

HOME BUSINESS

2015 MEDIA KIT

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

September/ October 2015 – Cash-In Services!

Get expert tips on starting and profiting from home-based service businesses — offering personal services, consulting services, and business services.

November/ December 2015 – Marketing and Sales Tune-Up!

Experts highlight sales and marketing tactics to focus on in the coming year including Internet marketing, direct marketing, advertising, publicity, negotiating, networking, selling, and "guerilla marketing" tactics.

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.

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

