

# HOME BUSINESS® Magazine

## EDITORIAL PROFILE

HOME BUSINESS® Magazine is the premier publication for the growing and dynamic home-based business market:

- Cutting edge editorial on sales & marketing, business start-ups, business operations, raising money, productivity, and other subjects to help readers choose, manage, and prosper in a home-based business.
- Business opportunities, franchising, network marketing, mail order, & work-from-home success stories.
- High-tech, the Internet, computers, & E-commerce.
- Interviews with well-known personalities.
- Home Office editorial on computer and office equipment, telecommuting, office set-up, management advice, and reviews.

## Demographic Profile

**HOME BUSINESS® Magazine** cuts across almost every demographic group. The typical magazine purchaser is 40 years of age with 53 percent of readers between the ages of 25 and 55. Average annual household income is \$52,300. The average reader invests \$13,700 in their business. 98 percent of readers either currently operate a business or plan to soon start or buy a business. Male and female readers are split at 55% to 45%.

## CIRCULATION \*

NEWSSTANDS, Magazine Racks, Bookstores, etc.	50,000
Paid Subscriptions	17,000
Targeted Mailing & Promotions	3,000
Digital Edition Circulation & Other Internet Circ.	60,000

**Total: 130,000+**

\* Visit [www.homebusinessmag.com/circulation](http://www.homebusinessmag.com/circulation) for more information.

## ISSUE AND CLOSING DATES

ISSUE	Display Ad Space Closes	Display Ad Material Due	On Sale
Nov./December '10	9/14/10	9/17/10	10/26/10
Jan./February '11	11/16/10	11/19/10	12/28/10
March/April '11	1/18/11	1/21/11	3/1/11
May/June '11	3/15/11	3/18/11	4/26/11
July/August '11	5/17/11	5/20/11	6/28/11
Sep./October '11	7/19/11	7/22/11	8/30/11
Nov./December '11	9/20/11	9/23/11	11/1/11
Jan./February '12	11/15/11	11/18/11	12/27/11

## CONTACT INFORMATION:

DISPLAY AD SALES: Shannon Needham call (949)218-8729 or email: [shannon@homebusinessmag.com](mailto:shannon@homebusinessmag.com)

CLASSIFIED ADS: (800) 734-7042 or [www.homebusinessmag.com](http://www.homebusinessmag.com)

## Fax/Mail Advertising PAYMENT with INSERTION ORDERS to:

HOME BUSINESS® Magazine  
20711 Holt Ave., PMB 807  
Lakeville, MN 55044  
(800) 734-7042 Fax (714) 388-3883  
Office Hours: Monday – Friday 9:00 a.m. – 5:00 p.m. PST  
e-mail: [advertise@homebusinessmag.com](mailto:advertise@homebusinessmag.com)

## Mail Display Advertising MATERIALS to:

120 W. Providencia Avenue  
Burbank, CA 91502

e-mail Ad materials: [advertise@homebusinessmag.com](mailto:advertise@homebusinessmag.com)

## COMMISSION and PAYMENT:

15% to recognized agencies. Pre-Pay Ads by Closing Date.

# HOME BUSINESS® Magazine

## DISPLAY ADVERTISING

### 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

### 4-COLOR

	1 issue (2 months)	2 Issues (4 months)	3 Issues (6 months)	6 Issues (1 year)
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

10% Charge for Preferred Position

10% Charge for Bleed

COLOR COVER	1 Issue	2 Issues	3 Issues	6 Issues
INSIDE COVER	\$4,920	\$4,680	\$4,425	\$3,935
BACK COVER	\$5,575	\$5,290	\$5,015	\$4,460

Bind-In Insert cards provided by advertiser: \$1,900/issue

### CLASSIFIED ADVERTISING:

\$3.00 Per Word, 15-Word Minimum  
(1st 4 words CAPITALIZED & Bolded FREE)  
\$0.50 per word for CAPITALS / \$0.50 per word for Bold  
\$10.00 to Box Ad — \$10.00 to apply Color Shading to Box  
(specify color: yellow, orange, red, blue, green, purple, pink, tan)  
10% Discount when ordering 3 Issues

You Can Order Your Ad ONLINE—Secure Order Form!

### DIRECTORY LISTINGS

50 word description plus company name/contact person/  
address/phone/fax/e-mail address  
1 issue – \$150.00 \* 3 issues – \$395.00 (a 10% savings!)

\$3.00 per additional word (over 50) per issue  
\$0.50 per word bold/italic/ALL CAPS per issue  
\* Add 4-color 1" x 1 1/4" photo \$35.00 (\$30.00 per issue 3 issues)  
You Can Order Your Ad ONLINE—Secure Order Form!

### INTERNET ADVERTISING

Internet advertising at  
HOME BUSINESS® Magazine ONLINE  
[www.homebusinessmag.com](http://www.homebusinessmag.com)

### MAILING LIST RENTAL

Rent HOME BUSINESS® Magazine's mailing list  
(800) 734-7042

Complete Ad Info at [www.homebusinessmag.com](http://www.homebusinessmag.com)

# HOME BUSINESS® Magazine

## SPACE MECHANICAL REQUIREMENTS

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 .....	8-1/8" ...	10-7/8"

•All popular sizes available

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

## PRINTING SPECIFICATIONS

Printed— Web offset; Binding—Perfect-Bound

Screens: B&W or two-color: 100-133 line screen

Four-color: 133 line screen

Total screen density on all flat tints and solids 240%.

No more than one solid color.

## ADVERTISING MATERIAL

The following materials are acceptable for reproduction:

- **Computer Ad Files** - Hi-Resolution PDF, TIFF, or JPEG Files encouraged. Ensure CMYK colors. Working files: Macintosh format, Quark Xpress (specify the originating application and include all linked files and fonts). Programs that do not support color separations cannot be used.  
HBM ENCOURAGES ADVERTISERS TO SUBMIT COMPUTER FILES FOR THEIR ADVERTISING.

