

HOMIE BUSINESS



Home-Based Business &
Opportunity Magazine

2016 MEDIA KIT

Advertising Sales

(800)734-7042

advertise@homebusinessmag.com

Fax: (714)388-3883

Home Business Magazine

20711 Holt, No. 807

Lakeville, MN 55044

Homebusinessmag.com

HOME BUSINESS

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ABOUT



For over two decades,

HOME BUSINESS® Magazine (HBM) has been the home-based business market's industry leader. HBM is an advertiser's **"one-stop-shop"** bi-monthly publication for Print, Digital and Internet/Online Advertising. As traditional circulations decline, HBM combines newsstand and subscription print copies with new cutting edge digital circulations.

The home business market is a booming economic sector that is difficult for advertisers to reach. Home Business®

Magazine penetrates this market with a Print Magazine and identical Digital editions, Tablet editions (iPad/Nook/Kindle), and Hand-Held Mobile Device editions (HBM Mobile).

HOME BUSINESS® Magazine is the largest magazine to target the home-based business sector. Readership includes those interested in starting up a home-based business and opportunity seekers, home office workers, and teleworkers; and those interested in office products and services. HBM's advertising options fit any budget and Display Ad size.

Circulation: 100,000+

PRINT – 50,000: Newsstand, magazine racks, promotional mailings, and paid subscriptions.

DIGITAL – 50,000+: Circulation through Digital editions, E-Reader, Tablet, iPad, Nook, Kindle, HBM Mobile.

FOR MORE INFORMATION ON ADVERTISING:
homebusinessmag.com/advertise



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

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ABOUT



“Reach Millennials and Gen-X’rs with HBM Magazine”

Editorial: Designed to complement advertising, editorial covers the full range of home-based business start-up and operation. **Topics include** marketing, sales, home office set-up, raising money, financial management, operations, businesses, opportunities, celebrity interviews, success stories, and much more.

Full Info: homebusinessmag.com/editorial-profile-calendar

Magazine Frequency: Published 6 times per year to maximize newsstand and Digital / Tablet / iPad exposure.

Ad Material: All common display Ad sizes and Ad material formats accepted. HBM handles all conversions for digital circulation. Visit the website for details and Ad upload instructions.

HBM Mobile: The mobile device version of HBM provides an advertising gateway to those who use hand-held Internet devices

Video: Promote your video! Embed a Video into a display ad in HBM’s Digital Editions.

Social Media: Get your marketing message into social media. HBM promotes advertisers into Facebook and Twitter.

Reaching emerging markets of Millennials and Gen-X’rs requires diversified circulations that link print with digital.

Let HBM show you the way.

HOME BUSINESS® MAGAZINE ONLINE

www.homebusinessmag.com — Since 1996, HBM ONLINE has offered advertisers the top content site for home business. HBM Online is a fully **RESPONSIVE** website that delivers all content, including Banner Ads and Sponsored Content, adjusted to the individual screen size of a website visitor whether full desktop, tablet, Smartphone, iPhone, or other mobile viewing device. HBM also has an **online Trade Show** at HBM EXPO — expo.homebusinessmag.com. Add your own sponsored articles and content into HBM Online.

HOME BUSINESS

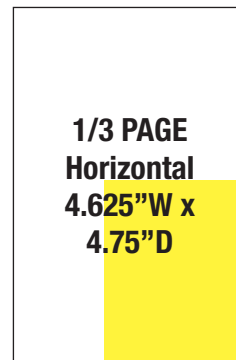
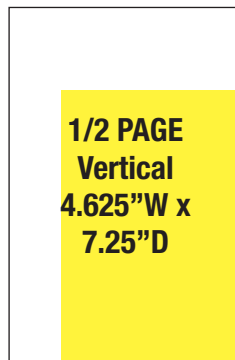
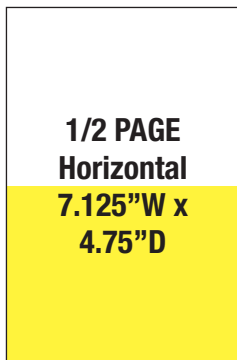
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RATES

