

HOME BUSINESS MAGAZINE

MEDIA KIT – PDF VERSION

PRINT & ONLINE Advertising

www.homebusinessmag.com/advertise

*“Your Advertising Gateway into the
World of Home Business.”*

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*Home Business Magazine is the largest newsstand/paid subscribers/
Internet portal to specifically target the home-based business market.*

MEDIA KIT TABLE OF CONTENTS

Home Business Magazine is your "**one-stop-shop**" for Print and Online Advertising. Print advertising includes all standard display ad sizes and classified Ads. Online advertising includes the widest array of options including Banner Ads, Sponsored Links, Article and Channel Sponsorships, Video advertising, E-Classifieds. and more. **One Contact does it all!** Our sales staff can put together print-online package deals at the lowest cost. Run a Display Print Ad in HBM that includes ALL of your Internet Advertising Needs.

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About Home Business Magazine

The home-based business market is a booming economic sector that has proved difficult to reach for advertisers. **HOME BUSINESS® Magazine (HBM)** and **HBM ONLINE (www.homebusinessmag.com)** provide the solutions, with the largest newsstand and paid-subscription print magazine and largest web portal to specifically target the \$1 trillion home-based business sector.

HOME BUSINESS® Magazine, both the print version and online, have grown and evolved with this market. These offer advertisers the most viable means to reach home-based business and opportunity seekers, and also home workers and telecommuters. The print version of HBM has advertising options to fit any need and budget, with a full range of display ads sizes, business listings, and classified ads. HBM ONLINE offers the widest range of Internet advertising and is the top content site 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 financial management; the home office, computers, office products and equipment; telecommuting; business management and operations; among many other subjects. HBM provides advertisers with the highest brand awareness built upon publishing since 1994, and offers a competitive medium for all types of advertising.

The Print version of HOME BUSINESS® Magazine offers Advertisers:

- **Highest quality** newsstand, magazine rack, and paid subscription circulation to maximize print advertising response and exposure.
- **The largest newsstand/subscription magazine** to specifically target the home business market.

- **Cross-Over:** The ability to target both business owners/operators and home workers/ telecommuters.
- **An established magazine** publishing continuously since 1994.
- **Print Ad-Internet Ad integration** at HBM ONLINE
- **Ability to deliver inserts** (i.e, CD Rom's, bind-in cards, catalogs) to a paid subscription or full circulation base.
- **Low advertising Rates:** HBM's rates are among the lowest in CPM's for established newsstand and subscription magazines.

The Online version of HOME BUSINESS® Magazine offers advertisers:

- The top content site for home business. Number 1 ranking in Google for the search terms "Home Business." Editorial is added almost daily.
- A platform based upon Drupal, the industry's most advanced and capable content management system.
- An established website since 1996 – one of the first major business magazine sites.
- A clean rich content portal with no pop-ups nor the usual background advertising noise that detracts visitors. Test it out yourself. See how quickly pages open and you are able to navigate throughout the Site.
- A complete variety of Banner ad sizes from Half Page banners down to Small Square size.
- Innovative custom Internet business branding and lead generation through sponsorships of articles and resource channels
- Sponsored Links that embed your standard text ad within articles.

Statistics on Home Business Magazine Readers*

Gender Breakdown:

Male	55.2%
Female	44.8%

Age:

Under 25	8.7%
25 – 34	27.2%
35 – 44	27.2%
45 – 54	25.3%
55 – 64	8.7%
65 or Over	2.9%
Average:	40.3 years
Median:	39.7 years

Annual Household Income:

Less than \$20,000	13.0%
\$20,000 - \$29,999	15.6%
\$30,000 - \$39,999	19.6%
\$40,000 - \$49,999	9.6%
\$50,000 - \$59,999	9.6%
\$60,000 - \$74,999	10.8%
\$75,000 - \$99,999	11.4%
\$100,000 or more	10.4%
Average:	\$57,300
Median:	\$44,500

Education:

High School Graduate	13.7%
Some College	52.9%
Graduated 4-year College	13.1%
Some Postgraduate	5.4%
Master's Degree	10.7%
Doctorate	1.2%
Some College or better	83.3%

Computers / Electronic Equipment Used

Desktop Computer	85.2%
Cellular Phone	56.8%
Scanner	53.1%
Laptop/Notebook Computer	18.5%
Pager	18.5%
Handheld / PDA	2.5%
Use One or More	95.1%

Home Business Magazine Readers are Tech Savvy – 94.6% are Internet Users!

* Source: Reader Survey, ResearchUSA, Inc.

The Home Business Market

Working from one's home – whether as a home-based business owner or as a telecommuter – has become a dominant trend in American business. The dominant magazine to target this sector is HOME BUSINESS® Magazine (HBM). Working from home has grown 15.6 percent annually since 1995 (Catalog Age). One out of every two workers (as projected by Readers Digest) now work from home operating full or part time businesses or as home office workers (telecommuters). A \$1 trillion market, home-based businesses represent 53.4 percent of all businesses (SBA Research). This is also a well-educated market for advertisers, as 51% of home office users are college graduates (IDC Link).

HOME BUSINESS® Magazine provides advertisers with the most viable medium to target the exploding and lucrative home business and teleworking market.

Major Groups That Work From Home and read HBM:

Part-Time Home-Based Entrepreneurs: Millions of new entrepreneurs launch part-time businesses from home each year in an effort to gain greater financial freedom and to take control of their own destiny. Part-time operators include entrepreneurs who perform administrative work at their home office.

