

# **O** Small Business **PPORTUNITIES**

**2012 MEDIA KIT**

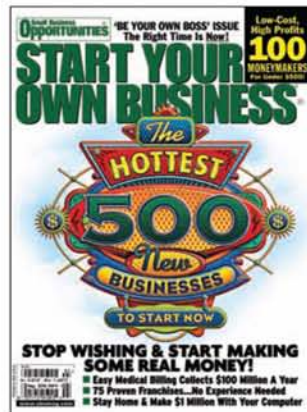
# Small Business OPPORTUNITIES

## 2012 PRODUCTION SCHEDULE

ISSUE	ON SALE	AD CLOSING
<b>SMALL BUSINESS OPPORTUNITIES</b> January 2012 (Get Rich)	10/4/11	8/9/11
<b>SMALL BUSINESS OPPORTUNITIES</b> March 2012 (Home-Based Business)	12/6/11	10/11/11
<b>START YOUR OWN BUSINESS</b> Spring 2012 (Mail-Order)	1/10/12	11/15/11
<b>SMALL BUSINESS OPPORTUNITIES</b> May 2012 (Services & E-Biz)	2/7/12	12/13/11
<b>START YOUR OWN BUSINESS</b> Summer 2012 (Best Franchises & Biz Opps)	3/6/12	1/10/12
<b>SMALL BUSINESS OPPORTUNITIES</b> July 2012 (Business Start-Ups)	4/3/12	2/7/12
<b>GET RICH AT HOME</b> 2012 (Home-Based Business)	5/1/12	3/6/12
<b>SMALL BUSINESS OPPORTUNITIES</b> September 2012 (Mail-Order 500)	6/1/12	4/3/12
<b>START YOUR OWN BUSINESS</b> Fall 2012 (500 Hottest Businesses)	7/1/12	5/1/12
<b>SMALL BUSINESS OPPORTUNITIES</b> November 2012 (Shoestring Start-Ups)	8/1/12	5/29/12
<b>START YOUR OWN BUSINESS</b> Winter 2013 (Home-Based Business)	9/4/12	7/10/12
<b>SMALL BUSINESS OPPORTUNITIES</b> January 2013 (Get Rich)	10/2/12	8/7/12
<b>SMALL BUSINESS OPPORTUNITIES</b> March 2013 (Home-Based Business)	12/4/12	10/9/12



**SMALL BUSINESS OPPORTUNITIES**  
Published Bi-monthly  
(6 times a year)



**START YOUR OWN BUSINESS**  
Published Quarterly  
(4 times a year)



**GET RICH AT HOME**  
Published Annually  
(once a year)

# O Small Business OPPORTUNITIES

MONEY-MAKING IDEAS FOR ENTREPRENEURS

## 2012 EDITORIAL CALENDAR

### January Issue

#### ● GET RICH IN 2012

There's never been a more exciting or interesting time to start a small business. Many Americans long for a completely new way to make money and dream of becoming their own boss. This issue presents our roundup of the top 20 businesses to start in the year 2012. The selection is based on value, ease of start-up, profit potential and longevity in our marketplace. We've also included interviews with mega-entrepreneurs, a guide to the Internet and inside info on the very hottest biz trends. Tips from web-preneurs are also included in this start-the-year-off-right issue. Make a resolution to earn big bucks now.

### March Issue

#### ● HOME-BASED BUSINESSES

Running a business from home is a wonderful way to make money and you can't beat the commute. Starting a biz from home makes sense. It's a no overhead launch and anyone can present a first class image even if they work from a kitchen table or spare room. The cover story will help entrepreneurs find the hottest businesses to start now. Home office design tips are offered from experts to cut through the clutter and set up shop. Tax information for the home-based biz owner is provided along with info on how to hire an attorney, accountant and other consultants as needed. Interviews with home-based entrepreneurs are included to inspire readers to take the plunge. Hundreds of resources are contained in this special home-based business issue.

### May Issue

#### ● SERVICES & E-BIZ

The hottest industries in the United States today are the services industry and e-commerce. For business owners who want to work 24/7, the service industry is the one to join. It's replacing our manufacturing and retail sector as the hottest industry to get into now. We present the very latest and greatest service business ideas with resources on how to get going. The industry shows no signs of slowing down as busy Americans have no time to take care of their homes, cars, landscaping, entertainment needs and menu concerns. The service biz owners have come to the rescue. We also take a look at the ever changing world of e-commerce and present opportunities and ways entrepreneurs can continue to cash in using the best technology has to offer combined with the ease and convenience of online money-making.

