

Indie Business 2010 Media Kit



SUMMARY

[Indie Business Blog](#) and its related “Indie-focused” sites is devoted to sharing useful success tips and highlighting the accomplishments of our nation’s small and independent business owners. Edited by award-winning small business advocate and founder of the [Indie Beauty Network](#), Donna Maria Coles Johnson (dM), the blog features unique content that has long-term value and relevance.

dM mixes crisp still images and video with the longest running weekly small business podcast (since 2005), to enlighten and entertain audience members from all walks of life. dM consistently receives rave reviews (see [her FaceBook Page review tab](#)) for the support and inspiration she provides to small and independent business owners, as well as to members of the Indie Beauty Network.

dM shares her rare forms of empowerment through multiple media outlets, including the blog. Each of dM’s posts is shared at her [FaceBook Profile Page](#), at the [Indie Business FaceBook Page](#), in her weekly [online newsletter](#), at the [Indie social networking site](#), and via [Twitter](#). Her weekly [Indie Business Podcast](#) is pushed to [iTunes](#), to the blog and on [Blog Talk Radio](#).

This Media Kit contains data collected from the people dM reaches through the blog and the other Indie branded media outlets dM maintains, and explains available advertising packages. Custom packages may be available. To discuss your advertising needs, please contact [Sophia President](#) at IndieSophia@gmail.com.

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ALL INDIE, ALL THE TIME, EVERYWHERE

Long before it was popular, dM began building a well rounded, synergistic collection of media outlets designed to give her loyal readers what they wanted, when they wanted it, and where they wanted it. She has instinctively known that to be accepted, content must not only be relevant, but it must also reach people where they are most comfortable.

Some people like to read blogs while others prefer newsletters. Some prefer engaging on FaceBook while others would rather learn at a social networking site or by monitoring Twitter feeds. Through the skillful and consistent use of technology, dM is present in all

of these places. As one of her sponsors, you are there too.

Today, your customers are online for two reasons: to learn new things and to enjoy a shared experience. As a result, Internet advertising is no longer just about button ads and click through rates. It's about participating in continuous conversations at all of the online locations where your target customers can be found. dM helps to lead and facilitate these conversations, and is pleased to deliver you a powerful, trusted and ubiquitous shared experience. As a sponsor, you are a partner with dM, empowering small and independent business owners worldwide.



INDIE BUSINESS MEDIA OUTLETS

Indie Business Blog.com	<p>dM's commentary on topics of interest to small and independent business owners. Topic categories include Small Business Success, Social Media, Leadership and Advocacy. The blog has 700+ RSS or email subscribers.</p>
Indie Beauty.com	<p>dM's social networking site has 7,000+ engaged users participating in Discussion Forums and blogs, solving problems, watching videos, and sharing information and ideas that facilitate learning and collaborative business opportunities. There is a private IBN members only extension of this site as well.</p>
Indie Beauty Network.com	<p>IBN's flagship website houses the official IBN member directory, dM's weekly newsletter archives, and other content of interest to small and independent cosmetics manufacturers and the businesses that serve them.</p>
Indie Business Podcast	<p>Since 2005, dM's weekly podcast is perhaps the longest running weekly small business podcast on the Internet. Shows are professionally recorded and edited and are available for stream or download at dM's blog, Blog Talk Radio, FaceBook, Twitter and iTunes.</p>