Telecommuters & Home Office Workers: A fast-growing home-based segment (20 million+, JALA International, Inc.), telecommuting enables people employed at an outside office to work from home. A key advertising point about telecommuters is that a majority of teleworkers pay for all or a portion of their computer and other home office costs, **making them a target market for home office products and services advertisers.**

Full-Time Home Business Owners: A growing number of full-time small businesses are now moving to home-based operations, and increasing the amount of money that they

invest in their businesses. The average full-time home-based entrepreneur earns nearly twice the average annual income of American workers (IDC Link).

“In a country that has been moaning about low productivity and searching for new ways to increase it, the single most anti-productive thing we do is ship millions of workers back and forth across the landscape every morning and evening.”

Alvin Toffler, the author of *Future Shock* and *The Third Wave*

Trends Driving the Home Business Sector:

- Dramatic improvements in communications technology and Internet access that makes working from home a viable option for almost anyone.
- A growing trend towards entrepreneurship and achieving a higher quality of life.
- Powerful personal computing and home office technologies that enable home-based business owners to be as productive as office-based operations.
- The growth in telecommuting and teleworking as companies look for ways to cut overhead.
- Emerging home office networking technologies that enable disparate entrepreneurs to collaborate in larger business endeavors.
- A declining economy that continues to push more and more people into owning their own full or part-time business.

Small business Economic Powerhouse*

- Of the 22.4 million businesses in the United States, only 17,000 are considered large businesses (500+ employees)
- **52 percent of all small businesses began at home**
- Represents more than 99% of all employers
- Provides two-thirds to three-quarters of the net new jobs
- Produces 51% of private sector output
- Represents 96% of all exporters of goods
- **Are 53% home-based**

* Sources: U.S. Department of Commerce, Bureau of the Census; U.S. Department of Labor, Bureau of Labor Statistics; U.S. Department of Commerce, International Trade Administration; SBA Office of Government Contracting

Print Advertising in Print Home Business Magazine <http://www.homebusinessmag.com/print-magazine-advertising>

HOME BUSINESS® Magazine (HBM) is the largest newsstand and paid-subscription print magazine and web portal that SPECIFICALLY TARGETS the home-based business sector. HBM offers advertisers the most viable means to reach home-based business and opportunity seekers, and also home workers and telecommuters. HBM also offers the industry's most extensive package of Free and low-cost Internet Advertising as Premiums for a Display Ad. The print version of HBM has advertising options to fit any need and budget. Please click the following:

HOME BUSINESS® Magazine offers Advertisers:

- Highest quality newsstand, magazine rack, and paid subscription circulation to maximize print advertising response and exposure.
- The largest newsstand/subscription magazine to specifically target the home business market.
- Cross-Over: The ability to target both business owners/operators and home workers/ telecommuters.
- An established magazine publishing continuously since 1994.
- Print Ad-Internet Ad integration at HBM ONLINE (www.homebusinessmag.com)
- Ability to deliver inserts (i.e, CD Rom's, bind-in cards, catalogs) to a paid subscription or full circulation base.
- Low advertising Rates: HBM's rates are among the lowest in CPM's for established newsstand and subscription magazines.

Display Advertising

in Print Home Business Magazine

<http://www.homebusinessmag.com/display-advertising>

Display Advertising Rates (Black & White)				
	1 Issue (2 Months)	2 Issues (4 Months)	3 Issues (6 Months)	6 Issues (1 Year)
1 page	\$3,275	\$3,110	\$2,950	\$2,620
2/3 page	\$2,620	\$2,490	\$2,360	\$2,095
1/2 page	\$2,160	\$2,050	\$1,945	\$1,730
1/3 page	\$1,540	\$1,460	\$1,385	\$1,230
1/4 page	\$1,180	\$1,120	\$1,060	\$945
1/6 page	\$820	\$780	\$735	\$655
1/12 page	\$425	\$405	\$385	\$340
1 inch	\$230	\$220	\$205	\$185
Display Advertising Rates (FULL COLOR Rates)				
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		
4-Color Gloss Covers				
	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

For More Information: Contact Shannon Needham, Sales Manager, (949)-218-8729
shannon@homebusinessmag.com

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

(<http://www.homebusinessmag.com/advertising-contract-and-copy-regulations>)

INTERNET PREMIUMS & DIGITAL MAGAZINE

Refer to the page in the media kit with more information on the extensive Digital and Internet promotions available to Print Ad Display Advertisers. Many are FREE!

CLASSIFIED ADVERTISING

in Print Home Business Magazine

<http://homebusinessmag.com/classified-advertising>

Do you need the most economical way to reach Home Business Magazine's (HBM) targeted and highly-motivated readers? Then consider running a Classified Ad in the print version of HBM. Discover one of today's best advertising value on the newsstands and paid subscribers.

HBM Print Classified Ads Offer:

- Low Minimums – Only 15 words.
- Two Months per issue
- Frequency Discount Savings: 2 issues – SAVE 5%, 3 Issues – SAVE 10%, 6 Issues – SAVE 20%
- Color Shading - Add a Box and then color shade the Box.
- Secure Online Order Forms
- Large list of Categories – See below.
- Network Marketing Contact Listings: Special separate listing for MLM advertisers.
- Satisfaction Guaranteed: Cancel prior to Space Closing date and all future Ads will be refunded.
- \$3.00 per word, 15-word minimum. See note below on word count.
- Bold - \$.50/word per issue. CAPITALIZE - \$.50/word per issue. First 4 words Bolded/Capitalized Free.
- Add Box around Ad: \$10 per issue.
- Add color shading to Box: \$10.00 per issue. Colors: yellow, orange, red, blue, green, pink, purple, tan
- Frequency Discounts applied to total Ad price (2 issues – 5%, 3 issues – 10%, 6 issues – 20%)
- Payment options: Major Credit Cards, Check, MO, Paypal (Email: publisher@homebusinessmag.com)

ORDER ONLINE - To Order a Classified Ad using our secure online order forms, click the above link and select the number of magazine issues you want to advertise in:

If you DO NOT want to use the Secure Order forms above, please click the above link and then click the link to open a PDF Order Form that you can Fax, Mail or Email in to submit your Classified Ad (requires Adobe Acrobat Reader).

