Rates (FULL COLOR Rates)</b>				
1 page	\$3,930	\$3,735	\$3,535	\$3,145
2/3 page	\$3,145	\$2,985	\$2,830	\$2,515
1/2 page	\$2,595	\$2,465	\$2,335	\$2,075
1/3 page	\$1,845	\$1,755	\$1,660	\$1,480
1/4 page	\$1,415	\$1,345	\$1,275	\$1,130
1/6 page	\$985	\$930	\$885	\$785
1/12 page	\$510	\$485	\$460	\$410
1 inch	\$275	\$260	\$250	\$220
Preferred Position			add 10%	
Bleed			add 10%	
Bind-in Insert Cards (provided by advertiser)			\$1,900 per issue	
<b>4-Color Gloss Covers</b>				
	1 Issue	2 Issues	3 Issues	6 Issues
Back Cover	\$5,575	\$5,290	\$5,015	\$4,460
Inside Cover	\$4,920	\$4,680	\$4,425	\$3,935

## COMMISSION AND PAYMENT

15% commission and terms extended to established advertising agencies. General policy is that advertisements are to be paid in full by advertising space closing date.

## ADVERTISING CONTRACT AND COPY REGULATIONS

([www.homebusinessmag.com/advertising-contract-and-copy-regulations](http://www.homebusinessmag.com/advertising-contract-and-copy-regulations))

# Circulation

[www.homebusinessmag.com/circulation](http://www.homebusinessmag.com/circulation)

Newsstands (Magazine racks, Bookstores, Retail Outlets, Chain Stores)	40,000
Paid Print subscriptions	15,000
Digital Edition Circulation	20,000
E-Readers (iPad, Amazon Kindle, Sony Reader, Nook, etc.)	10,000
Phone and Smart Phones (i.e. Android)	5,000
TOP BIZ Listing Circulation	15,000
HBM Mobile Hand-Held Device Circulation	1,000+
Facebook and Twitter Circulation	5,000
Waiting Room Programs (Print Magazine)	5,000
<b>Total Circulation (per issue)</b>	<b>125,000</b>
<b>Estimated Readership (per issue)</b>	<b>245,000</b>

## What is the ONLY THING you need to know about the circulation of Home Business Magazine (HBM)?

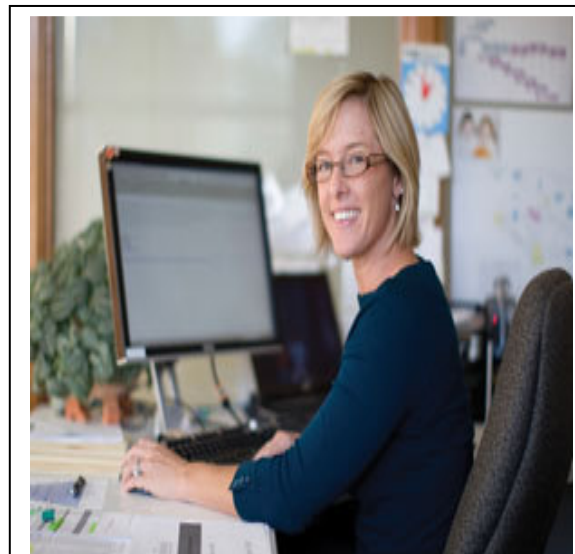
Run a display ad in HBM, and ALL of your print, digital, Internet and social media/Facebook circulation is handled. One-Stop-Shop does it all:

- **Print** including magazine rack, newsstand, promo mailings, and paid subscriptions.
- **Digital Edition** (a page for page duplicate of print edition)
- **iPad and iPhone** versions of print magazine. Includes Apple Newsstand.
- **Other E-Readers** including Barnes & Noble NOOK and Amazon Kindle
- **TOP BIZ Listing** on the HBM website (the #1 visited page after home page).
- **Business Listing** & E-Classified on HBM Online EXPO for all advertisers.
- **Banner Ad premiums** for display advertisers
- **Waiting Room programs** such as in airport terminals (print).
- **Facebook and Twitter** circulations to penetrate Social Media

Most Digital readers CANNOT BE REACHED through traditional print circulations, and offer you a whole new market of advertising response, such as the lucrative 20-29 year age group.

### Circulation updates:

[www.homebusinessmag.com/circulation-updates-home-business-magazine](http://www.homebusinessmag.com/circulation-updates-home-business-magazine)



“Your Print Ad in HBM gives you the highest quality newsstand/magazine rack and subscription circulation plus full digital circulation through the iPad, a digital edition, the HBM Website, EXPO Facebook, Twitter, and more – ALL FREE!”