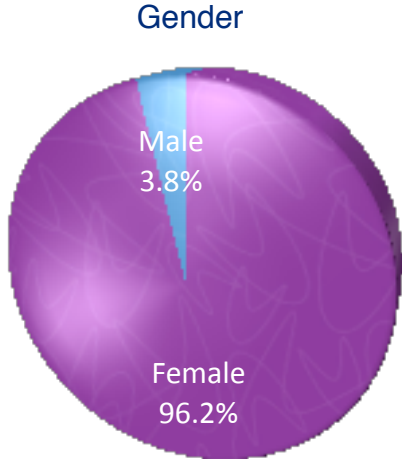
Make Your Cosmetics.com	This popular site contains a robust discussion forum, personalized user Recipe Boxes and hundreds of recipes for cosmetics you can make at home using a large proportion of natural ingredients. The site has 29,000 registered users and an associated Twitter and FaceBook Page.
FaceBook.com/IndieBusinessFans	With 2,300+ engaged users, the FaceBook Page includes recurring discussions like Small Business Roll Call, WorkOut Wednesday and FaceBook Friday.
FaceBook.com/ DonnaMariaColesJohnson	dM reaches out through this page on a more personal level to fully engage people and facilitate increased discussion.
Twitter.com/IndieBusiness	Featuring 12,700+ followers, dM maintains a vibrant Twitter page where she enjoys meaningful conversations with other business owners, and consistent influence in the form of ReTweets and Replies.
LinkedIn, MySpace, FriendFeed, etc.	dM maintains branded “satellites.” Content is generally fed to these sites as well.

READER PROFILE OVERVIEW

Based on dM’s 2010 Reader Survey, dM’s typical reader is a female small business owner between the ages of 31 and 50. She has a college degree or some college, and an annual household income of at least \$60,000. She lives in the United States or Canada. She enjoys using FaceBook and Twitter, and is most interested in dM’s posts related to small business success.

She is a soap and/or cosmetics manufacturer who subscribes to several blogs or print magazines and enjoys learning new things. She is likely to recommend dM’s blog to her friends, and to skim or read dM’s posts on a regular basis.

Not surprisingly, over 96% of dM’s readers are women business owners. This is the group of people dM most loves to serve. Their mutual interaction has created a global sorority of learners.



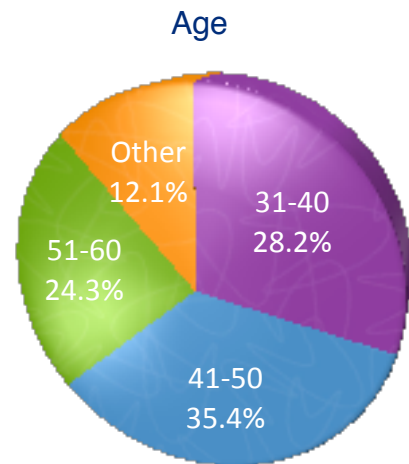
AUDIENCE DETAILS: 2010 READER SURVEY RESULTS

dM conducted a Reader Survey in May and June 2010. You can view the survey [here](#). (If you have not taken the survey, you can take it from now until the survey is closed!)

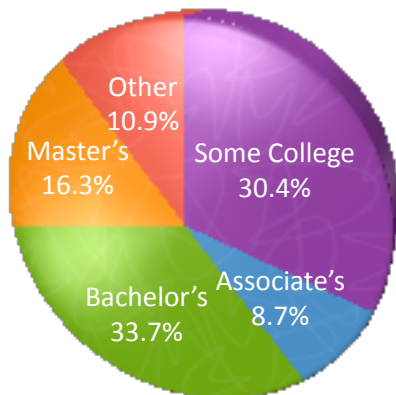
You can view the detailed survey results [here](#).

Here are some highlights.

The largest percentage of dM's readers are between the ages of 41 and 60, with most in the 41 to 50 range. This is dM's age range, reflecting the vibrant relationship she has with women entrepreneurs. It's not surprising that most of dM's readers are in similar seasons of life.

