

FranchiseDictionary

PREMIERE ISSUE \$5.95

FRANCHISEDICITIONARYMAGAZINE.COM

THE ABC'S OF FRANCHISING

Hit the
Mark
with Potential
Franchisees
Your Target
Audience:
One Click Away

Media Kit 2018



EXPOSE YOUR BRAND

to **your**
next franchise
owner

THE RESOURCE
FOR FRANCHISEES

FranchiseDictionary
THE ABC'S OF FRANCHISING

franchisedictionarymagazine.com

Why digital?

- » As anyone with a smartphone knows, the digital world is growing—and the world of print media is shrinking. So yes, digital advertising gives you the opportunity to reach more readers than print, but that's not the only advantage. Online advertising costs less than print advertising, and it has less of an environmental impact. Most importantly, though, online advertising cuts through the masses and gets in front of your specific demographic. Digital advertising gives you more control over who sees your ad, so you can reach potential customers effortlessly. Navigation and reading become easier, too: You can't search and zoom in a print magazine, and if you'd like to learn more about a topic, digital media links to it in just one click. Simply put, online advertising is more efficient: Less cost, more exposure to the right audience.

How we used to get news...



...How we get news today

Slowing

- > Print News
- > Snail Mail
- > Wired phone
- > Printing Press
- > Newsstand



Growing

- > Digital News
- > E-mail
- > Smart phone
- > Social Media
- > BuzzFeed



In every issue

»» Written by highly regarded leaders in the industry, *Franchise Dictionary* magazine is a hands-on, how-to, online resource, which provides prospective owners with everything they need to know about launching—and sustaining—a franchise business. Each month, experts will offer advice and resources to help turn your franchise business into a booming success.

In-depth coverage on a different franchise category in each issue

Behind the scenes at successful franchise businesses

Tips and tricks from franchising experts

Top brands and their secrets for success



Exclusive interviews with industry leaders

Hear from award-winning franchisors

The latest trends in franchising

2018 Calendar



»» January

HOME-BASED SERVICES

Editorial/Space: December 15, 2017

Materials Due: December 19, 2017



»» February

CHILDREN'S PRODUCTS

Editorial/Space: January 15, 2018

Materials Due: January 19, 2018



»» March

BEAUTY & WELLNESS

Editorial/Space: February 15, 2018

Materials Due: February 19, 2018



»» April

EDUCATION

Editorial/Space: March 15, 2018

Materials Due: March 19, 2018



»» May

HOME SERVICES

Editorial/Space: April 16, 2018

Materials Due: April 19, 2018



»» June

MOBILE FRANCHISING

Editorial/Space: May 15, 2018

Materials Due: May 18, 2018



» July

LOW-COST FRANCHISES (UNDER 50K)

Editorial/Space: June 15, 2018

Materials Due: June 19, 2018



» August

SPORTS/FITNESS

Editorial/Space: July 16, 2018

Materials Due: July 19, 2018



» September

FOOD

Editorial/Space: August 15, 2018

Materials Due: August 20, 2018



» October

SENIOR CARE/MEDICAL

Editorial/Space: September 14, 2018

Materials Due: September 19, 2018



» November

PETS & VETS

Editorial/Space: October 15, 2018

Materials Due: October 19, 2018



» December

50 FRANCHISES UNDER \$150K

Editorial/Space: November 15, 2018

Materials Due: November 19, 2018

Contributors



**Jill Abrahamsen,
Editor-in-Chief**

Abrahamsen's career spans more than 20 years in consumer magazines, custom publishing, and new product development in both editorial and graphic design roles. As a key player in the launch of *Design NJ*, she created the magazine's successful image and contributed to the innovative team for six years. She lives in central New Jersey with her husband, three children, and her pet Goldendoodle.



**Mary Lynn
Mitcham Strom,
Senior Editor**

Strom has written about travel for national magazines, and she launched a brand of local lifestyle magazines about living in the Lower Hudson Valley for the Gannett Corporation. She continues to write about important lifestyle topics like health and fitness, home and design, and food and restaurants. She lives with her husband and two energetic boys in Westchester County.



**Christopher
Conner**

Conner has spent the last decade in the franchise industry working with hundreds of systems in management, sales, and development. Conner leads the Franchise Marketing Systems team in business consulting and franchise development projects. He holds a bachelor's degree from Miami of Ohio in Oxford, and a master's degree in finance from DePaul University.



