

SENIORTM

A Magazine serving the interests of those 50 and older.

EXECUTIVE SUMMARY – SENIOR Magazine Inc Franchise Opportunity

- In business since 2006 with four (4) successful company owned markets located in Texas, Oklahoma and Colorado. Offering franchises in limited areas as of October 2009.
- No publishing experience required. **SENIOR Magazine Inc** handles all ad design, article editing, magazine layout, publishing and mailout to the territory's mail list turnkey for a fixed fee.
- Full color magazine publishes three (3) times per year, distributed free of charge.
- Three (3) options on magazine size: 52 page, 68 page or 84 page.
- Current rack rates for advertisements are \$650 for half page ads, \$1,040 for full page ads, and \$1,775 average for premium positions.
- Current 54 page book template includes 15 half page ads, 13 full page ads plus 4 premium positions. Current turnkey cost paid to **SENIOR Magazine Inc** to produce and mail is \$17,145 plus \$2,000 publishing fee. There is no royalty fee.
- Current 68 page book template includes 14 half page ads, 22 full page ads plus 4 premium positions. Current turnkey cost paid to **SENIOR Magazine Inc** to produce and mail is \$19,860 plus \$2,000 publishing fee. There is no royalty fee.
- Current 84 page book template includes 19 half page ads, 27 full page ads plus 4 premium positions. Current turnkey cost paid to **SENIOR Magazine Inc** to produce and mail is \$22,925 plus \$2,000 publishing fee. There is no royalty fee.
- Work from home, no office or employees necessary to apply our proven model.
- A single market should be part time work, a full time career could be 3 – 6 markets.
- Franchise fee is \$30,000, additional fees paid to **SENIOR Magazine Inc** total \$6,700 for an initial design set-up fee, start-up kit and technology fee.
- Comprehensive training in all of **SENIOR Magazine's** brand specifics, from brand identity and culture, and sales, marketing and accounting, to everything and anything that makes our business unique.
- Quick start-up time, generally less than four (4) months to first publication in a new market.