



HOME BUSINESS® MAGAZINE

United Marketing & Research Co., Inc.

20664 Jutland Place
Lakeville, MN 55044
1-800-734-7042 • Fax (714) 388-3883
www.homebusinessmag.com
info@homebusinessmag.com

April 27, 2010

Sent by Certified Mail
Fax: (212) 627-4678

Small Business Opportunities Magazine
1115 Broadway, 8th Floor
New York, NY 10010

Dear Publisher or Advertising Sales Manager,

For Small Business Opportunities Magazine (SBO), I would appreciate if you could clarify and itemize on the SBO advertising website, and other SBO media kit promotional materials, what is meant by the term "Rate Base 250,000". The term "Rate Base", in and of itself, is an ambiguous term can mean whatever a magazine or sales person wants it to mean.

If SBO is claiming a newsstand/magazine rack circulation of 250,000, please review that figure for accuracy. For example, Entrepreneur Magazine is one of the largest magazines in our small business category. According to the latest 6-month circulation Audit report, Entrepreneur's newsstand/magazine rack sales average 36,274 copies per issue. I understand that SBO's circulation is not audited.

Like most Magazines, Home Business Magazine (HBM) provides an itemized breakdown of its circulation figures, which is updated each issue. We continue to have potential advertisers communicate to us, however, comparisons that SBO sales representatives make to them using the 250,000 figure compared to HBM's circulation. If the 250,000 figure is not accurate or is not fully explained nor itemized, this could lead to inaccurate comparisons that put HBM at an unfair competitive advantage.

A copy of this letter will be provided to prospective advertisers who bring up this issue of circulation comparisons between HBM and SBO, with a copy on my website for reference.

Thank you for your attention to this matter.

Sincerely,

Richard Henderson
Publisher, Home Business Magazine