## Issues and Closing Dates

of Home Business Magazine

[www.homebusinessmag.com/issueclosing-dates](http://www.homebusinessmag.com/issueclosing-dates)

<b>ISSUE</b>	<b>Space Closing Date</b>	<b>Material Due Date</b>	<b>On-Sale Date</b>
<b>January/February 2012</b>	11/22/2011	11/25/2011	1/3/2012
<b>March/April 2012</b>	1/24/2012	1/27/2012	3/6/2012
<b>May/June 2012</b>	3/20/2012	3/23/2012	5/1/2012
<b>July/August 2012</b>	5/15/2012	5/18/2012	6/26/2012
<b>September/October 2012</b>	7/17/2012	7/20/2012	8/28/2012
<b>November/December 2012</b>	9/18/2012	9/21/2012	10/30/2012
<b>January/February 2013</b>	11/13/2012	11/16/2012	12/26/2013
<b>March/April 2013</b>	1/15/2013	1/18/2013	2/26/2013
<b>May/June 2013</b>	3/19/2013	3/22/2013	4/30/2013
<b>July/August 2013</b>	5/14/2013	5/17/2013	6/25/2013
<b>September/October 2013</b>	7/16/2013	7/19/2013	8/27/2013
<b>November/December 2013</b>	9/17/2013	9/20/2013	10/29/2013

\* For Classified Ads and Directory Listings, these are due by close of business on the Monday after the above "Ad Material Due" dates.

# Display Ad Material Specifications

## In Home Business Magazine

[www.homebusinessmag.com/display-ad-material-specifications](http://www.homebusinessmag.com/display-ad-material-specifications)

Popular Sizes	Width	Depth	Printing Specifications:
Full Page	7"	10"	<ul style="list-style-type: none"><li>• Printing: Web offset</li><li>• Binding: Perfect Bound</li><li>• Screens: B&amp;W or two-color: 100-133 line screen</li><li>• Four-color: 133 line screen</li><li>• 240 Total screen density on all flat tints and solids: %</li></ul>
1/2 Page – Vertical	4-5/8"	7-1/4"	
1/2 Page – Horizontal	7-1/8"	4-3/4"	
1/3 Page – Vertical	2-1/4"	10"	
1/3 Page – Horizontal	4-5/8"	4-3/4"	
1/4 Page – Vertical	3-1/2"	4-3/4"	
1/4 Page – Horizontal	4-5/8"	3-1/2"	
1/6 Page – Vertical	2-1/4"	4-3/4"	
1/6 Page – Horizontal	4-5/8"	2-1/4"	
1/12 Page	2-1/4"	2-1/4"	
1 inch	2-1/4"	1"	
Full Page – Bleed	8-3/8"	11-1/8"	
Full Page – Trim	8-1/18"	10-7/8"	

### Computer Files:

**PDF Files:** Hi-Res print-ready PDF files; CMYK at highest resolution (300 dpi minimum); All fonts must be embedded; LW Res 2400 Additional Image files acceptable: TIFF, JPEG. **HBM Encourages PDF Files!**

**QuarkXpress Software:** Versions (4.0, & higher). Collect for output, ensuring that all images and fonts are included with the document

**Adobe Photoshop:** Fonts or Type must be Rasterized; Do not accept layered files; All artwork must be flattened (no layers), CMYK, 300dpi

**Illustrator Files:** Save Illustrator Images/Documents as Illustrator EPS files; Convert all fonts to outlines; Embed all images; Artwork must be CMYK

**Additional Materials:** Laser Prints or Laser-Separated Prints are acceptable for Ad Material but print quality will be limited. Or Camera-Ready Artwork for B/W or 2-Color Ads w/o Photos.

### Submitting Ad Material Files:

Files less than 2 MB's in size can be emailed to [advertise@homebusinessmag.com](mailto:advertise@homebusinessmag.com)  
Or Upload Advertising Material Files Online (see web site for upload instructions):

### Display Ad Graphic Design Services:

HOME BUSINESS® Magazine maintains a full service graphic design department to help you layout and design your advertisement, from minor edits to an existing Ad all the way through advertising concept development and full-service graphic layout and design. Please contact us for details and pricing.

## Home Business Magazine

# Editorial Calendar

[www.homebusinessmag.com/editorial-profile-calendar](http://www.homebusinessmag.com/editorial-profile-calendar)

Designed to complement its display advertising, HOME BUSINESS® Magazine's (HBM) editorial foundation covers both the start-up and operation of home-based businesses and subjects for home office users. Editorial includes a cover story and articles in magazine departments:

**Marketing and Sales:** Editorial on how to maximize our marketing and sales efforts. Subjects include advertising creative, customer communications, Internet marketing, direct marketing, publicity, networking, negotiating, selling tactics, and more.

**The Home Office:** Plan a productivity home office. Subjects include space utilization, setting up an office, projecting a "big business" image, minimizing overhead, equipment and products, networking, technology, working smarter, finding balance, and telecommuting and teleworking from a home office.

