

Reach over

# 14.1 Million

## Business & Health/Wellness Oriented Prospects!

**Home Business Advertiser™ can help you and your team succeed with custom co-op advertising packages to fit every teams budget - BIG or small**

*It's easy!*

- 1 WE** *design the ads*
- 2 WE** *collect the money*
- 3 WE** *set up the rotational 800#*
- 4 WE** *place the ads in 18 great publications:*

Home Business Advertiser - Circulation 23,000  
Home Business Connection - Circulation 200,000  
Small Business Opportunities - Circulation 250,000  
Money Making Opportunities - Circulation 180,000  
Home Business Magazine - Circulation 140,000  
Parents Magazine - Circulation 2,200,000  
Parenting Magazine - Circulation 2,150,000  
Top Producing Newspaper Group - Circulation 4,800,000  
Fortune Magazine - Circulation 830,000

Muscle Mag International - Circulation - 360,000  
American Curves - Circulation 260,000  
Men's Workout - Circulation 200,000  
Muscular Development - Circulation 291,355  
Fitness RX for Men - Circulation 267,983  
Fitness RX for Women - Circulation 307,385  
Oxygen Magazine - Circulation 340,000  
Prevention - Circulation 3,300,000



**Over 14.1 Million prospects can see your ad in the next 90-120 days!**

With 10+ years of print advertising experience and millions of dollars in ad placements - we can help you reach your highest goals using the POWER of Co-op Advertising!

*Learn more about the POWER of co-op advertising!*

*Call Bob or Kyle at 1-717-426-2438 or 1-717-964-3637 today!*

**[www.HomeBusinessAdvertiser.com](http://www.HomeBusinessAdvertiser.com)**

# The POWER of Co-op Advertising

You have worked hard to assemble a strong team. Now how do you keep it strong and profitable for many years to come? The answer is to harness the power of custom co-op advertising packages:

- Place your opportunity & product in front of over 14,100,000 prospects in the next 90-120 days!
- Generate 1000's of exclusive-to-you "in-bound" leads!
- Increase your retention within your team!
- All participants are invested in the co-op -- increasing the success.
- Easily and totally customized to fit your needs!
- Motivate inactive distributors to get started working again!
- Training calls and free leads help get your team ready to work!
- **Bottom line: Co-ops work!**

**CUSTOMIZED  
CO-OPS  
AVAILABLE!**



*"Without a steady flow of prospects calling you and your team, your business is like a plant without water -- it will not grow!"*

- Kyle E. Schmalhofer, National Marketing Director



*"Our co-op ad campaigns have been responsible for millions of dollars in sales. Inbound, 'exclusive-to-you' leads are, without a doubt, the most powerful way to build your business!"*

- Bob Schwartz, Jr., CEO/Publisher

**Example:** Here is an example of a co-op package with 40 participants each contributing \$250 for a monthly campaign budget of \$10,000. Here is what your advertising package may look like:

- 1) Front Cover Story in Home Business Preview Guide
- 2) 1" display ad in Home Business Connection
- 3) 1" display ad in Home Business Magazine
- 4) 1" display ad in Money Making Opportunities
- 5) 1" display ad in Small Business Business Opportunities
- 6) 14 Word Classified in Parenting Magazine
- 7) 14 Word Classified in Parents Magazine
- 8) 14 Word Classified in Men's Workout
- 9) 14 Word Classified in Fitness RX for Men
- 10) 14 Word Classified in Fitness RX for Women

## Print Works!

Magazine advertising remains the most effective (and popular) advertising tools you can use to promote your business & opportunity. Consider the facts:

- Over 80% of the population reads magazines
- The average household purchases six (6) different magazines
- Most readers are educated professionals earning higher than average income
- Readers will usually spend 45+ minutes reading one single magazine
- Magazine are usually shared by readers. Copies are often read several times by different individuals

Source: Working Media Group

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