BUSINESS DIRECTORY ADVERTISING

in Print Home Business Magazine

<http://homebusinessmag.com/home-business-directory-advertising>

Place your ad in the Home-Based Business Directory, a widely consulted section of Home Business Magazine. Each directory listing ad includes a 50-word description of your home business, products and/or services... plus company name, contact person, mailing address, phone number, fax number, email address, and web address. Additional words (over 50) are only \$3.00 extra per word per issue. Each word is bolded/ *italicized*/ ALL CAPS is only \$.50 extra per word per issue. Add a 4-color 1" x 1 ¼" photo to your directory listing for only \$35.00 per issue. (Photo is discounted to \$30.00 per issue when ordering 3 or 6 consecutive directory listing ads.) Directory Listing ads need to be submitted by the Material Due Date for the issue.

ORDER ONLINE - To Order a Business Directory Ad using our secure online order forms, click the above link and select the number of magazine issues you want to advertise in:

If you DO NOT want to use the Secure Order forms above, please click the above link and then click the link to open a PDF Order Form that you can Fax, Mail or Email in to submit your Business Directory Ad (requires Adobe Acrobat Reader).

CIRCULATION

of Print Home Business Magazine

<http://homebusinessmag.com/circulation>

HOME BUSINESS® Magazine (HBM) is a newsstand, magazine rack and paid subscription publication. HBM is distributed to the newsstands and magazine racks by Curtis Circulation, the world's largest circulation company. HBM invests in newsstand promotional programs to increase single copy sales and brand awareness. HOME BUSINESS® Magazine also pays Retail Display Allowance (RDA) to increase distribution into thousands of retail outlets each issue. These single copy sales provide the highest quality of circulation available in the market.

Newsstand circulation is augmented by paid subscribers and promotional mailings. Subscriptions are managed and fulfilled by National Subscription Fulfillment Services Company (NSFS). Subscriptions are sold through a broad variety of direct sales, mail order, and sub agency sources.

IMPORTANT NOTICE: There are magazines in this industry that are reporting circulations that are hard to justify. Click this link to read a Publisher letter on this: [Visit http://homebusinessmag.com/circulation-letter-publisher](http://homebusinessmag.com/circulation-letter-publisher)

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

CIRCULATION YOU CAN TRUST: Circulation figures are verified with the highest degree of accuracy and confidence through industry-standard reports provided by Curtis Circulation, reports from the independent subscription fulfillment company (NSFS), and an ownership statement from the publisher.

Circulation - HBM Print Magazine*

Newsstands, magazine racks, bookstores and other retail outlets (i.e. chain stores)	55,000+
Paid subscriptions	17,000
Targeted mailing and promotions	3,000
Total (per issue)	75,000+
Total Readership (per issue)	225,000

* **CIRCULATION OBJECTIVE:** Circulation number is an estimated figure for the upcoming issue, and will vary issue to issue. HBM's primary circulation objective is to provide the highest quality magazine rack and newsstand distribution. Figures are adjusted each issue by the circulation company (Curtis) to maximize both market

penetration and sell-through efficiency, based upon changing demand and available magazine rack space. HBM's goal each issue is to circulate the maximum number of copies on the newsstand that "the market will bear."

CIRCULATION STAYING POWER: HBM has excellent demographics and "staying power" after sale, that keep advertisements in front of the target audience. Over two-thirds of readers save their copies of HOME BUSINESS® Magazine for reference after reading them. The publication also has an average of 2.0 readers after purchase. The magazine appeals to a broad audience, with male and female readers about equally split (55%/45%), a medium age of 40.3, 83.3% having attended some college, and nearly half (42.3%) have children living at home.

Responsive Circulation that Spends *

- The average HBM reader invests \$14,100 in their business and/or home office.
- Home-based businesses and home office workers spend more than \$25 billion on products and services (Wall Street Journal).
- Nearly all of HBM's readers (95.1%) use one or more types of the major types of computer/electronic equipment in their business operations.
- 74% maintain, operate and equip a home office.
- 72.5% of readers contact advertisers as a result of seeing advertisements in HBM!

* Reader Survey of HBM conducted by ResearchUSA, Inc.

EDITORIAL CALENDAR of Print Home Business Magazine **<http://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 of interest to home office workers and telecommuters. Editorial includes a cover story feature each issue and more cutting edge articles broken down into these major print magazine departments and sections:

Marketing and Sales: Whether a start-up or a business veteran, each issue of HBM provides innovative and proven techniques to maximize our readers marketing and sales efforts. HBM addresses advertising creative that sells, customer communications, Internet marketing techniques, direct marketing, publicity, networking, negotiating, and selling tactics.

The Home Office: It takes significant planning to maximize productivity in a home office environment. Determining the best way to utilize space, setting up an office, projecting a "big business" image, minimizing overhead, selecting equipment and supplies, IT and networking, communication technology, computers and software, working smarter, and finding the balance between your home office and home life are covered in HBM.