**Money Corner:** Create a solid business financial foundation. Articles cover raising business capital, obtaining financing, accepting payment, setting prices, tax planning, credit management, handling collections, and other financial subjects.

**Businesses and Opportunities:** Learn how to select and start-up a home business, and how to grow and expand it. HBM also focuses on special interest businesses such as franchising, network marketing, mail order, direct sales and more.

**Success and More:** HBM's balanced editorial also covers entrepreneur success profiles, celebrity and expert interviews, product/book reviews, letters to the editor, emerging topics such as "Green" businesses, and more!

### Editorial Calendar of Cover Stories for Upcoming Issues:

- **August 2012 - Millionaires Working Next Door:** Success profiles on home-based entrepreneurs who attained 7 figures in yearly sales. Discover their secrets.
- **October 2012 - Home Business Start-Up Guide:** Another annual favorite, covers the basics for getting a business started quickly and at minimal cost.
- **December 2012 - Best Business Start-Ups:** End of year review of some of the best home-based business start-ups. Profiles on both new and established businesses.
- **February 2013 – Annual Sales and Marketing Issue:** Get your marketing and sales efforts tuned up with a cutting edge review of the best ways to promote your business.
- **April 2013 – The Annual 275+:** An UPDATED Directory listing table of home-based businesses and franchises you can start for 2013. Full business profile information.
- **June 2013 – Back End Sales:** Business success depends on diversifying your business. Covers how to expand business and to develop new products and services.

<p><b>98.3% of Home Business Magazine Readers Read Half or More of Every Issue, and Then Take Action!</b></p>
---

# Digital Circulation Instructions

[www.homebusinessmag.com/digital-circulation-instructions-display-advertisers](http://www.homebusinessmag.com/digital-circulation-instructions-display-advertisers)

Print circulation is only one part of the large diversified Digital and Internet Circulation that comes with a Display Ad in Home Business Magazine. Here are the Digital/Internet circulations and instructions for providing this media.

## INSTRUCTIONS for Digital & Internet Circulations for Display Advertisers:

DIGITAL CIRCULATION:	DESCRIPTION AND BENEFIT:	INSTRUCTIONS FOR ADVERTISER:
<b>Digital Edition Circulation</b>	All Print Advertisements delivered intact to Digital Edition Readers	NO ACTION REQUIRED. Display Ad is automatically converted for Digital Edition
<b>EXPO Listing</b>	Showcase Listing (Video/Images) - <a href="http://www.expo.homebusinessmag.com/listing">www.expo.homebusinessmag.com/listing</a>	For upload instructions visit: <a href="http://www.homebusinessmag.com/expo-instructions">www.homebusinessmag.com/expo-instructions</a>
<b>E-Classified</b>	Showcase E-Classified - <a href="http://www.expo.homebusinessmag.com/classified">www.expo.homebusinessmag.com/classified</a>	For upload instructions visit: <a href="http://www.homebusinessmag.com/expo-instructions">www.homebusinessmag.com/expo-instructions</a>
<b>iPad Circulation</b>	Display Ad delivered intact through HBM's custom iPad APP	NO ACTION REQUIRED. Display Ad is automatically converted for iPad Edition.
<b>Amazon Kindle Circulation</b>	Display Advertisers inserted in Special Kindle Supplement - <a href="http://www.amazon.com/Kindle">www.amazon.com/Kindle</a> (Click Magazines)	NO ACTION REQUIRED. Display Ad is automatically converted for Amazon Kindle edition.
<b>TOP BIZ List</b>	Display Ad listed in TOP BIZ list - <a href="http://www.homebusinessmag.com/top-biz-list">www.homebusinessmag.com/top-biz-list</a>	Advertiser email in write-up (250 characters max) and 125X125 Image (Jpeg, Tiff)
<b>HBM Mobile Web</b>	Display Ad delivered to HBM's mobile website - <a href="http://homebusinessmag.prohost.mobi/preview">http://homebusinessmag.prohost.mobi/preview</a>	NO ACTION REQUIRED. Display Ad is automatically delivered via an RSS Feed to HBM HBM Mobile Web
<b>iPhone/Smart Phone Circulation</b>	Display Ad delivered intact through HBM's custom iPhone APP	NO ACTION REQUIRED. Display Ad is automatically converted for iPhone and Smart Phone.
<b>Banner Ad (125X125)</b>	Increase response at HBM Online and the HBM EXPO	For upload instructions visit: <a href="http://homebusinessmag.com/banner-ad-materials">homebusinessmag.com/banner-ad-materials</a>
<b>RSS Feed</b>	Display Ad distributed via RSS Feed from	NO ACTION REQUIRED. Display Ad is

Syndication	HBM Online	automatically delivered via an RSS Feed
\NOOK from Barnes & Noble	Display Ad displayed in the NOOK version of Home Business Magazine	NO ACTION REQUIRED. Display Ad is automatically converted for NOOK Edition.

