Home Business Magazine

Circulation

www.homebusinessmag.com/circulation

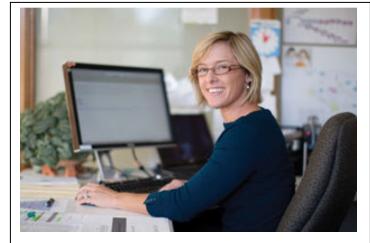
Newsstands (Magazine racks, Bookstores, Retail Outlets, Chain Stores)	30,000
Print subscriptions Paid	15,000
Digital Edition Circulation	25,000
E-Readers/Tablets (iPad/iPhone App, Kindle, Nook, Smart Phone, etc.)	20,000
Mobile Phone Circulation	5.000
TOP BIZ Listing Circulation	15,000
Facebook and Twitter Circulation	10,000
CIRCULATION BOOSTERS! EXPO Listing & E-Classified, 125X125 Banner	FREE!
Total Circulation (per issue)	120,000
Estimated Readership (per issue)	225,000

What is the ONLY THING you need to know about the circulation of Home

Business Magazine (HBM)?

Run a display ad in HBM, and ALL of your print, digital, Internet and social media/Facebook circulation is handled. One-Stop-Shop does it all:

- **Print** including magazine rack, newsstand, promo mailings, and paid subscriptions.
- Digital Edition (exact duplicate of print edition)
- E-Readers/Tablet circulation including iPad/iPhone App, Barnes & Noble NOOK and Amazon Kindle
- **TOP BIZ Listing** on HBM homepage
- Mobile Phone Circulation of Display Ads
- Facebook and Twitter circulations to penetrate Social Media
- Free Business Listing & E-Classified on HBM EXPO for all advertisers.
- 125X125 Banner Ad for display advertisers



"Your Print Ad in HBM gives you the highest quality newsstand/magazine rack and subscription circulation plus full digital circulation through the iPad, a digital edition, the HBM Website, EXPO Facebook, Twitter, and more – ALL FREE!"

Most Digital readers CANNOT BE REACHED

through traditional print circulations, and offer you a whole new market of advertising response, such as the lucrative 20-29 year age group. **Circulation updates:**www.homebusinessmag.com/circulation-updates-home-business-magazine

Home Business Magazine

Circulation (cont'd)

(1) Newsstand (Magazine racks, Bookstores & other Retail Outlets: 30,000

The foundation of Home Business Magazine is the print magazine that is circulated through newsstands, magazine racks, subscriptions and other specialty outlets. Home Business Magazine (HBM) has been a newsstand leader since 1994. Newsstand circulation is the highest quality print circulation available. Curtis Circulation, the world's largest circulation company, manages HBM's newsstand circulation. 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.

www.homebusinessmag.com/newsstand-print-subsciptions



(2) Paid Subscriptions (Print): 15,000

Newsstand print circulation is augmented by paid print subscribers and promotional mailings. Subscriptions are managed and fulfilled by an independent fulfillment company. Subscriptions are sold through a broad variety of direct sales, mail order, and dozens of reputable subscription agencies.

(3) Digital Edition (DE) Circulation: 25,000

Each issue of HBM is circulated in an IDENTICAL Digital Edition (DE) powered by Blue Toad, the industry's leading digital platform. HBM's DE includes ALL display Ads. The DE is featured prominently on HBM Online web pages. Each DE delivers thousands of fresh readers, long after the print



magazine has gone off newsstand. It is also "Search Engine Optimized," to maximize readership. HBM's DE is also circulated on "book-reading" websites and through digital subscriptions. VIDEO: Embed your video into Your DE Display Ad!

Home Business Magazine Circulation (cont'd)

(4) Tablets (iPad, Amazon Kindle, Nook (Barnes & Noble), etc.): 20,000

HBM is the only magazine in the Home Business category on Tablet (E-Readers), including the iPad, Nook (Barnes & Noble), Kindle (Amazon), Sony Reader, and more. The iPad/iPhone App is offered FREE, to maximize readership. The iPad and other E-Readers deliver print display ads INTACT and fully viewable to the reader. HBM is also the only magazine in the home business category on Amazon's Kindle. HBM makes ongoing investments to place the print magazine onto other E-Readers as these become available. For more information on the iPad APP visit: http://itunes.apple.com/app/home-business-magazine-ipad/id379971250?mt=8

(5) TOP BIZ Circulation: 15,000

To increase Internet circulation, all Display Ads receive an image, write-ups and web links on HBM's TOP BIZ page. This is the NUMBER ONE visited page at www.homebusinessmag.com. Only display Advertisements are listed! All Display Advertisements are also delivered FREE to persons who subscribe to HBM's RSS Feeds. More than just a website listing, the TOP BIZ's list is a print Display Advertiser's FREE gateway into many facets of Digital Circulation including website promotion, mobile phone devices, email marketing, Twitter, Facebook, RSS Feeds, and more. To view the TOP BIZ's Listing visit: www.homebusinessmag.com/top-biz-list





Home Business Magazine Circulation (cont'd)

(6) Mobile Device Circulation: 5,000+

HBM Mobile, the mobile device version of HBM Online, enables HBM Display Advertisers to directly connect with the 80% of households who own a mobile device. Much of this market is UNREACHABLE through magazine print circulation, Digital Edition, and HBM Online. HBM's TOP BUSINESSES List of Display Advertisers is delivered DIRECT to HBM Mobile. So as a Print Advertiser, you automatically cover the huge and growing audience who use mobile internet-connecting devices – for FREE! HBM Mobile also offers targeted mobile device advertising.



(7) Facebook and Twitter Circulation: 5,000

A Display Ad in HBM receives valuable Social Media circulation through <u>Facebook</u> and <u>Twitter</u>. Display Advertisers are linked to HBM's Facebook through the Facebook TOP BUSINESSES page. This includes an optional link to your Business's Facebook page. HBM also offers additional opportunities for Facebook marketing. HBM also "TWEETS" the TOP BIZ listing of Display Ads for added social media reach.



(8) Circulation Boosters – EXPO Advertising and Banner Ads

To boost circulation, Display Advertiser receive a FREE <u>Business Listing</u> (Showcase Level) and <u>E-Classified</u> (Diamond Level) in the <u>HBM EXPO</u> - The world's largest home-based businesses, franchises and opportunities. Linked with a search engine interface, HBM's EXPO combines a full written, graphic and video presentation on a business, SEO-optimized and integrated with full social networking and social media.



Banner Advertising: Display Advertisers also receive a free 125X125 Banner Ad. Display advertisers also receive discounts on larger Banner Ads.