

# AMERICA'S BEST

The Magazine for the Small Business Owner Media Kit

## 2008 Media Planning Kit:

*About America's Best*

Demographics

Editorial Overview

Rate Card

# The Future of Small Business.

*America's Best* magazine is the official publication of America's Best Companies, one of the fastest growing small business associations in the country. While our readership and circulation expands outside of our membership, *America's Best* serves as the primary communication channel to members of the association.

*America's Best* delivers advice, tools, and information to help small business owners start, run, and grow their businesses more successfully. It provides information and advice to every type of small business including marketing tips, sales tools, new technology reviews, finding capital, overhead reduction, managing people, and much more. Every issue of *America's Best* is as inspirational as it is informational.



**M**any consider *America's Best* the number one printed resource for the small business owner. *America's Best* is just one of the many benefits of membership in America's Best Companies. Our readers look for the best and invest a great deal of time and money into their business. The magazine provides advertisers with an unduplicated forum to reach small business owners with a passion for running their business. The magazine gives advertisers a direct channel to small business owners through targeted small business circulation, relevant editorial, and a high concentration of owners. Advertise in *America's Best* and help your marketing budget go the distance!



## Business Types

### Category/Industry

Retail:	31%
General Construction:	24%
Industrial Svc/Sales:	19%
Professional Svcs/Misc:	15%
Bike/Car Services:	7%
Ecommerce/Marketing:	4%

## Our Readers

*America's Best* readers are actively seeking the resources to grow and are passionately engaged in building their businesses. The magazine provides advertisers the positioning to market directly to the decision makers. Your advertising will build awareness and shape perceptions to an exclusive group of small business owners.

## Demographics

### Distribution

Circulation:	10,000
Readership:	27,000
Frequency:	6x per year

### Demographics

Male:	68%
Age 26-49:	69%
1 Year + in Business:	89%
Earn Over 50K:	54%
Sole Proprietorship:	77%
2+ Employees:	66%
College Education	63%








### Business Location

Northeast:	10%
Southeast:	40%
Central:	16%
Northwest:	26%
Southwest:	8%

## Reader Purchase Plans

The readers of *America's Best* actively pursue ways to grow and make more money in their business. They also look for ways to improve daily life for themselves and their family.

### Planned Purchases - 2008

	New Vehicle:	38%
	Life Insurance:	16%
	New Computer:	32%
	New Home:	14%
	Medical/Dental Insurance:	23%
	Vacation:	39%
	New Cell Phone	21%

# Editorial Overview

*America's Best* speaks directly to the owners of private companies - an approach that requires a highly specialized understanding of the mindset, interests and information needs of the small business owner. And it is this understanding that informs and directs *America's Best* editorial process. Below is a short description of each department in the magazine:

- **Letter from the Editor** keeps readers informed with personal insight and feedback from the managing editor of the magazine.
- **Outside the Box** is a collection of some of the most unique and odd business stories from around the globe.
- **News** highlights the latest happenings within *America's Best* Companies, the association, as well as *America's Best* magazine.
- **Technology** provides the inside scoop on new technology, software, and other innovative tools which may be useful in running a small business.
- **Business Cents** is where our readers can find carefully selected articles and expert advice that zeros in on specific operational business areas.
- **Best of the Best** introduces readers to people in the news and in the community who share similar goals and aspirations as the small business owner.
- **Best of the Worst** provides important information about commonly used items that might unnecessarily be costing business owners too much money.
- **Legal Advice** is where readers can find answers to some of the most pressing legal questions posed by small business owners today.
- **Member Benefits** is where readers can learn about a specific service provided by *America's Best* Companies that can help their business.
- **Best Bets** is a review showcase highlighting the best new products and services available to small business owners.
- **Giving Back** highlights individuals or organizations that stand out for their good will in the community.
- **Letter from the President** keeps readers connected with the direction and ideals that embody the spirit of *America's Best* Companies.

# Benefits

**Target Audience.** *America's Best* is 100% devoted to the future of small business, your message will reach small business owners of all types pursuing the American Dream with the means and the need to purchase your products and services. *America's Best's* dedication to these small business owners translates into a concentrated audience of decision makers with buying power and significant loyalty.