**OPTIONAL Digital & Internet Enhancements for Display Advertisers:**

<b>DIGITAL CIRCULATION:</b>	<b>DESCRIPTION AND BENEFIT:</b>	<b>INSTRUCTIONS FOR ADVERTISER:</b>
<b>Video Embedded into Display Ad</b>	Video button embedded in Display Ad that plays advertiser video	Advertiser submit URL Link to YOU TUBE of video. HBM will convert this video and embed into the Display Ad.
<b>Banner Ad (Large Size)</b>	Increase response at HBM Online and the HBM Online EXPO	For upload instructions visit: <a href="http://homebusinessmag.com/banner-ad-materials">homebusinessmag.com/banner-ad-materials</a>
<b>Facebook Link</b>	Link direct from HBM's Facebook page to your Website or Facebook	NO ACTION REQUIRED. Advertiser's Website is automatically linked from HBM's FACEBOOK page
<b>Resource Channel Sponsorship</b>	Banner Ad Sponsorship for one of HBM Online's content channels. - <a href="http://www.homebusinessmag.com/resource-channel-sponsorship">www.homebusinessmag.com/resource-channel-sponsorship</a>	NO ACTION REQUIRED. Advertiser's name is linked to the Advertiser's URL web link.
<b>Article Sponsorship Banner (120X60)</b>	Banner Ad Sponsorship of articles in a Resource Channel.	For upload instructions visit: <a href="http://homebusinessmag.com/banner-ad-materials">homebusinessmag.com/banner-ad-materials</a>

## Contacts & Key Advertising Links

[www.homebusinessmag.com/contact-us](http://www.homebusinessmag.com/contact-us)

### Advertising Contact Information:

Stephanie Crowe: (914)769-0051, [stephanie@homebusinessmag.com](mailto:stephanie@homebusinessmag.com)

Michelle Dellner (949)240-7529, [Michelle@homebusinessmag.com](mailto:Michelle@homebusinessmag.com)

Nick Distasio (561) 373-6004, [nick@homebusinessmag.com](mailto:nick@homebusinessmag.com)

Account Management: Reagan Nilsson, [Reagan@homebusinessmag.com](mailto:Reagan@homebusinessmag.com)

General Advertising inquiries: [advertise@homebusinessmag.com](mailto:advertise@homebusinessmag.com)

(800)734-7042 \* Fax: (714)388-3883

**Mailing Address:** 20711 Holt PMB 807, Lakeville, MN 55044

### Key Advertising Links:

- About Home Business Magazine: [www.homebusinessmag.com/about-home-business-magazine](http://www.homebusinessmag.com/about-home-business-magazine)
- The Home Business Market: [www.homebusinessmag.com/home-business-market](http://www.homebusinessmag.com/home-business-market)
- Display Advertising: [www.homebusinessmag.com/print-magazine-advertising](http://www.homebusinessmag.com/print-magazine-advertising)
- Display Advertising Rates: [www.homebusinessmag.com/display-advertising](http://www.homebusinessmag.com/display-advertising)
- Circulation of Magazine: [www.homebusinessmag.com/circulation](http://www.homebusinessmag.com/circulation)
- Digital Circulation Instructions: [www.homebusinessmag.com/digital-circulation-instructions-display-advertisers](http://www.homebusinessmag.com/digital-circulation-instructions-display-advertisers)
- Issue and Closing Dates: [www.homebusinessmag.com/issueclosing-dates](http://www.homebusinessmag.com/issueclosing-dates)
- Display Ad Material Spec's: [www.homebusinessmag.com/display-ad-material-specifications](http://www.homebusinessmag.com/display-ad-material-specifications)
- Editorial Calendar: [www.homebusinessmag.com/editorial-profile-calendar](http://www.homebusinessmag.com/editorial-profile-calendar)
- Digital Edition of Print Mag: [www.homebusinessmag.com/digital-edition-magazine](http://www.homebusinessmag.com/digital-edition-magazine)
- Internet Premiums for Display Ads: [/internet-premiums-print-display-advertisers](http://www.homebusinessmag.com/internet-premiums-print-display-advertisers)
- EXPO Promotions for Display Ads: [/expo-promotions-print-display-advertisers](http://www.homebusinessmag.com/expo-promotions-print-display-advertisers)
- Readership Statistics: [www.homebusinessmag.com/about-home-business-magazine](http://www.homebusinessmag.com/about-home-business-magazine)

Digital Circulation Summary Sheet (PDF): [www.homebusinessmag.com/summary-digital-circ.pdf](http://www.homebusinessmag.com/summary-digital-circ.pdf)