

Magazine Profile

✦ *Success from Home* is written exclusively for the unique needs of the home-based business owner. Each issue of *Success from Home* spotlights a single company within the direct selling industry exposing our readers to its business opportunities, exciting future and the many men and women responsible for its success.

✦ *Success from Home* magazine is written to educate, motivate and inspire those with home-based businesses to achieve greater success, and is read by individuals who share a passion for being self-employed and want to achieve personal and financial freedom.

Success from Home is distributed nationally through prominent newsstands and bookstores such as Barnes & Noble, Borders, Staples, B. Dalton, Hastings and Books-A-Million

✦ Our experienced team of writers, editors and magazine professionals fill each issue with exciting stories of individual successes and the opportunities, rewards and challenges they have experienced. Content includes profiles on industry leaders, lifestyle profiles, business-building ideas and techniques and entrepreneurial advice for individuals working from home.

✦ Every issue is packed with insightful articles from nationally known authors, experts, speakers and business leaders providing objective views on business techniques, sales skills, self-improvement, motivation, leadership and more. (These experts include Robert Kiyosaki, Suze Orman, Joel Osteen, Tom Peters, John Maxwell and many more).



Articles:

Features

The spotlighted company is brought into clear focus through articles about company history, the management team, products, opportunity and support for associates.

Success Profiles

Individual successes are profiled, along with the opportunities, rewards and challenges they have experienced.

Industry Advisors

Experts and nationally known leaders share insight and inspiration.

Business Bookshelf

Highlights and recommendations are given about current national books vital to individuals operating home-based businesses.

Destinations

A different travel destination is featured each month.

Tech Talk

Information is given to help entrepreneurs use technology to their advantage.

Office Space

Insight and advice are offered about how to make the most of a home office.

Our Readers

Representatives or independent business owners for the featured companies purchase the magazine to help them develop and build their home-based businesses. These entrepreneurs and everyone they share the magazines with are the readers of our magazine.

They network with friends, family and acquaintances, and share their experiences about products and their businesses. This word-of-mouth, personal sharing of a business experience with a friend or family member is arguably the most powerful advertising process possible. It is this same power and influence that makes the distribution of our magazines unique and so effective.

Issued Monthly

Cover Price \$5.95 U.S./\$7.95 Can.
Nationwide Newsstand Distribution

Circulation

Average Monthly Circulation is 408,000
Circulation Is 100% Paid, BPA Audited.

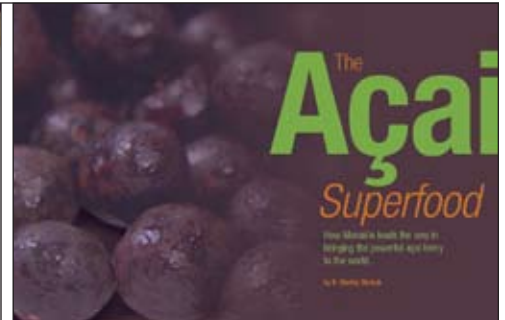
Targeted Readership

Entrepreneurs involved in their own home-based businesses.

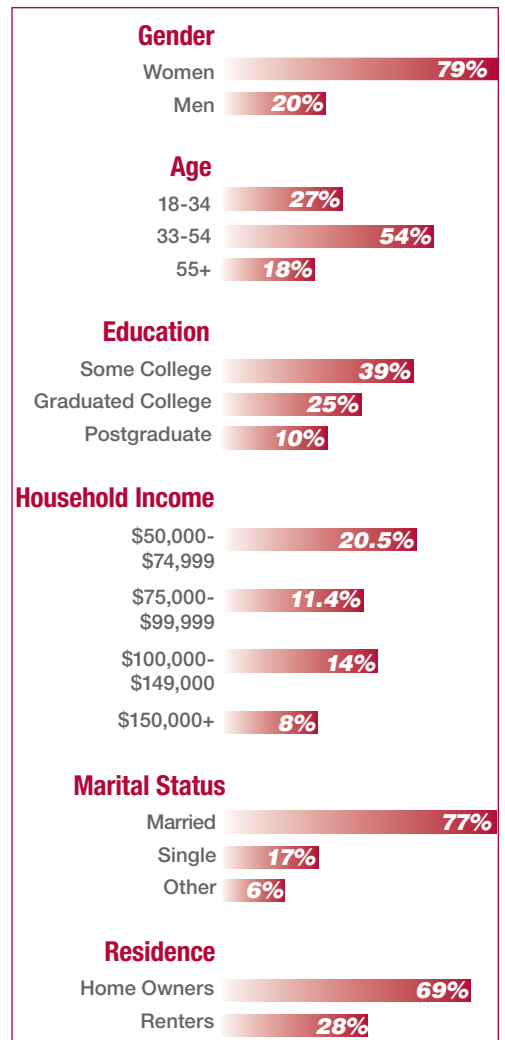
The Industry

- ✦ 53% of all U.S. businesses are home-based.
- ✦ Home-based businesses generate over **\$1 trillion** annually in the U.S.
- ✦ Home-based market has grown **15.6% annually** since 1995.
- ✦ Direct Selling sales represent \$30 billion U.S. and **\$100 billion** worldwide.
- ✦ The Direct Selling industry adds **175,000** people each week in the U.S. and **300,000** worldwide.*

*Source: DSA, Independent Research & Bureau of Labor Statistics



Profile:



Advertising

Rates:

Circulation is the actual press run of the magazine. We do not quote or sell based on pass-along readership. Our circulation numbers reflect the actual press run and the total copies purchased.

