

Media Kit 2007



Metro-Atlanta's Magazine For and About Home-based Entrepreneurs.

MIND YOUR HOME BUSINESS

Launched **Spring 2006**

- Summary/Motto
- Reader Profiles
- Circulation & Distribution Strategy
- Editorial Calendar
- Advertising/Rate Card

Our Motto: "Mind Your HOME Business"

Mind your home business means to be conscious of all aspects of your home-based business. To think about how it operates, to be aware of and foster an understanding of your business and your industry. To Mind Your Home Business is to apply yourself and attend to your business with purpose and good intentions.

Summary:

HOMEBASED QUARTERLY Magazine is a **FREE**, quarterly publication that will serve the home-based entrepreneur community in the Metro-Atlanta area.

The magazine will focus on the following key areas:

- Education/Training
- Inspiration through Profiling
- Networking/In-network Patronage
- Advertising
- Directory

The ultimate goal of **HOMEBASED QUARTERLY Magazine** is to become a valued trade publication within the home-based business community.

Through the editorial content we will **educate** our readers on start-up success, image and branding, marketing, finances, growth and prosperity.

By offering entrepreneurs the opportunity to share their personal stories we will **inspire** our readers to continue in their pursuits of business and give them food for thought that can be used in their own ventures.

The magazine will become a "**network in print.**" It will purposefully encourage home-based business-to-business patronage.

Through its printed advertisements and listings it will serve as a **directory**.

And finally, **HOMEBASED QUARTERLY Magazine** offers a **low-cost, high-quality advertising** opportunity. Advertisements can be designed by professional graphic artists (**at no additional cost**), in full-color and will run for a full 3-months and will remain in print and continue to work for your business indefinitely. Advertising is available for as little as \$35 and can be extended to our Web site and can direct-link your business' web site to ours.

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Reader Profile:

Our Ideal reader is the owner/operator of a home-based business or an influential member of a business or organization that offers a product, service or resource that can be directly utilized by home-based entrepreneurs—specifically.

Our Readers are:

- Entrepreneurs or interested in becoming entrepreneurs
- Between the ages of 15 yrs.. and 115 yrs.
- 80% women, 20% men
- participants in a variety of networking activities
- Residents of any one of the 5-major Metro- Atlanta Counties (i.e. DeKalb, Cobb, Clayton, Fulton and Gwinnett) or one of its close neighboring counties (i.e. Henry, Rockdale, Douglas and Cherokee, just to name a few.)

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Circulation & Distribution:

Our current circulation is **1000** copies per quarter.

Each quarter these copies are distributed to the following locations:

- Borders and Walden Bookstores in the **FREE** publication and community news areas of the store.
- Nubian Bookstore (Southlake Mall)
- Chapter 11 Bookstore (N. Druid Hill)
- Medu Bookstore (Greenbriar Mall)

Independent Retailers

- G-wings
- Cartopia
- NY American Deli
- Fidal Hair Salon

Various Networking Groups & Events

*HBQ is also available by mail upon request.

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1-Year Editorial Calendar:

Premier Issue:Spring 2006

- Featured Business: **Clutterologist**
- The Definition of Home-Based/Where To Get a License
- Naming Your Business:What ever you call it, Make it Unique!
- Sideline Business Profile: **DJ Jack Money**

Issue 2:Summer/Fall 2006

- Featured Business: **Women About Biz**
- Getting Down to Business Plans
- Business Card Do's and Don'ts
- Jr. Entrepreneur Business Profile: **KanaWear**

Issue 3:Fall/Winter 2006

- Featured Business: **International Information Systems Communications, Inc.**
- The Money You Save
- Insurance, When You Are Self-Employed
- Sideline Business Profile: **Shady Character**

Issue 4:Winter/Spring 2007

- Featured Business: **Atlanta's Finest Realty**
- To Ebay or Not to Ebay
- Starting a New Business
- Jr. Entrepreneur Business Profile:

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Advertising Rate Card:

Text Listing \$35

Business Card..... \$50

1/4 page ad \$100

Business Profile..... \$150

1/2 page ad \$200

Full page ad \$300

Featured Business Ad* Rates:

* Businesses may apply to be the featured business but are only eligible one time (1x) biannually. Charges apply as follows.

Featured Business Package..... \$350

Includes:

- Your business featured on the front cover
- Your business featured in the centerfold article.
- A 1/2 page advertisement in this or the next issue
- A text listing on mindyourhomebiz.com.

NOTE: These prices are reserved specifically for home-based businesses. Corporate entities whose products or services directly impact home-based businesses and are encouraged to contact us for comparably low-cost rates.