**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. Additional charge at cost may be made for modification of artwork and supplied files.

Visit [www.homebusinessmag.com](http://www.homebusinessmag.com) for more information

The publisher assumes no liability for any errors in supplied files. There may be an additional charge to change or to troubleshoot advertising files, if required.

- **Laser Prints or Laser-Separated Prints** acceptable for Ad Material.
- **Camera-Ready Artwork** For B/W or 2-Color Ads w/o Photos

**Display Ad Graphic Design:** HOME BUSINESS® Magazine maintains a full service graphic design company 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.

# HOME BUSINESS® MAGAZINE

*THE HOME-BASED  
ENTREPRENEUR'S MAGAZINE*

## WHY SHOULD YOU ADVERTISE IN HOME BUSINESS® MAGAZINE?

- **NEWSSTAND CIRCULATION:**  
Magazine rack and newsstand circulations are the most effective ways to reach your market and its advertising prospects.
- **PAID SUBSCRIBERS:**  
Paid Subscription base that targets new and existing home-based entrepreneurs.
- **DIGITAL & IPAD CIRCULATION:**  
Each issue of HBM is produced in a Duplicate **DIGITAL EDITION** that Circulates for 1 Year!
- **TARGETED ADVERTISING:**  
Focus your advertising dollars on work-from-home entrepreneurs.
- **INTERNET ADVERTISING:**  
*HOME BUSINESS® Magazine* ONLINE  
[www.homebusinessmag.com](http://www.homebusinessmag.com)
- **LOW ADVERTISING RATES:**  
*HOME BUSINESS® Magazine's* advertising costs are among the lowest for ESTABLISHED NEWSSTAND publications.
- **GOING STRONG SINCE 1994!**  
Rate Card Number 45  
Effective Date: Oct, 2010  
[www.homebusinessmag.com/advertise](http://www.homebusinessmag.com/advertise)

# HOME BUSINESS® MAGAZINE

*THE HOME-BASED  
ENTREPRENEUR'S MAGAZINE*

*“We Look Forward to Helping You  
Connect with the world of  
Home Business.”*

## ADVERTISING OFFICE

Advertising Department  
HOME BUSINESS® Magazine  
20711 Holt Ave, PMB 807  
Lakeville, MN 55044  
(800) 734-7042  
Mon. – Fri. 9:00 a.m. – 5:00 p.m. PST  
Fax (714) 388-3883

**e-mail: [advertise@homebusinessmag.com](mailto:advertise@homebusinessmag.com)  
[www.homebusinessmag.com](http://www.homebusinessmag.com)**

**DISPLAY AD SALES:  
Shannon Needham (949) 218-8729  
[Shannon@homebusinessmag.com](mailto:Shannon@homebusinessmag.com)**

**or call (800) 734-7042**

*“One out of two people work full  
or part-time from home!”*

## HOME BUSINESS® Magazine COPY AND CONTRACT REGULATIONS

- 1) Advertising contracts may be accepted for one year or less, but rates will be guaranteed for three months only (unless under contract).
- 2) Publisher reserves the right to reject or cancel any advertising at any time without liability, even though previously acknowledged, accepted or published, especially those considered to be objectionable, sexual, fraudulent, etc. by the publisher.
- 3) Neither the advertiser nor its agency may cancel for a particular issue after that issue's closing date (end of regular business hours for that date). Cancellation notice must be sent in writing or by fax. Cancellations by advertiser or agency are not effective until confirmed in writing by the Publisher. If advertisement is canceled on or before the Space Closing Date, advertiser agrees to rebate back any frequency discounts already given to the advertiser, to adjust discount for the actual number of issues the advertisement is run in the magazine.
- 4) Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, accidents, legal action or other circumstances beyond the Publisher's control. Furthermore, the Publisher has no obligation to run any ad from an advertiser unless it has first been accepted by the Publisher, and accordingly, the Publisher has no liability for any ad that has not been accepted that does not appear.
- 5) In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publisher and publication, the officers, directors, stockholders, agents, employees and representatives from and against all losses, damages, claims, liabilities and expenses (including legal fees and costs) resulting from the publication of the contents of the advertisement, including, by way of illustration and not limitation, claims or lawsuits for libel, violation of right to privacy, copyright infringement, plagiarism, defamation or unfair competition. Advertisements are accepted upon the representation that advertiser and its agency have the right to authorized publication of the contents thereof.
- 6) The Publisher assumes no liability for errors in key numbers or tracking codes.
- 7) An advertiser and/or his agency assumes full liability for all content (including any text, representation, illustrations, sketches, maps, words, labels, trademarks or other copyrighted matters) in his authorized advertisements.
- 8) Acceptance of advertising for any product or service is subject to investigation of the product or service and the claims made for it on the package, labels and accompanying material, and in the advertisement submitted for publication.
- 9) The Publisher assumes no responsibility for improper use of coupons forming part of an advertisement.
- 10) When change of copy is not received by the closing date, copy run in previous issue or last change of copy prior to closing date will be inserted. If copy from a new advertiser is not received in time for production, publisher has option to create an advertisement for advertiser to fill the space.
- 11) Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing.
- 12) All insertion orders are accepted by the Publisher on the condition that:
  - a) Only conditions set forth in the rate card shall be binding on the Publisher unless specially agreed to in writing by the Publisher.
  - b) The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in these copy and contract regulations.
  - c) Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all of the terms and conditions of the contract regulations applicable to the issue in which such insertion is to be published.
  - d) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to Publisher for advertising that advertiser or its agent ordered and that was published.