### July Issue

#### ● BUSINESS START-UPS

Attention all would-be entrepreneurs. Get set for super success with this special easy-launch feature. We've taken the guesswork out of starting a small business for individuals who have no prior experience in the business arena. We have researched the best enterprises to start now that offer a quick and simple start-up. There is something for everyone in this issue. Part-time and weekend opportunities are also highlighted for individuals who want to test the waters before they jump into their business on a full-time basis to live the be-your-own-boss fantasy. This issue walks the reader through all phases of finding the perfect business, and making it work on any budget. We include expert advice on pocketing extra income.

### September Issue

#### ● MAIL ORDER 500

We are fast approaching the \$1 trillion spending mark in mail order. Mail order is a multi-billion dollar empire and many of the very biggest mail order companies today started at home with a very low or no budget operation. Leon L. Bean launched his world famous L.L. Bean enterprise from home by selling waterproof boots. Mail order is an exciting business and his success proves that any entrepreneur has the potential to make a million dollars with one product and the placement of one clever advertisement. The cover feature demonstrates how to begin with less than \$500 and grow the business into a potential million dollar money-maker. We offer guidelines on: finding a product, selling in a catalog, creating a catalog, selling on the web, conducting a direct mail campaign and reaching customers.

### November Issue

#### ● SHOESTRING START-UPS

It is still possible to start a business on a shoestring budget of \$100 or less and skyrocket that investment into an explosive success. This issue contains the very best rock-bottom budget oriented businesses and demonstrates that it is still possible to join the American Dream and be one's own boss with little start-up capital and overhead. Lowcost promotion tips are highlighted along with tips from seasoned shoestring entrepreneurs who share their success formulas for making it. Entrepreneurs will learn how to avoid the pitfalls of a new business start-up and prevent new biz mistakes. There's something for every interest in this edition. It's exciting and fun to consider entrepreneurship and this issue proves that anyone can do it.

# START YOUR OWN BUSINESS

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## 2012 EDITORIAL CALENDAR

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### Spring Issue

- **MAIL ORDER**

This special issue examines all facets of starting and running a mail order business. We provide information on where to find products, offer tips on how to sell to a target market, suggest guidelines on establishing a direct mail campaign, offer rock-solid tips on how to place ads, and include information on how to sell your products via a website. Mail order is a shoestring start-up enterprise that has the potential to hit millions of dollars in revenue per year. Just ask Lillian Vernon who launched her mail order empire at her kitchen table by placing one ad in a local newspaper. How-to columns, tools, techniques and technology to run the business are all included in this special cover story feature.

### Summer Issue

- **FRANCHISING & BUSINESS OPPORTUNITIES**

There are hundreds of opportunities for entrepreneurs to consider, but where do they begin? Right here with our special issue offering the very latest franchise opportunities to start now and more than 150 business opportunities that readers can purchase to immediately start their own business. Many individuals want to start a venture, but don't want to put it all together from scratch. This issue eliminates the running around. It's a headstart for readers who are eager to plunge in and get started. The information is packaged in a very accessible, easy to follow format with charts and visuals to make contacting the franchises and biz opps featured as easy as a phone call or mouse click.

### Fall Issue

- **HOTTEST 500 BUSINESSES TO START NOW**

Our fall edition has something for everyone and we have rounded up the best and the brightest businesses to get into now. There are ground floor opportunities on the latest developments in the business arena, there are features on tried and true enterprises that have endured the test of time, and there are recession-proof money-makers to consider now. The issue is also action packed with the very newest ideas and techniques in running a small business. Solid business opportunities, franchises and tips from the experts on how to start and run a successful biz are all here. We also present information on up-to-the-minute web technologies and more.

### Winter Issue

- **HOME-BASED BUSINESS**

The number one American Dream is to own a business and many of the dreamers want to run their enterprise from home. This special feature is dedicated to the home-based entrepreneur and addresses everything a home-based biz owner needs to know from zoning regulations and dealing with neighbors, to tax structure, establishing a corporate image and selecting the right tech gadgets for one's particular field. We've researched the home business universe to find the very best tools, products, guidelines, and tips to run a small business from home and give it a Fortune 500 look. We present features on entrepreneurs who share their insights and offer recommendations to get it right from the start.