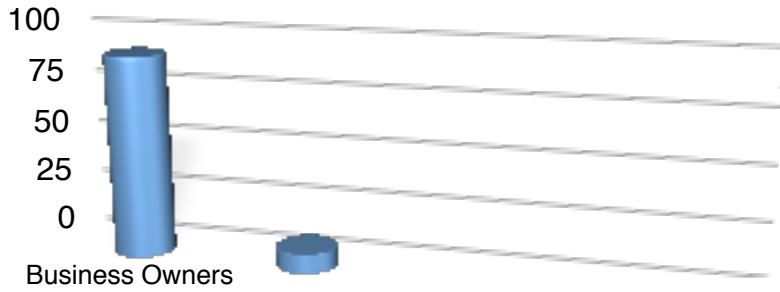


Highest Level of Education Completed



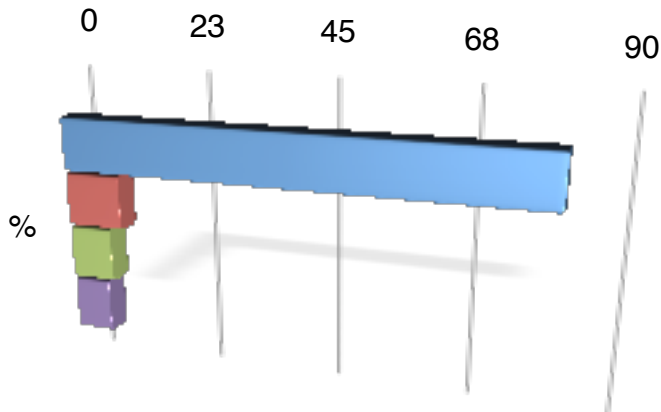
dM's readers's educational background reflects the true diversity. The collection of different experiences creates a rich environment of sharing. It's exciting to see people with different levels of formal education train and encourage each other. dM's outreach reflects the reality that everyone is equally important. Everyone can teach everyone, and everyone can learn from everyone.

Business Owners



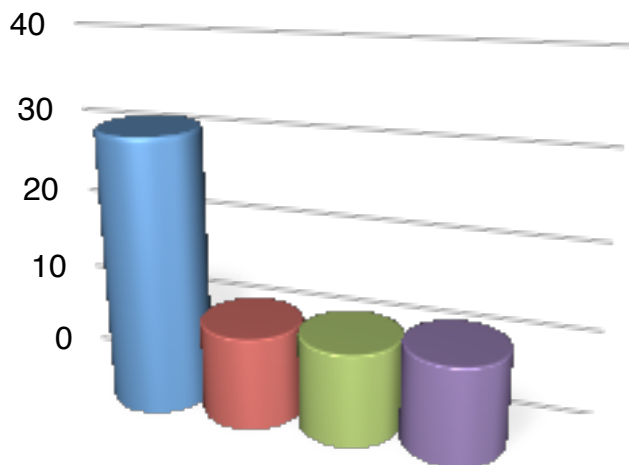
Over 90% of dM's readers own a business. This is reflective of dM's unwavering passion to inspire and empower others to maximize their potential through small business owners.