Don Daszkowski

Daszkowski is the founder of the International Franchise Professionals Group (IFPG). IFPG is a membership-based organization that consists of franchise consultants/brokers, franchisors, and other franchise professionals, who help potential buyers with the process of buying a franchise.



Lisa Welko

Welko brings more than 15 years of business experience to the franchise consulting industry. As a franchisor and owner/operator for more than 11 years, she has a true passion for supporting new business owners. Today, Welko helps aspiring business owners determine which specific franchise opportunities align with their strengths, goals, and values.



**Eric
Schechterman**

As part of FranNet of Boston, Schechterman works closely with clients to understand their goals, values, lifestyles, and interests. He coaches them through the franchising process and helps determine if franchising is a good fit.

2018 Advertising Rates

»» With more than 300,000 opt-in subscribers and additional reach from social media and trade shows, *Franchise Dictionary* magazine puts your brand right where it belongs—in front of your target audience. Contact our sales team for more information: 888-315-9549, ext. 503, or sales@franchisedictionarymagazine.com.

	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Inside Front Cover	\$2,300	\$2,150 (per issue)	\$1,950 (per issue)	\$1,750 (per issue)
Outside Back Cover	\$2,200	\$2,150 (per issue)	\$1,950 (per issue)	\$1,750 (per issue)
Inside Back Cover	\$2,000	\$1,900 (per issue)	\$1,800 (per issue)	\$1,650 (per issue)
Spread Ad	\$1,895	\$1,825	\$1,725	\$1,600
Full-page Ad	\$1,300	\$1,100 (per issue)	\$995 (per issue)	\$850 (per issue)
Two-thirds page Ad	\$850	\$750 (per issue)	\$650 (per issue)	\$550 (per issue)
Half-page Ad	\$995	\$895 (per issue)	\$795 (per issue)	\$695 (per issue)
Quarter-page Ad	\$400	\$350 (per issue)	\$325 (per issue)	\$300 (per issue)

»» Ad Sizes

<p>Full Page trim size 8.5" x 11" no bleed 7.5" x 10.0" bleed 8.75" x 11.25"</p>	<p>Two-Thirds, Vertical no bleed 5" x 10.0" bleed 5.625" x 11.25"</p>	<p>Half, Horizontal 7.5" x 4.875"</p>	<p>Half, Vertical no bleed 3.65" x 10.0" bleed 4.275" x 11.25"</p>	<p>Quarter Page 3.65" x 4.875"</p>
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Sponsored Content

»» Looking to spread the word about your brand? Our sponsored content goes far beyond a simple display ad and lets you tell your story your way. From customized pages to our spotlight section, we offer a variety of ways to get maximum visibility.



advertisement



ABRAKADOODLE® IGNITES IMAGINATIONS

ABRAKADOODLE® IS ALL ABOUT CREATIVITY FOR kids, which since it was founded in 2002, has delivered the very best in visual arts classes for kids, summer art camps, holiday art camps, art parties and art events to more than one-million children in schools, community sites and Abakadoodle® art studios for kids around the world! Abakadoodle® brings art on-site to kids in schools and community sites through our mobile art program. We provide well-trained teachers, who help inspire kids to immerse in learning and creating art—sometimes getting messy but always having a blast! Our expansive art lesson plans are unrivaled, exceeding national standards for visual arts education.

abrakadoodle®

- ✦ Low cost franchise, mobile home-based business
- ✦ Multiple revenue streams: Classes, Camps, Events, Parties, Adult Programs
- ✦ Low overhead and quick ramp-up
- ✦ Large, protected territory
- ✦ Impressive earnings claim in FDD
- ✦ Because parents value quality education, Abakadoodle® thrives in any economy.

info@abrakadoodle.com

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»» Team up with our editors to create layouts and copy that speaks to potential franchisees. Choose from a single- to multi-page layouts. It's up to you. Our top-notch graphic designers will create designs that effectively represent your brand. Contact our sales team for pricing: sales@franchisedictionarymagazine.com or 888-315-9549, ext. 503.