# Small Business OPPORTUNITIES

## DEMOGRAPHICS

### Readership:

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Ratebase:	250,000
Total Audience:	790,000
Male Readers:	422,500
Female Readers:	367,500
Readers Per Copy:	3.16

### Readership Data:

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Male:	65.9
Female:	34.1
Median age:	34.1
Average age:	35.8
Ages 25-49:	66.9
Ages 20-39:	62.1
Married:	49.2
Single:	33.8

### Household Income:

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Average household income:	\$60,242
Median household income:	\$46,936
\$60,000 +	31.6
\$50,000+	46.5
\$40,000+	57.6

### Education:

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Attended/College graduate:	75.7
Graduate and Post graduate:	19.1

### Employment:

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Employed:	92.2
Self employed:	25.6
Employed full time:	85.3
Owner/Partner:	34.3
President/Board of Directors:	12.9
Manager/Supervisor:	29.2

### Start-up Plans:

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Plan to start a business:	71.5
Presently own a business:	33.7
Have a website:	8.6
Launching a website:	19.4
Planning a website:	58.5
Own/use a computer:	81.3

SOURCE: Independent readership survey conducted in SMALL BUSINESS OPPORTUNITIES by Media Marketing Consultants.

# **O** Small Business **PPORTUNITIES**

**MONEY-MAKING IDEAS FOR ENTREPRENEURS**

**Rate Card #24**

## Advertising Rates Rate Card #24

	1X	3X	6X	12X
<b>Black &amp; White:</b>				
Full Page	\$9002	\$8554	\$8103	\$7654
2/3	\$6301	\$5987	\$5672	\$5358
1/2	\$4952	\$4708	\$4459	\$4210
1/3	\$4054	\$3850	\$3645	\$3446
1/4	\$2866	\$2724	\$2578	\$2435
1/6	\$2047	\$1946	\$1841	\$1740
1/12	\$1227	\$1169	\$1106	\$1045
1/24	\$ 656	\$ 624	\$ 589	\$ 559
<b>Two Color:</b>				
Full Page	\$10130	\$9623	\$9118	\$8611
2/3	\$7091	\$6736	\$6383	\$6027
1/2	\$5574	\$5295	\$5013	\$4734
1/3	\$4557	\$4330	\$4100	\$3875
<b>Four Color:</b>				
Full Page	\$11255	\$10693	\$10130	\$9567
2/3	\$7878	\$7482	\$7091	\$6696
1/2	\$6193	\$5882	\$5574	\$5265
1/3	\$5067	\$4815	\$4560	\$4307
<b>Covers:</b>				
2nd	\$13290			
3rd	\$12381			
4th	\$13935			

**Discounts:** 15% ad agency, 2% prepayment.

**Terms:** Net 30 days to billing clients.

2% cash discount net 10 days.

**Special Position:** Available upon request at additional cost.

**Insert Cards:** Contact Publisher for availability, costs, and specifications.

## Contract & Copy Regulations

- A.** All advertisements, contracts, and insertion orders are accepted subject to the terms and regulations of this rate card. All advertising is subject to Publisher's approval.
- B.** Positioning of advertisements is at the discretion of the Publisher, except where specific preferred positions are covered and agreed to by contract.
- C.** Short rate will apply if advertiser has not earned billed rate at end of contract period. Rebate will be made at end of contract period if advertiser has used sufficient additional insertions to earn lower rate.
- D.** Publisher assumes no liability for errors in key numbers or for failure to publish an advertisement for any reason.
- E.** Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.

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## Advertising Specifications

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AD SIZE	WIDTH x DEPTH
Full Page (Bleed)	8 1/4" x 11 1/8"
Full Page (Non-Bleed)	7" x 10"
Full Page (Trim Size)	8" x 10 7/8"
2/3 Page	4 3/4" x 10"
1/2 Page (Horizontal)	7" x 4 3/4"
1/2 Page (Vertical)	4 3/4" x 7"
1/3 Page (Vertical)	2 1/4" x 10"
1/3 Page (Square)	4 3/4" x 4 3/4"
1/4 Page	3 1/2" x 4 3/4"
1/6 Page (Vertical)	2 1/4" x 4 3/4"
1/12 Page	2 1/4" x 2 1/4"
1/24 Page	2 1/4" x 1"

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## Digital Ad Requirements

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**FORMAT:** 100MB Zip, 1GB Jaz Disk, or CD-ROM.

**PREFERRED FILE FORMAT:** PDF or TIFF

- All images for 4C ads must be submitted as final, high-resolution (300 DPI) CMYK files.
- All ads must include a printout of the contents of each disc supplied.
- All files must include hi-res images, fonts, EPS images.