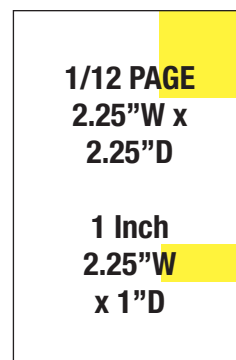
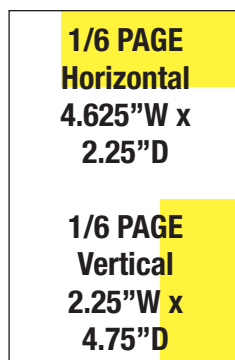
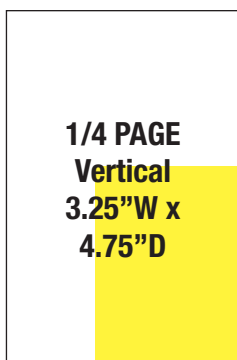
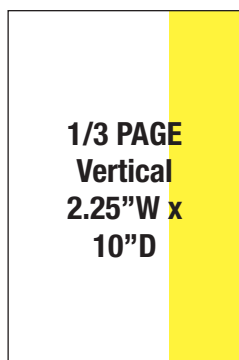
Display Advertising Rates				
Ad Size	1 Issue (2 Months)	2 Issues (4 Months)	3 Issues (6 Months)	6 Issues (1 Year)
1 page	\$3,930	\$3,735	\$3,535	\$3,145
2/3 page	\$3,145	\$2,985	\$2,830	\$2,515
1/2 page	\$2,595	\$2,465	\$2,335	\$2,075
1/3 page	\$1,845	\$1,755	\$1,660	\$1,480
1/4 page	\$1,415	\$1,345	\$1,275	\$1,130
1/6 page	\$985	\$930	\$885	\$785
1/12 page	\$510	\$485	\$460	\$410
1 inch	\$275	\$260	\$250	\$220
Back Cover	\$5,575	\$5,290	\$5,015	\$4,460
Inside Cover	\$4,920	\$4,680	\$4,425	\$3,935

Preferred Position add 10%

Bind-in Insert Cards (provided by advertiser) \$1,900 per issue



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.



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DEMOGRAPHICS

and Publisher Statement

READERSHIP

Circulation – Print:	50,000
Circulation - Digital:	50,000
Circulation – Total:	100,000
Readership:	195,000
Readers per Print Copy:	2.9
Male:	55.2%
Female:	44.8%

AGE

Under 35:	35.9%
Ages 35-54:	52.5%
Ages 55 & Older:	11.6%
Average Age:	40.3 years
Median Age:	39.7 years

ANNUAL HOUSEHOLD INCOME

Above \$75,000:	25.9%
Above \$50,000:	50.2%
Above \$30,000:	77.4%
Average Income:	\$61,400
Medium Income:	\$48,800

Average
Household Income
\$61,400



Internet Users
94.6%



Cell/Smartphone Users
92.5%



Males
55.2%



Females
44.8%

Median Age: 39.7

EDUCATION

Attended College or better:	83.3%
Graduated 4 College:	13.1%
Postgraduate Work:	17.3%

COMPUTERS/HOME OFFICE EQUIPMENT

Desktop Computer:	85.2%
Cell Phone/Smart Phone:	92.5%
Printer:	82.7%
Scanner:	53.1%
Laptop/Notebook Computer:	38.5%

BUSINESS OPERATIONS/START-UP PLANS

Currently own a business:	41.4%
Plan to start a new business:	70.5%
Operate a business part-time:	61.2%
Part-Time businesses planning to go full-time:	75%
Maintain separate home office:	71.6%
Internet Users:	94.6%
Have a Website:	21.3%

Source: Reader Survey, ResearchUSA, Inc.

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CIRCULATION



Place an Ad in HOME BUSINESS® Magazine (HBM), and your print and digital circulation is handled. **One-Stop-Shop does it all:**

- **Home Business Magazine (HBM)** has been on the newsstand since 1994. HBM invests in newsstand promotional programs to increase single copy sales and brand awareness. HBM also pays Retail Display Allowance (RDA) to increase distribution into thousands of retail outlets each issue.
- **HBM Subscriptions** are sold through a broad variety of direct sales, mail order, and dozens of reputable subscription agencies.
- **HBM's Digital Circulation** model is highly sophisticated and continues to evolve with the digital market. Many digital readers cannot be reached through traditional print circulations, and HBM's Digital Circulation offers you improved reach into key markets, such as the 20-29 year age demographic.

CIRCULATION

Newsstands Print (Magazine racks, Bookstores, Retail Outlets, Chain Stores)	40,000
Print subscriptions Paid	10,000
Digital Edition, E-Readers, Tablets, iPad, Kindle, Nook, HBM Mobile	50,000
Total Circulation	100,000
Readership	195,000

CIRCULATION BOOSTERS — FREE!

Home Business Magazine provides Advertisers with an EXPO Listing (expo.homebusinessmag.com), Facebook/Twitter promotion, and a TOP BIZ Link — homebusinessmag.com/top-biz-links
homebusinessmag.com/circulation

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ISSUE DATES



ISSUE	SPACE CLOSING DATE	MATERIAL DUE DATE	ON-SALE DATE
January / February 2016	11/17/2015	11/20/2015	12/29/2015
March / April 2016	1/19/2016	1/22/2016	3/1/2016
May / June 2016	3/15/2016	3/18/2016	4/26/2016
July / August 2016	5/17/2016	5/19/2016	6/2/2016
September / October 2016	7/19/2016	7/22/2016	8/30/2016
November / December 2016	9/20/2016	9/23/2016	11/1/2016
January / February 2017	11/15/2016	11/18/2016	12/27/2016
March / April 2017	1/17/2017	1/20/2017	2/28/2017
May / June 2017	3/14/2017	3/17/2017	4/25/2017
July / August 2017	5/16/2017	5/19/2017	6/27/2017
September / October 2017	7/18/2017	7/21/2017	8/29/2017

Additional info: homebusinessmag.com/issueclosing-dates



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SPECIFICATIONS



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"

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: %

PDF Files: Hi-Res print-ready PDF files. CMYK at highest resolution (300 dpi minimum). All fonts must be embedded.