Types of Business



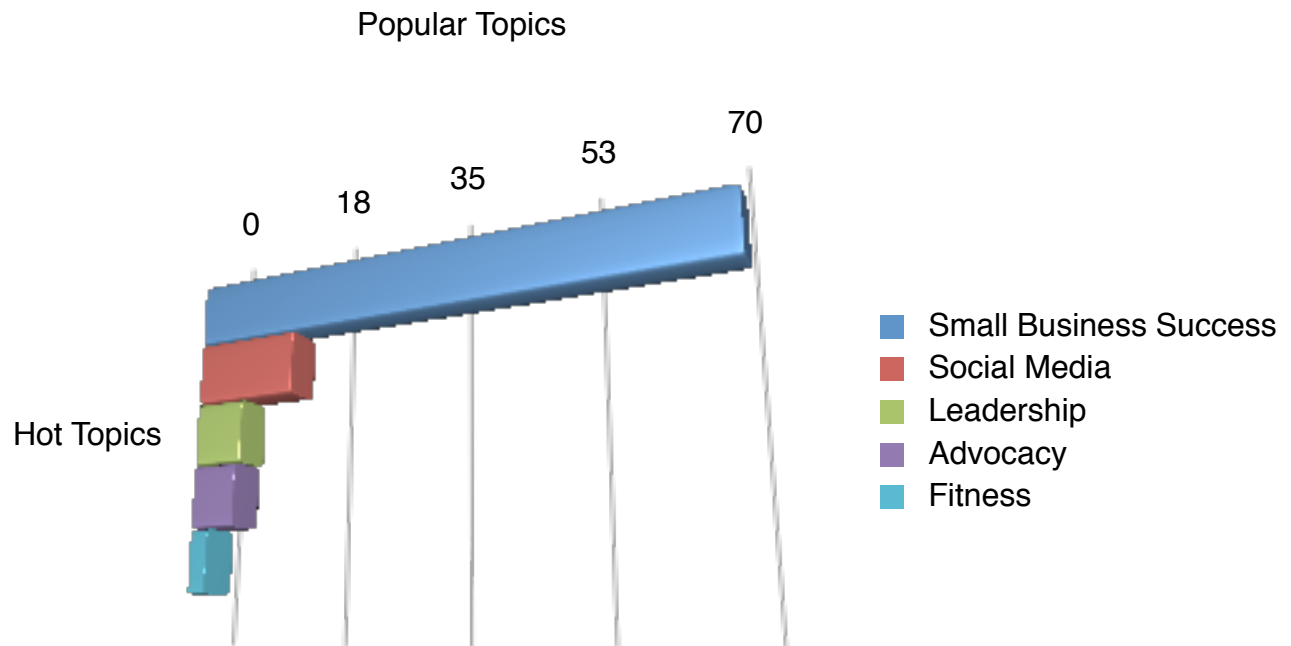
Since dM is the founder and CEO of the Indie Beauty Network, it's not surprising that so many of her readers are soap and cosmetics manufacturers. Smaller but significant percentages are consultants, cosmetics supply companies or involved in the health and fitness, which is closely related to beauty.

- Soap and/or Cosmetic Manufacturer
- Consulting
- Soap and/or Cosmetics Supplier (of ingredients, etc.)
- Health and Fitness



The highest percentage of dM's readers has an annual household income in excess of \$100,000. (Many others are on their way there!) This is exciting considering the high percentage of readers who are women business owners.

- More than \$100,000
- \$91,000 - \$100,000
- \$51,000 - \$60,000
- \$31,000 - \$40,000



The most popular topic at Indie Business Blog is Small Business Success. Social Media ranks second, followed by Leadership, Advocacy and Fitness. In dM's experience, there is great overlap among these top 3 categories. Much of dM's published works embraces the notion that, to be successful in business, one must utilize social media and remain in constant pursuit of effective leadership skills.

More than 70% of readers reported clicking on a sponsored link at Indie Business Blog or one of dM's other media outlets. With the average click through rates hovering around .15%, the high percentage of readers who say they have clicked on sponsored links at dM's sites is an impressive reflection of the depth of her niche.

ADVERTISING PACKAGES

This table explains what is included in each of the options available and cost.

<p>Option 1</p> <p>Size: 300 x 250 Or 125 x 125</p>	<p>INDIE BUSINESS BLOG.COM</p> <p>Sponsored graphics appear on the right column of each page at the site. They are not rotated. If you purchase a space, it is yours for the entire ad period.</p>	<p>Prices range from \$200/month for the larger spaces, to \$75/month for the smaller spaces.</p>
<p>Option 2</p> <p>468 x 60 Top Or 125 x 125 (Side)</p>	<p>INDIE BEAUTY.COM SOCIAL NETWORKING SITE</p> <p>Four sponsored graphics appear at the top and on the right side of each page at the site. They are not rotated. If you purchase a space, it is yours for the entire ad period.</p>	<p>Prices range from \$75/month for smaller spaces, to \$150/month for spaces at the top of each page.</p>
<p>Option 3</p> <p>468 x 60 Top Or 125 x 125 (Side)</p>	<p>INDIE BEAUTY NETWORK.COM FLAGSHIP SITE</p> <p>Two sponsored graphics appear at the very top and on the right side of each page at the site. They are not rotated. If you purchase a space, it is yours for the entire ad period.</p>	<p>Prices start at \$50/month for smaller spaces, to \$125/month for spaces at the top of each page.</p>
<p>Option 4</p> <p>Online and Verbal Mention via Podcast</p>	<p>WEEKLY NEWSLETTER & PODCAST COMBO</p> <p>The online newsletter is published to 6,000 opt in subscribers each Monday (or sometimes, Tuesday.) This option comes with one of two sponsor slots plus a verbal mention during the live podcast. The newsletter is archived at the website, and the podcast is blogged, and posted to iTunes, FaceBook, and Twitter.</p> <p>To see an example of how the top and mid newsletter slots appear in the email and the archives, click here.</p>	<p>\$250/top slot \$150/mid slot</p>