**Small is the Way to Go.** When you advertise in other business publications, there is a good chance of your message getting lost in the clutter as you try and compete with other industry giants. *America's Best* sticks to small business owners in local communities. The readers generally run small businesses in local communities. Our editorial approach attracts business owners with a certain mindset: they tend to be serious, resolute, and passionate.

# Editorial Calendar

Every issue of *America's Best* covers what inspires small business owners as well as what they need to know to grow and make more money in their business. Below is a 2008 calendar and short description of features and/or topics for future issues of the magazine:

## Jan/Feb

### 10 Resolutions You Can Keep

1. Go Green
2. Save Money Every Day
3. Get in Shape
4. Improve Your Credit
5. Give Back to Your Community
6. Take Your Dream Vacation
7. Learn Something New
8. Keep Your Employees Motivated
9. Start a Web Marketing Campaign
10. Give Your Business A Makeover

## March/April

### Tax Guide 2008

Last Minute Tax Savings  
Get the Most out of Your Deductions  
The Payment Industry

## May/June

### Things We Love Issue

Popular New Businesses  
Gadgets  
Promotional Products  
Intangibles

## July/Aug

### Advertising Issue

When Price is an Issue  
The Power of Email Marketing  
Annual Photo Contest  
Create the Perfect Newsletter

## Sept/Oct

### New Business Start Up Guide

Getting Started  
Write a Business Plan  
Annual eBay Updates  
Insurance Focus

## Nov/Dec

### 365 Ways to Improve 2009

How to Make it Your Best Year Ever  
Plan Ahead  
Last Second Tax Advice

# 2008 Rate Card

Rate Base/Readership = 27,000

4 Color Rates	1x	2x	3x	6x
1 Page	\$2,210	\$2,150	\$2,060	\$1,940
Spread	\$3,920	\$3,810	\$3,650	\$3,430
1/2 Page	\$1,405	\$1,370	\$1,315	\$1,245
1/3 Page	\$1,130	\$1,095	\$1,045	\$975
1/4 Page	\$780	\$760	\$730	\$685

## Premium Placement

2nd Cover	\$3,460	\$3,365	\$3,230	\$3,055
2nd Cover + 1	\$5,190	\$5,080	\$4,920	\$4,600
4th Cover	\$3,970	\$3,865	\$3,710	\$3,510

Black & White	1x	2x	3x	6x
1 Page	\$1,495	\$1,380	\$1,270	\$1,165
Spread	\$2,645	\$2,530	\$2,365	\$2,015
1/2 Page	\$950	\$915	\$880	\$835
1/3 Page	\$850	\$825	\$805	\$765
1/4 Page	\$650	\$625	\$605	\$565

## Advertising Material

*America's Best* is saddle-stitched and trimmed to 8-1/2" x 11" and printed computer-to-plate. We accept advertising material in PDF format on CD. Adobe Photoshop and Adobe Illustrator also accepted. Email delivery is acceptable for files smaller than 15 MBs.

Build full page ads to trim size (8 1/2 x 11), and extend the dimensions 1/8" beyond the page edge on all four sides. Please do not create a bleed on partial-page ads. All colors must be converted to process (CMYK) colors.

## Ad Configuration

Please supply a 1/8" bleed outside of trim size.

Ad Unit	Live Area	Trim Size
Full Page	8" x 10-1/2"	8-1/2" x 11"
Spread	16-1/2" x 10-1/2"	17" x 11"
1/2 Page (Horizontal)	8" x 5"	8-1/2" x 5-1/2"
1/3 Page (Vertical)	2-3/8" x 10-1/2"	2-7/8" x 11"
1/3 Page (Horizontal)	8" x 2-3/8"	8-1/2" x 2-7/8"
1/4 Page (Vertical)	3-3/4" x 5"	4-1/4" x 5-1/2"

Premium Placement	Live Area	Trim Size
2nd Cover	8" x 10-1/2"	8-1/2" x 11"
2nd Cover + 1	16-1/2" x 10-1/2"	17" x 11"
4th Cover	8" x 10-1/2"	8-1/2" x 11"

## Closing Dates

*America's Best* is published 6 times per year.

Issue	Closing	Material
Jan/Feb	12/07/07	12/15/07
March/April	2/01/08	2/15/08
May/June	4/01/08	4/15/08
July/Aug	5/30/08	6/13/08
Sept/Oct	8/01/08	8/15/08
Nov/Dec	10/01/08	10/15/08