Additional Image files acceptable: TIFF / JPEG / PDF.
HBM Encourages high resolution PDF Files!

Adobe Indesign Software files: Versions 5.0 & higher. Package for output, ensuring that all images and fonts are included with the document.

Adobe Photoshop files: Fonts or type must be rasterized; HBM does not accept layered files. All artwork must be flattened (no layers), CMYK, 300dpi.

Adobe 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 are acceptable for Ad Material, but print quality will be limited. Or Camera-Ready Artwork is acceptable for B/W or 2-Color Ads without Photos.

Submitting Ad Material Files: Files less than 2 MB's in size can be emailed to advertise@homebusinessmag.com or advertising material files can be uploaded online (see web site for upload instructions).

Display Ad Graphic Design Services:

HOME BUSINESS® Magazine offers graphic design services to create your Advertisement, from minor edits to an existing Ad through full-service graphic design.

Additional Info:

homebusinessmag.com/display-ad-material-specifications

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EDITORIAL CALENDAR



Designed to complement 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.

- **Marketing and Sales:** Marketing and sales efforts. Subjects include Ad creative, customer communications, Internet marketing, direct marketing, publicity, networking, negotiating, selling tactics, and more.
- **The Home Office:** Plan a productive home office. Subjects include space utilization, office set-up, projecting a professional image, minimizing overhead, equipment and products, networking, technology, working smarter, finding balance, and teleworking.
- **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:** How to select and start-up a home business, and how to grow and expand it. HBM also focuses on special business types such as franchising, network marketing, mail order, direct sales, and more.
- **Success and More:** HBM's balanced editorial covers entrepreneur success profiles, celebrity and expert interviews, product/book reviews, reader feedback, emerging topics such as "Green" businesses, and more!

Upcoming Issues

- **January/February 2016 – Special Money and Finance Issue.** Experts reveal how to cut costs and raise money — to start your home business or expand an existing one.
- **March/April 2016 – Direct Sales Riches!** Get expert advice and secrets on how to run a profitable home-based direct sales business. Includes a table of different home-based direct sales businesses and profile information.
- **May/June 2016 – Money-Making Trends in Social Media and Ecommerce!** Experts reveal the latest trends in social media and ecommerce to increase sales and productivity in your home-based business.
- **July/August 2016 – Home-Based Millionaires!** Meet eleven home-based entrepreneurs who have attained 7 figures in yearly sales. Discover the steps they took and skills they possess to attain high income working from home. **Annual Success Issue!**
- **September/October 2016 – 7 Days to a Start-Up!** Get a home-based business up, running and profitable in under a week. Leverage the latest techniques to build a foundation for long-term success.
- **November/December 2016 – Recession-Ready!** Use a home-based business to financially prepare for an upcoming economic downturn. A home-based business is the best type of business to run when times are hard.



Additional info: homebusinessmag.com/editorial-profile-calendar

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HBM ONLINE

www.homebusinessmag.com

ADVERTISING TYPE	AD SIZE	ONE MONTH	ADVERTISING TYPE	AD SIZE	ONE MONTH
Leaderboard Banner	728X90	\$300	Half-Page Banner	300X600	\$500
Rectangle Banner	300X250	\$300	Small Square Banner	125X125	\$195
Sponsored Content	Article / Video	\$300	Text Link	Standard Text	\$50

HOME BUSINESS® Magazine Online offers advertisers the top content site for home business. HBM Online is a fully **RESPONSIVE** website that automatically adjusts to size of a visitor's viewing screen, whether full desktop, tablet, Smartphone, iPhone, or other mobile viewing device size.

HBM Online's quality content drives high viewership. HBM Online offers clean rich content portals that are easy to navigate, with web pages that load quickly.

Banner Advertising: Choose from among multiple sizes and placements. All common ad formats are accepted. HBM can design a Banner Ad for you. Banner Ads are also sold by CPM. Banner Ads automatically re-size to the viewer's screen size.

Sponsored Content: Embed your own content seamlessly into content channels within HBM Online, with visibility on the home page. Sponsored Content can include an article, post or video. Sponsored Content has the same look, format and appearance as other content within HBM Online.

Content Marketing: Contact HBM if you are interested in this latest form of online marketing.

Newsletter Sponsor: Embed your marketing message direct into the Home Business Newsletter.

Video Advertising: Place your Video Ad within video content at HBM Online.

Expo Advertising: The HBM EXPO (expo.homebusinessmag.com) is the industry's largest directory of Business Listings. Hundreds of aspiring entrepreneurs visit the HBM EXPO each day.

Satisfaction Guaranteed: Cancel anytime, and receive a full refund of the unused portion of your order.

Visit Website for latest traffic statistics -
homebusinessmag.com/online-advertising