Money Corner: A solid financial foundation is required for start-up and long-term business viability. Raising venture and business capital, obtaining financing, accepting all forms of payment, setting prices, tax planning, credit management, handling collections...these subjects are covered in HBM's Money Corner.

Businesses and Opportunities: From self-evaluation of your current business, reinvigorating a long-term business, and surviving a business setback to choosing a business and structure that will provide start-up success, HBM showcases the trends and opportunities that will provide our readers with the roadmap to financial achievement. Articles cover business start-up and growth and special business subject areas such as mail order, franchising, direct selling, and network marketing.

Telecommuters' Corner: Recognizing the growth in telecommuting and working remotely, HBM devotes special coverage to the needs of teleworkers with our special Telecommuters' Corner. This section provides an additional link with home office products and services advertising.

News and Reviews: Important items hot off the newsstand including home business news, legislative issues, health tips, economic news, and industry studies along with online business courses, new product reviews, and book reviews.

Celebrity Interviews: Each issue HBM features an interview with a celebrity or well-known personality. They all have wisdom to share with HBM Readers, on how to better operate a business, achieve more business success, work smarter, and improve oneself.

98.3% of Home Business Magazine Readers Read Half or More of Every Issue, and Then Take Action!

EDITORIAL CALENDAR FOR UPCOMING COVER STORY FEATURES:**

Each printed issue of HBM contains a cover story feature on a key subject of wide interest to magazine readers. These subjects also require more detail than can be provided from just a regular article in one of HBM's departments.

November/December 2009 – 150+ Best Recession Businesses: Directory Tables with Complete Business Details. Fight the economic downturn in 2010 with one of these easy-to-start businesses.

January/February 2010 – Home-Based Success: Trends that will impact the world of home business in 2010. An annual review that business owners can use to build profits in the new year.

March/April 2010 – Sales and Productivity Tune-Up: How to use the internet and technology to increase sales and productivity in 2010. Highlights key areas for home-based entrepreneurs to focus on in 2010 including home office tools, equipment, and linking one's business operations and marketing with the internet, to gain a competitive advantage.

May/June 2010 – Annual 350+: Directory listing table of home-based businesses and franchises you can start in 2010. Provides start-up information including points of contact, descriptions of businesses and franchises, training and support provided, investment requirements, etc.

July/August 2010 – The Millionaires Working Next Door. Success profiles on 15+ home-based entrepreneurs who have attained 7 figures in yearly sales. Discover the measures these entrepreneurs took and the skills they possessed that helped them attain the highest income levels working from home

September/October 2010 – Franchise Start-up Guide. Insightful guide to buying and starting a home-based franchise business. Valuable information for both new and experienced home business owners.

November/December 2010 – Everything "Network Marketing": Extensive issue on network marketing. Articles on starting, managing, and profiting from a network marketing business, with spotlights on successful network marketing companies and distributors.

**** Please Note That A Planned Cover Story Feature Could Change.**

The editorial at HBM ONLINE is structured in a similar manner as the magazine, with editorial placed in Channels accessed from web pages. Updated daily, HBM Online provides the internet's most extensive resource of articles and information on the world of home business.

ISSUES AND CLOSING DATES

of Print Home Business Magazine

<http://homebusinessmag.com/issueclosing-dates>

	Ad Space Closing	Ad Material Due	On-Sale Date
September/October 2009	7/14/09	7/17/09	8/25/09
November/December 2009	9/15/09	9/18/09	10/27/09
January/February 2010	11/17/09	11/20/09	12/29/09
March/April 2010	1/19/10	1/22/10	3/2/10
May/June 2010	3/16/10	3/19/10	4/27/10
July/August 2010	5/18/10	5/21/10	6/29/10
September/October 2010	7/20/10	7/23/10	8/31/10
November/December 2010	9/14/10	9/17/10	10/26/10
January/February 2011	11/16/10	11/19/10	12/28/10

DISPLAY AD MATERIAL SPECIFICATIONS

Print Home Business Magazine

<http://homebusinessmag.com/display-ad-material-specifications>

Popular Sizes	Width	Depth
Full Page	7"	10"
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"

Keep live matter 3/8" from gutter and from trimmed sides.

Printing Specifications:

- Printing: Web offset
- Binding: Perfect Bound
- Screens: B&W or two-color: 100-133 line screen
- Four-color: 133 line screen
- 240 Total screen density on all flat tints and solids: %

We encourage advertisers to submit their Advertising Materials as computer files. This will ensure the highest quality of production. Home Business Magazine provides state-of-the-art technology to process advertising materials. The following are specifications for display ad materials

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

QuarkXpress Software:

- Versions (4.0, 5.0, 6.0)
- 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.
- Camera-Ready Artwork for B/W or 2-Color Ads w/o Photos.

Materials Not Allowed:

- Files prepared with Microsoft Word or other word processing software programs.
- Microsoft Publisher files.
- Outdated graphics program files.
- For software programs not allowed, please generate a PDF file from the program and that file should be acceptable as ad material.
- FILM no longer accepted.

Proofs for Ads – PLEASE READ!

Matchprint/color Laser Proofs required to properly/accurately match supplied advertising material (low-res PDF File minimal acceptable as proof). If proofs are not supplied, quality of reproduction and registration is at the risk of the advertiser. For maximum effectiveness, proofs should be supplied according to SWOP (Standard Web Offset Printing) standards. HBM cannot be responsible for color or any other deviation from original files without a SWOP color proof (an inkjet, laser and/or photocopied printout will not guarantee accurate color replication). Refer to www.swop.org for information on SWOP proofing.