**ACCEPTABLE PROOFS:** All ads must have a proof.

- 4-COLOR: Cromalins, Match Prints, Press Proof, Kodak Approvals, CREO Spectrum or Iris Digital Proofs.
- All supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95% and 100% CMYK control patches.
- Proof must be provided at 100% size with cropmarks.
- Color laser proofs are unacceptable for color guidance and an acceptable proof will be generated at an additional cost to the advertiser.
- BLACK & WHITE: Velox or laser.

**2-COLOR ADS:**

- Rates are predicated on black plus one process color (cyan, magenta or yellow). PMS colors are produced only by matching a combination of CMYK.

**PLEASE NOTE:**

- Publisher is not responsible for any error in reproduction if ad/file is supplied in any other format than required.
- All ads provided in native application files (Mac platform), Quark X-Press, PhotoShop, Illustrator, Microsoft Word, Microsoft Publisher, Power Point or any other word processing program WILL NOT BE ACCEPTED. It must be submitted as a PDF or TIFF file.
- Do NOT submit JPEG or GIF FILES; do not send files in RGB.
- All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result.
- SUPPLIED FILM WILL BE COPY DOT SCANNED AT AN ADDITIONAL COST TO THE ADVERTISER.

# Small Business **OPPORTUNITIES**

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## Issue & Closing Dates

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### Small Business **OPPORTUNITIES**

ISSUE	On Sale	Ad Closing
JANUARY 2012	10/4/11	8/9/11
MARCH 2012	12/6/11	10/11/11
MAY 2012	2/7/12	12/13/11
JULY 2012	4/3/12	2/7/12
SEPTEMBER 2012	6/1/12	4/3/12
NOVEMBER 2012	8/1/12	5/29/12
JANUARY 2013	10/2/12	8/7/12

### **START YOUR OWN BUSINESS**

SPRING 2012	1/10/12	11/15/11
SUMMER 2012	3/6/12	1/10/12
FALL 2012	7/1/12	5/1/12
WINTER 2013	9/4/12	7/10/12

### **GET RICH AT HOME**

2012	5/1/12	3/6/12
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## Facts & Figures

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**Published by:** Harris Publications, Inc.

**Circulation:** 250,000 Rate Base

**Distribution:** Distributed by Curtis Circulation Co.

**Frequency:** SMALL BUSINESS OPPORTUNITIES

published bi-monthly (6 times per year).

START YOUR OWN BUSINESS published  
quarterly (4 times per year).

GET RICH AT HOME published annually.

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## Advertising & Editorial Offices

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### Small Business **OPPORTUNITIES**

Harris Publications, Inc.  
1115 Broadway • New York, NY 10010  
(212) 807-7100 • Fax (212) 924-8416  
[www.sbomag.com](http://www.sbomag.com)

# sbomag.com

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## ONLINE ADVERTISING RATE/SPECS

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SMALL BUSINESS OPPORTUNITIES is the money-making source for entrepreneurs and small business owners offering a step-by-step guide to starting and operating your own business. Our website offers the latest information to get started on the road to a successful biz.

Ad Sizes:	Type:	Monthly Rate*
728 x 90	Banner Leaderboard	\$2,000
160 x 600	Skyscraper	\$1,500
300 x 250	Medium Rectangle	\$1,000
468 x 60	Small Bannner	\$ 500
120 x 60	Small Box Display	\$ 250

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### MINIMUM BUY IS FOR 2 MONTH DURATION

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(Unique Visitors, Page Views & Impressions Per Month - CPM TK)

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### Online Advertising Specs

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JPG, GIF, FLASH, HTML (file size 40KB max)

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### Lead Time

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5 business days for standard creative.

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### Email

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[ajaffee@harris-pub.com](mailto:ajaffee@harris-pub.com)

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### All Advertising Inquires:

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Contact Associate Publisher Arlene Jaffee [ajaffee@harris-pub.com](mailto:ajaffee@harris-pub.com)

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## DIGITAL EXAMPLES

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160px  
X  
600px  
Skyscraper

JPG, GIF, FLASH, HTML (file size 40KB max)



728px X 90px  
Leaderboard

JPG, GIF, FLASH, HTML (file size 40KB max)

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## DIGITAL EXAMPLES

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**468px x 60px Small Banner**

JPG, GIF, FLASH, HTML (file size 40KB max)

**120px x 60px  
Small Box  
Display**

JPG, GIF, FLASH, HTML (file size 40KB max)

**300px X 250px  
Medium Rectangle**

JPG, GIF, FLASH, HTML (file size 40KB max)