Our team will create custom layouts that work with your brand.

spot·light \ 'spõt-' lit \ noun

1. Trending franchise businesses you'll want to hear about
2. A great place to show off your franchise



Hand & Stone®

The health and personal-care market is exploding. With a simple but unique concept, Hand & Stone® has the business model that could help you profit from this fast-growing industry. The concept is simple. The company offers affordably priced, conveniently located, top-quality therapeutic massage, facials, and hair-removal services. The membership program offers discounted services for repeat customers. For more information, call 888-627-7243.



Snapology®



Looking for a home-based franchise with a low investment and high return? Snapology® provides the tools to operate and manage a thriving business. Based on collaborative principles, Snapology® has a flexible model that allows business to grow while incorporating your goals. Snapology® is a partner for STEAM programs, offering fun, hands-on learning classes in schools, community centers, and homes. For more information, visit snapology.com.



Waxing the City®

Waxing is a fast-growing segment of the booming salon industry. The concept continues to gain in popularity, which makes this business suitable for a variety of markets and communities. Waxing the City® offers a low-cost franchise opportunity in the salon industry and across other industries. For more information, visit waxingthecity.com, or call 866-956-4612.



Abtrakadoodle®

Innovation and imagination are rated as top skills needed by students to compete in a global economy, and creativity is one of the most important skills needed for success in school and the workplace. Abtrakadoodle® is all about creativity for kids. Abtrakadoodle® brings art to kids in schools and communities. The program provides well-trained teachers, who help inspire kids to immerse in learning and creating art—sometimes getting messy but always having a blast. This low-cost, mobile, home-based business offers multiple revenue streams, including classes, camps, events, parties, and adult programs. For more information, visit abtrakadoodle.com



Icebox Cryotherapy®



Icebox Cryotherapy® is a leading provider of non-invasive cold therapy used to treat sore muscles, aid in pain management, and promote overall health and wellness. Icebox provides safe and natural therapeutic programs, boosts athletic performance, reduces inflammation, and increases metabolism. It's also used to fight aging and foster skin renewal. Used worldwide since the 1970s to enhance recovery on everyone from joint-disease sufferers to elite athletes with muscle pain, whole-body cryotherapy (WBC) has proven to be a powerful therapy for inflammatory disorders and injuries. For more information, visit iceboxtherapy.com.



The Patch Boys®

Want to run a home-based business with low overhead and high profit margins? Check out The Patch Boys®. America's most trusted drywall repair company, The Patch Boys® takes care of damaged drywall caused by clumsy accidents or water damage. These jobs are usually too small for contractors, and most homeowners don't have the time or skill to take care of drywall repair themselves. When you join The Patch Boys® family, you become a part of an entrepreneurial community that works together to advance the brand. For more information, call 844-99-PATCH, or visit thepatchboys.com



Our Spotlight section offers a lot of bang for your buck. This one-third page ad offers low-cost exposure and includes everything a potential franchisee will need to know about your brand.

sales@franchisedictionarymagazine.com
888-315-9549, ext. 503

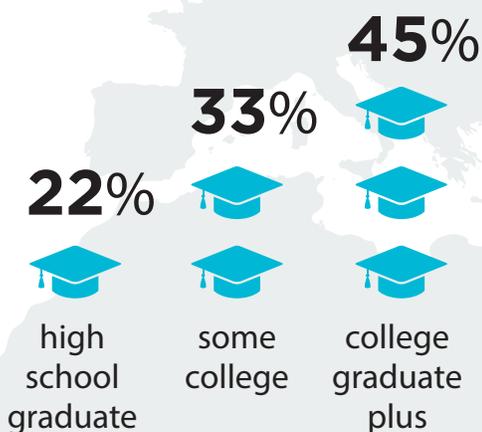
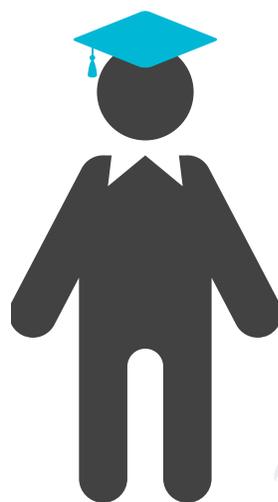
About Digital Readers