The publisher assumes no liability for any errors in supplied files. There may be additional charges to change or troubleshoot advertising materials that do not follow the above specifications.

Submitting Ad Material Files:

- Files less than 1 Megabyte in size can be emailed to HBM at advertise@homebusinessmag.com

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 call for details and pricing.

INTERNET PREMIUMS FOR DISPLAY ADVERTISERS

Print Home Business Magazine

<http://homebusinessmag.com/internet-premiums-display-advertisers>

HOME BUSINESS® Magazine leads the way among print publications in combining print advertising with online promotions. Many of these premiums are available FREE to display advertisers. Other Premiums can be added as Internet enhancements for your print display advertisement. Here is the complete listing:

DIGITAL VERSION of the Print Magazine: Display ads in the print magazine are featured FREE of charge in the digital version of HBM. Click the magazine cover to get a better idea of how different print ads look. You can order Ad enhancements in this digital version including Hyperlinks to Display Ads and Audio, Video and Flash Page Enhancement Ad Inserts.

Home Business Search: Free to All Display Advertisers. The industry's most extensive online searchable database of home-based businesses & opportunities, and also products and services. Complete Online description in which **you control the content**.

TOP BIZ'S: Display Advertisers 1/6 Page and larger are listed with a web site link on the Home Page main navigation bar.

Ad Banners: Upgrade your Display Ad with a discounted Banner Ad. 125 X 125 Banners are included free for Display Ads 1/4 Page and larger.

Online Classifieds: Free to All Display Advertisers.

Sponsored Links / Article Sponsorships / Resource Channel Sponsorships: Add on one or all of these innovative online promotions as a premium for your Display Ad.

Stream Your Video from HBM Online. This cutting edge development in online communication can be added as a premium for Display Advertising.

MAILING LISTS

Print Home Business Magazine

<http://homebusinessmag.com> – Click the “Mailing Lists” link

Order Home Business Magazine’s (HBM) Mailing List of subscribers. Reach home-based business opportunity seekers and entrepreneurs. Since 1994, HBM’s mailing list has proven one of the industry’s best mailing lists, with thousands of fresh new names added each issue.

HBM's mailing list can be delivered on pressure sensitive mailing labels (standard size 3.2"x7/8") via U.S. Priority Mail, or in a standard text file emailed to you. Custom sorting by zip code or state is available. Each purchase is for one-time use only. Prices include tax & delivery.

To order, click the link above. For quantities above 5,000 names, contact Home Business Magazine direct or contact HBM’s list manager Lake Group Media (www.lakegroupmedia) at (914) 925-2476.

ONLINE ADVERTISING

At HBM Online

<http://homebusinessmag.com/online-advertising>

HBM Online is the Internet leader for home business, franchise, and opportunity advertising. Here are the major types of online advertising available at HBM Online:

Banner Advertising: Choose any standard size. Order by impressions or for durations of time. Don't have a Banner Ad? HBM can design one for you!

Video Ads: Reach out and touch HBM Online's audience with your Video advertisement on the Home Page. HBM can design a video for you!

E-Classifieds: Online classifieds offer a low-cost solution to reach a wide targeted audience. Add more kick to any ad campaign with one!

Sponsored Links: Place a text ad (Headline, short write-up, Web Site link) within an HBM Resource Channel and at the end of all the articles within!

Article Sponsorship: Sponsor articles that display within the category of an HBM Resource Channel. Link your brand and business with an article being read by the visitor. Includes your Image and URL link!

Sponsored Channel: Be an exclusive Resource Channel Sponsor. Your company name and web site URL will be prominently branded to each page of the Channel!

Private Brand Sponsorship: Completely own a Resource Channel at HBM Online. As an exclusive Private Brand Sponsor, you sponsor the Resource Channel and all articles within the channel; plus additional brand-building online and print advertising. Contact HBM Online for more information.

BANNER ADVERTISING

At HBM Online

<http://homebusinessmag.com/banner-ads>

OWN HBM ONLINE'S BANNER AD SPACES!

HBM Online Banner Ads bring interested home-based entrepreneurs and opportunity seekers to your Ad Banner and website. You can order Ad Impressions or Durations of Time for your Banner Ad. Banners that are ordered for Durations of time are programmed to receive Maximum rotation. If you are interested in EXCLUSIVE FIXED DISPLAY of a Banner Ad spot, please contact our staff for availability and pricing.

Banner Ad Pricing Options: There are two pricing options to select from. Option One – Ad Impressions: This option allows you to order a block (number) of impressions. The rate is based on a cost per one thousand impressions, also known as "CPM" (CPM = \$Price per 1,000 impressions). Price savings are calculated into the rates for increasing numbers of impressions. Option Two – Durations of Time: This option allows you to order a duration (1 month, 2 months, or 3 months). Percent discounts are calculated into the rates for 2 month (5%) and 3 month (10%) durations.

We provide MAXIMUM rotation for banner ads that are ordered direct from HBM Online. So Join Today HBM Online's exclusive group of quality online advertisers. If you do not have a Banner Ad, HBM Online can create one for you, usually within one business day.

To Order a Banner Ad Use the secure order form at <http://homebusinessmag.com/banner-ads> or contact our sales staff.

Banner Ad Explanation of Terms:

- **Impression:** An impression is the number of times a page featuring your banner is looked at by a web site visitor. It's also called a "Page View."