RATE BASE: 408,000 (12/06 BPA)

	1X	3X	6X
Full Page	12,560	11,420	10,275
Inside Front Cover (C2)	13,815	12,435	11,120
Inside Back Cover (C3)	13,815	12,435	11,120
Back Cover	15,070	13,565	12,205

Policies:

Rates: All rates are net.

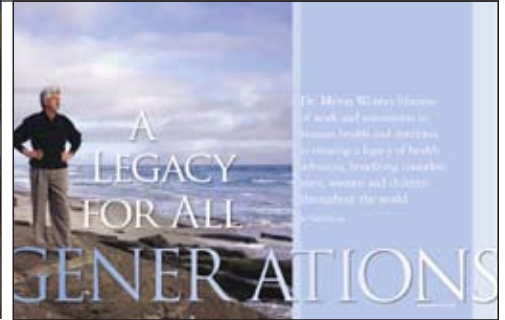
Frequency: Additional frequency breaks available—contact your advertising representative.

Bleed: Available at no extra charge.

Ad Size: Full page 4-color process only.

Special Position: Will be charged an additional 10%. If special position is not purchased, ad placements will be rotated as determined by the publisher's needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of the publisher to determine actual positions.

Terms: Terms of payment are net. Payments are due in U.S. currency.



Calendar:

Issue	Space Close	Material Due
Jan 08	10/1/07	10/15/07
Feb 08	11/5/07	11/19/07
Mar 08	12/3/07	12/17/07
Apr 08	1/2/08	1/14/08
May 08	2/4/07	2/18/08
Jun 08	3/1/08	3/17/08
Jul 08	4/1/08	4/14/08
Aug 08	5/5/08	5/19/08
Sep 08	6/2/08	6/16/08
Oct 08	7/1/08	7/14/08
Nov 08	8/4/08	8/18/08
Dec 08	9/1/08	9/15/08

Production Requirements

Advertisements must be submitted with the following specifications:

Full-page bleed

8 3/8" x 10 7/8" trim
8" x 10 1/2" live area
8 5/8" x 11 1/8" bleed

Spread bleed

16 3/4" x 10.875" trim
16 3/8" x 10 1/2" live area
17" x 11 1/8" bleed
3/16" live clearance of page trim.
1/4" live clearance each side of gutter.

Printing process: Web offset

Binding method: Perfect bound

Line Screen: 133

Max Density: 300%

Color Rotation: Y, M, C, K

4-color process only. No spot color.

Files be submitted in one of the following formats (in order of preference):

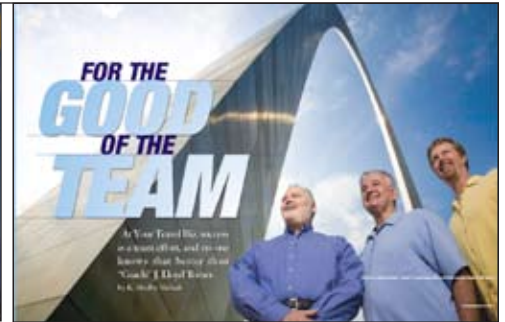
PDF/X-1A format. Must be CMYK, 300 dpi with bleed and trim marks clear of bleed image area.

InDesign CS2 or QXPress 6.5 format. Ad must be set at correct size. If sending on disk as a "collected" (QXPress 6.5) or "packaged" (InDesign CS2) file, supporting screen and printer fonts, graphics, soft proof (PDF) or composite proof must be provided.

Other materials: The *Success from Home* art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical, or film work is billable at commercial rates, with a minimum charge of \$50.

Proofs: An authorized advertiser representative must approve in writing and return a proof of any production work done by *Success from Home* before the ad can be printed.

Schedules: Copy-closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Success from Home* requiring modification will require additional time to ensure proper review and finalization to meet the intended deadline.



Liability: Production materials are accepted with the understanding that they will be printed at commercial-magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *Success from Home* may not match brightness, color, or clarity of proofs made by other methods or on other papers. *Success from Home* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique. *Success from Home*, as an accommodation to an advertiser, may print from material not fully accepted as described above with the understanding that we are not liable for any claim base on this accommodation.

Our liability for production work produced through *Success from Home* is limited to production charges for that work. We are not liable for any production claims in any instance in which the requirement for an approved proof is waived.

Alan Dwelle
Production Manager
940-497-9711
adwelle@pluspublishing.com

Terms & Conditions

The advertiser and its agency, if there be one, each represents that it is fully authorized and licensed to use (1) the names and/or portraits or pictures of persons, living or dead, or things; (2) any trademarks, copyrighted or otherwise private material; and (3) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Success from Home*, and that such advertisement is neither libelous, an invasion of privacy, nor in any way unlawful to any third party.

As part of the consideration, and to induce *Success from Home* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Success from Home* against all loss, liability, damage, and expense of any nature arising out of copying, printing, or publishing of such advertisement.

Success from Home will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained in the *Success from Home* Rate Card or with its policies.

Publisher reserves the right to add the word "Advertisement" to any advertising which, in the Publisher's opinion, simulates editorial.

Scheduled publishing dates are subject to change without notice and based solely on the discretion of the Publisher.

Publisher reserves the right to reject advertising, which, in Publisher's sole judgment, it considers objectionable or unsuitable.

Contracts for advertising shall be deemed to have been made in the County of Denton, Texas, and the laws of Texas shall apply to such contracts.

All orders are accepted subject to acts of God, such as fires, accidents, or beyond the control of **Plus**Publishing ("Publisher") which prevents Publisher from partially or completely producing, publishing, or distributing *Success from Home*.



"I wanted to let you know you have a fantastic magazine. I bought several copies and gave them to several of my new business associates. Everyone of us loves it! They have been read from front to back several times. The DVD is a wonderful tool!" —Sandra B.