»» Digital magazine readers are young, educated professionals

Annual household income



Education

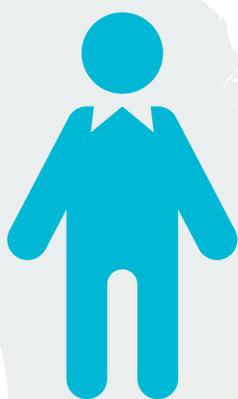


»» 28% of digital magazine readers are between the ages of 18 and 34 and 21% are between 31 and 44



53%

of digital magazine readers are women



47%

of digital magazine readers are men

42%

of U.S. adults reported having read one or more issues of a digital magazines in the last 30 days

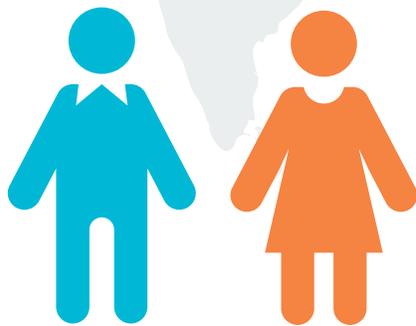


About Franchise Buyers

»» The Spending Habits of Potential Franchise Buyers

Potential buyers by age

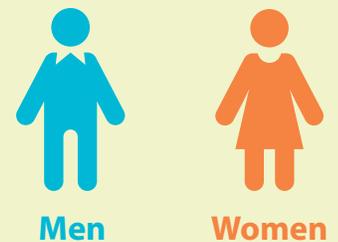
	Men	Women
Under 30	62%	38%
31-40	52%	48%
41-55	49%	51%
Over 55	66%	34%



Spending power of potential buyers

50k - 100k	34%
101k - 200k	28%
201k - 500k	26%
Over 500k	12%

Potential buyers by industry



63% 37%
Home-based



52% 48%
Retail



68% 32%
Food



43% 57%
Education



39% 61%
Health and Fitness

Specifications



»» How to submit your ad

We want your ad to look great. To help us make that happen, follow the guidelines below. Have questions? Contact our graphics department at 888-315-9549, ext. 510, or email: graphics@franchisedictionarymagazine.com.

»» File Format

Start with the high-quality images. We prefer PDF/X-1a:2001 for all ad materials. We optimize your PDF for viewing.

A subset of the Adobe Portable Document Format (PDF), PDF/X-1a is an industry standard designed for graphic arts. It specifies that fonts and images be embedded and provides for many publishing-specific options. If you plan to send another type of file, contact our graphics department to make arrangements.

Acrobat 8/9 (PDF 1.7) compatibility is highly recommended when exporting your PDF/X-1a file, especially if you're exporting from Adobe Illustrator.

Do not include printer marks (registration marks, crop marks, trim marks) or ad agency details in your PDF/X-1a file.

»» Graphics

All graphic elements (photos, logos, backgrounds, etc.) should have an effective resolution of 266+ DPI or higher. Vector graphics are recommended for all logos.

»» Design Services

We can design and produce your ad for you. The service costs \$100 per hour. Contact your sales representative for details.

Contact Us

Questions? Concerns? Suggestions?

We are here for you.



Our goal is to make this magazine the ultimate resource for franchise owners and the best advertising vehicle for the whole industry. We appreciate your support. Thanks for being part of *Franchise Dictionary* magazine.

franchisedictionarymagazine.com



> EDITORIAL

editor@franchisedictionarymagazine.com
888-315-9549, ext. 505

> AD SALES

sales@franchisedictionarymagazine.com
888-315-9549, ext. 503

> GRAPHICS

graphics@franchisedictionarymagazine.com
888-315-9549, ext. 510

> GENERAL INQUIRY

info@franchisedictionarymagazine.com
888-315-9549, ext. 500

> FRANCHISE DICTIONARY MAGAZINE

197 State Route 18 South
East Brunswick, NJ 08816



TERMS

Cancellations will not be accepted after the issue's closing date. When canceling an advertisement, you must fulfill your discounted multiple insertion or pay the difference between the full-priced ad and the discounted-priced ad.

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A person wearing a red helmet, white gloves, and blue pants is jumping over a river in a forest. The person is wearing a black harness and has their arms outstretched. The background is a dense forest of tall trees.

Before you
Jump In
to a franchise purchase
look for us

THE RESOURCE
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