- **Banner Inventory & Page Views:** Once you place an order and upload your Banner Ad, your Banner is placed in rotation along with other banners that are already in the Banner Ad inventory within HBM Online. When your banner rotates, it will be viewed when the page is viewed.
- **Banner Ad Reporting:** Once your Banner Ad is uploaded, HBM Online will regularly email to you Banner Ad Reports that detail page views and click through statistics.
- **Click-Through:** When a visitor clicks a banner and is sent to a website, that activity is called a "Click-Through" (CT).
- **Click-Through Rate (CTR):** The Click-Through Rate (CTR) is the percentage of visitors that see a banner and then click on it to go to an advertiser's website.
- **Unique Visitors:** The actual number of individual people that visit a site. HBM Online can provide current unique visitor numbers upon request.

Banner Ad Material Specifications:

- **Format:** gif, or .gif animation accepted, jpg or swf (for swf - please use clickTAG standard).
- **Size:** 40kb max file size.
- If using a 3rd party adserver - please let us know which system you are using
- **Flash (.swf) images:** Need the URL link imbedded into the code. Please set the background to a block colour.

BANNER AD SIZES

At HBM Online

<http://homebusinessmag.com/banner-ad-sizes-0>

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What Structure is Best?

Determine the Best Legal Business Structure for Your Business

By Kurt English, Esq.



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10 Essential Steps for a Successful Home-Bases Business Launch

Get Ready, Get Set, and Get Started In A Profitable Home Business:

By Procella Y. Huff

According to a recent study by the Office of Advocacy of the U.S. Small Business Administration (SBA - www.sba.gov/advo/), America's home-based sole proprietors generate \$102 billion in annual revenue. With a steady rise in inflation and living expenses and less job security than ever, an increasing number of people are leaving their jobs to start home-based ventures. If you are ready to join these entrepreneurs, here are ten essential steps to turn your entrepreneurial dream into a successful home-business reality.



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MANAGEMENT

Are You Ready for When Disaster Strikes?

Preparing a Home-Based Business for an Emergency

By Christopher Sachler

Check the news, and you'll see disaster in one form or another. No matter how seemingly remote, those fires, floods, hurricanes, civil disturbances, earthquakes, or even acts of terrorism could affect any one of us.



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BUSINESS START-UP

Make a Dinner Cake

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120 X 600
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Stay up-to-date with a newsletter from Home Business Magazine.

Name:

Email Address:



VIDEO ADVERTISING

At HBM Online

<http://homebusinessmag.com/Video-ads>

Promote your VIDEO on Home Business Magazine ONLINE's home page. Let your video be the first thing seen by visitors when they come to HBM ONLINE. The Home Business Magazine Online Video Ad size is 300 x 250.

Durations: Video ads are purchased in blocks of days (one day to 30 days). For each day purchased, your video ad occupies the video box on the home page and doesn't rotate with any other video ad!

Sample Video: To view a sample video visit <http://homebusinessmag.com/video-ads> and click the image box.

Video Ad File Formats: You can upload these formats: .flv .mov .mpeg .avi .mpg .swf .mp4(ipod). Video Ads are limited to 1 minute in duration. In addition to posting your video on Home Business Magazine Online, we will also email you a copy for your posting to any web site.

To Order a Video: Use the secure order form at <http://homebusinessmag.com/Video-ads> or contact our sales staff.

E-CLASSIFIEDS

At HBM Online

<http://homebusinessmag.com/e-classifieds>

Online E-Classifieds offer a lowest cost solution to reach a wide targeted audience. Select from among dozens of popular Ad categories. You can order enhancements to place your ad higher up on the page and to bold and add color to the ad headline. You can also upload images to display with your Ad.

To place an E-Classifieds ad:

- Click the E-Classifieds link at the top of the Home Page
- Click the “My Profile” link and then "Register for an Account."
- Create a User Name and Password.
- Log in and order your E-Classified Ad. View prices and durations. E-Classifieds are discounted for longer durations of time.
- Edit your E-Classified ad anytime.

Sponsored Link Ads

At HBM Online

<http://homebusinessmag.com/sponsored-links>

Link your Ad directly to editorial content! Place a Sponsored Link text ad (headline, short write-up, website URL link) within the body of an article. Sponsored Link ads display in ALL articles in the HBM Resource Channel(s) that you select.



Format:

1st Line: Headline for Ad in First Line in Bold (25 Characters max)

2nd Line: Short text description for the Sponsored Link Ad (70 Characters max)

3rd Line: Website URL Link in Bold (35 Characters max)

Sponsored Links Locations: You select the Resource Channel or multiple channels for your Sponsored Link ad to run in. You can also place your Sponsored Link for “Run of Site” to display through the entire site.

To Order a Sponsored Link: Use the secure order form at

<http://homebusinessmag.com/Sponsored-Links> or contact our sales staff.

Article Sponsorship

At HBM Online

<http://homebusinessmag.com/article-sponsorship>

Sponsor articles display in an editorial category within an HBM Resources Channel. See the list of Channels on left hand blue navigation bar (Business Start-Up, Businesses, Money, etc.). Link your business and brand with editorial content at HBM Online! Your 120X60 Banner Ad (linked to your web site) will be inserted at the top of ALL articles within the Category or Categories you order, for the duration you order.

The HBM Resources Channels are divided into Categories, and each article is placed within only one specific Category. Choose only the Categories you want.

Exclusive: Only one Article Sponsor 120X60 banner is allowed per Category. Your 120X60 banner will also be added to all new articles uploaded to the Category. The Article Sponsorship 120X60 Banner Ad is in the upper right hand corner of the article in the “Article Sponsored By” box.