<p>Option 5</p> <p>468 x 60 Top Or 125 x 125 (Side)</p>	<p>MAKE YOUR COSMETICS.COM</p> <p>A sponsored banner appears at the top right of each page at the site, and additional buttons appear down the right side of the pages. All sponsors also rotate in the Featured Partner space at each site , and also on the Buy Ingredients page of the site.</p>	<p>Prices range from \$150/ month for the top banner to \$50/month for the right side buttons.</p>
<p>Sponsored Post</p>	<p>dM will write a 400 – 500 word post about your product or service and how it can be used to enhance the lives of women and small business owners from all walks of life. She will interview you via email and/or phone to discuss what you most want to share with readers. You will be able to link to the post and even quote the entire post at any of your websites. The post will be Tweeted twice on the day it is published and will be published via email and RSS to dM’s subscribers. Here is an example of what a sponsored post looks like.</p> <p>dM is happy to work with you to create audio and/or video to make your sponsored post “pop.” Media consulting services are available to anyone who wishes to maximize the power of audio and video to connect with readers.</p>	<p>\$450</p>
<p>Post Text Ad</p>	<p>This ad appears centered and highlighted at the bottom of one of dM’s posts, where the post question, related posts and comment areas are visible. The ad will appear at the bottom of each of dM’s posts for the entire 30-day period. Here is an example of what a post text ad looks like. dM blogs nearly every day.</p>	<p>Two top blog sponsors are rotated in this space at no additional charge.</p>

GUIDELINES AND ADVERTISING TIPS

While there is no one right way to influence readers to connect with your promotional text and graphics, dM’s readers respond best to a personal touch. Any advertisement performs best when it connects the real people behind your brand with the real people in dM’s audience who want to hear about how you can help them.

In accordance with FTC advertisement guidelines, all sponsored social media posts are clearly identified as such. For example, a sponsored Tweet contains the #sp hashtag to indicate that the Tweet contains sponsored content. Here’s an [example](#).

Payment for all ads is due in advance and must be made by electronic means. dM accepts all major credit cards and is happy to send a PayPal invoice.

Ad sizes and dimensions are required to maintain uniformity at the site. Customized options may be available depending on what is available.

The graphics and other materials included in your package must be received no later than 7 days prior to the month in which you want your ad to appear. There will be no refunds for ads and copy that is submitted late. Neither dM nor any of her companies are liable for any errors or claims arising from your ad. If your ad does not run when we say it will, an equally or more valuable ad will be substituted for it.

To prevent “banner blindness,” which is an industry term describing what happens when site visitors become accustomed to seeing the same colors in the same places at a site, it is recommended that advertisers swap out their ad from time to time so it continues to stand out to people who visit the sites often.

Advertisers may swap out a graphic once a month during an advertising period at no charge. Subsequent changes will be made for \$25 each.

All rates are subject to change. If you wish to secure multiple slots at different sites, a discount may be available. A 3-month minimum purchase is required. If you purchase 6 months at any given site, a 10% discount will apply.

For additional questions about advertising, please email [Sophia President](mailto:IndieSophia@gmail.com) at IndieSophia@gmail.com.

Files should be jpg or gif. Please void flashy or rapidly rotating files. From time to time, dM will include you in FaceBook updates and/or Tweets that contribute to conversations as they arise. There is no way to include these in your Package in a formal sense because they are a part of the conversation as it unfolds and therefore, cannot be accounted for in advance.