Availability: Click the Category you are interested in, and then click an article within that Category. If there is NO 120X60 Banner placed at the top of the article, then that category is open.

Format of an Article Sponsorship: Standard 120X60 Banner Ad. Your website URL is linked to the 120X60 Banner.

Design Support: If you do not have a 120X60 banner image, HBM ONLINE can design one for you for a very low design fee. See the order form for details.

To Order an Article Sponsorship: Use the secure order form at <http://homebusinessmag.com/Article-Sponsorship> or contact our sales staff.

Resource Channel Sponsorship

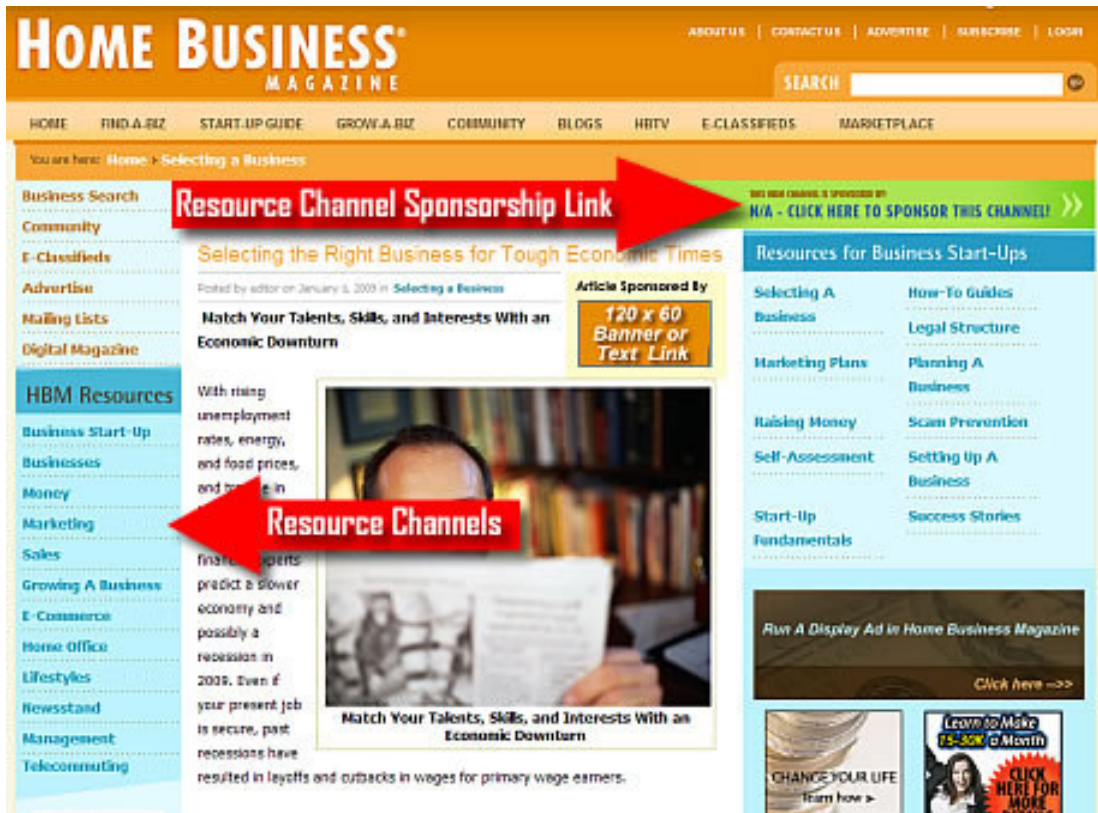
At HBM Online

<http://homebusinessmag.com/article-sponsorship>

Be one of HBM Online's exclusive Resources Channel Sponsors. The list of Channels can be seen in the blue navigation bar on left hand side of home page and include Business Start-Up; Businesses; Money; Marketing; Sales; Growing a Business; E-Commerce; Home Office; Lifestyles; Newsstand; Management; Telecommuting

Exclusivity: Only ONE sponsorship per channel is available. Your company name and URL will be prominently branded to ALL pages view in the Resource Channel.

Home Page Carousel: Each Resource Channel will be included in the Sponsor Carousel on the Home Page (click Home Page and scroll down center of page).



View a Resource Channel Sponsorship: View a Resource Channel sponsorship by going to any Resource Channel (navigation links on left hand side of page). The name of the Resource Channel sponsor (with URL website link) is displayed in the upper right hand corner, to the right of the name of the Resource Channel.

Format of a Resource Channel Sponsorship: The name of the Sponsor is inserted in, that is linked to sponsor's website. In the Home Page Sponsor Carousel, the Sponsor's image is included along with a URL website link.

To Order a Resource Channel Sponsorship: contact our sales staff.

HOME BUSINESS MAGAZINE (HBM)**ONLINE ADVERTISING RATES**

Date: July 14, 2010

Contact: shannon@homebusinessmag.com or advertise@homebusinessmag.com

For complete information visit: www.homebusinessmag.com/advertise**ADVERTISING TYPES:**

	7 Days	15 Days	30 Days
MOBILE WEBSITE SPONSOR	\$695	\$1,340	\$2,383
BANNER AD MOBILE WEBSITE	\$195	\$376	\$669
Create Mobile Banner :	\$75		

MOBILE WEBSITE DESIGN & HOST

Build Mobile Website Home Page:	\$475	One Time Fee
Hosting with Mobile Fusion*: Basic Package:	\$29	per month (Regular \$39/mo)
Hosting with Mobile Fusion*: Small BIZ Package:	\$69	per month (Regular \$89/mo)
Video for Mobile Web (optional):	\$300	One Time Fee

* Sign Up Direct with Mobile Fusion after receiving Promotion Code from HBM

	Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:
R.S.S. FEED TEXT LINK (into Mobile Website)			5%	10%	20%
Text Link in 1 Channel		\$575	\$1,093	\$1,553	\$2,760
Text Link in 2 Channels	5%	\$1,093	\$2,076	\$2,950	\$5,244
Text Link in 3 Channels	10%	\$1,553	\$2,950	\$4,192	\$7,452
Run of Site (12 Channels)	20%	\$5,520	\$10,488	\$14,904	\$26,496

	Savings:	7 Days	15 Days	30 Days	2 Months
DIGITAL EDITION ADVERTISING			10%	20%	30%
PAGE ZERO FULL PAGE AD		\$1,900	\$3,420	\$6,080	\$12,160
EMBED VIDEO IN AD		\$375	One Time Fee		
CUSTOM WEBSITE LANDING PAGE		\$1,250	\$1,188	\$1,125	\$1,000 Per Month

	Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:	12 Mo.'s:
			5%	10%	20%	30%
E-CLASSIFIEDS REGULAR WEBSITE:*						
1 Eclassified		\$29	\$55	\$78	\$139	\$244
2 Eclassifieds (price per ad)	10%	\$26	\$50	\$70	\$125	\$219

SPONSORED LINKS:

Link in 1 Channel		\$175	\$333	\$473	\$840	
Link in 2 Channels	5%	\$333	\$632	\$898	\$1,596	
Link in 3 Channels	10%	\$473	\$898	\$1,276	\$2,268	
Run of Site (12 Channels)	20%	\$1,680	\$3,192	\$4,536	\$8,064	

ARTICLE SPONSOR:**

Articles in 1 Category		\$225	\$428	\$608	\$1,080	
Articles in 2 Categories	5%	\$428	\$812	\$1,154	\$2,052	
Articles in 3 Categories	10%	\$608	\$1,154	\$1,640	\$2,916	

SPONSORED RESOURCE CHANNEL:**

1 Resource Channel		\$675	\$1,283	\$1,823	\$3,240	
2 Resource Channels	5%	\$1,283	\$2,437	\$3,463	\$6,156	
3 Resource Channels	10%	\$1,823	\$3,463	\$4,921	\$8,748	

BANNER ADS (Regular Website):***

	Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:
			5%	10%	20%
LEADERBOARD (728 X 90)					
Duration Pricing:		\$285	\$542	\$770	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$20.00	\$200		
20,000	5%	\$19.00	\$380		
30,000	10%	\$18.00	\$540		
40,000	15%	\$17.00	\$680		
50,000	20%	\$16.00	\$800		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

SKYSCRAPER (120 X 600)

Duration Pricing:		\$270	\$513	\$729	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$19.00	\$190		
20,000	5%	\$18.05	\$361		
30,000	10%	\$17.10	\$513		
40,000	15%	\$16.15	\$646		
50,000	20%	\$15.20	\$760		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

RECTANGLE (300 X 250)

Duration Pricing:		\$275	\$523	\$743	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$20.00	\$200		
20,000	5%	\$19.00	\$380		
30,000	10%	\$18.00	\$540		
40,000	15%	\$17.00	\$680		
50,000	20%	\$16.00	\$800		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

CENTER OF PAGE (468 X 60)

Duration Pricing:		\$210	\$399	\$567	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$15.00	\$150		
20,000	5%	\$14.25	\$285		
30,000	10%	\$13.50	\$405		
40,000	15%	\$12.75	\$510		
50,000	20%	\$12.00	\$600		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

SQUARE SIZE (125 x 125)

Duration Pricing:		\$188	\$357	\$508	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$12.50	\$125		
20,000	5%	\$11.88	\$238		

30,000	10%	\$11.25	\$338
40,000	15%	\$10.63	\$425
50,000	20%	\$10.00	\$500

HALF PAGE (300 X 600)

Duration Pricing:		\$487	\$925	\$1,315	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$32.50	\$325		
20,000	5%	\$30.88	\$618		
30,000	10%	\$29.25	\$878		
40,000	15%	\$27.63	\$1,105		
50,000	20%	\$26.00	\$1,300		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

Banner Design Fees: \$45-728X90 & 120X60; \$40-468X60; \$35-125X125; \$45-300x600 & 300x100 & 300x250

CUSTOM WEBSITE LANDING PAGE \$1,250 \$1,188 \$1,125 \$1,000 Per Month

VIDEO AD	Number of Days	Price/Day	Total Price
Video FIXED for # Days	1	\$ 99	\$ 99
	2	\$ 94	\$ 188
	3	\$ 94	\$ 282
	4	\$ 89	\$ 356
	5	\$ 89	\$ 446
	6	\$ 84	\$ 505
	7	\$ 84	\$ 589
	15	\$ 79	\$ 1,188
	30	\$ 69	\$ 2,079

Video Design Fees: \$75/video

PRIVATE BRAND PARTNERSHIP: Contact HBM for customized pricing

* E-Classifieds: Visibility & Priority options available for purchase. See online order form.

** Check for Availability: Only 1 Article Sponsor per Category & 1 Channel Sponsor per Channel

*** Banner Ad Pricing is either durations of time (1 mo., 2 mo's, 3 mo.'s) or blocks of Impressions

CPM = Price per 1,000 Impressions