

HOME BASED BUSINESS

Idaho Specialty Publication

THE OPPORTUNITY

Established in 2005 as a high quality, four-color magazine that provides a general "what to do and where to shop" in one of Idaho's fastest growing Treasure Valley communities. The company goes beyond just printed advertisements by using web marketing to promote advertisers and brand name recognition. The visual customer management system captures visitors through "created accounts" and then assists them in listing their calendar of events. The advantage of having a Joomla CMS® site allows for tracking readership and selling advertising by linking the clients' home pages. Past and present advertisers come from the Treasure Valley. The owner operates this business from a home-based operation. No office or facility is required.

Layout and design are accomplished through independent contractors with contributions to the editorials from writers with community contacts. The publication is printed six times annually with distribution sites in highly recognized retail and service locations within the community and surrounding urban sites.

THE LOCATION

The home office can be located within the market area.

ASSETS INCLUDED

This is a turn key presentation to include all intellectual assets, customer, vendor and contractor relations. The owner will offer short-term transitional training as part of the offering price and additional consultation upon approval.

THE REASON FOR SELLING

The owner wishes to pursue other opportunities.

THE IDEAL BUYER

Individual or partnership(s) with a high degree of "community" relations and/or marketing skills. An understanding of print media and/or advertising is desirable but not necessary. Training in layout and design would be an asset that could reduce current costs substantially.

ASKING PRICE

~~\$129,000~~

Price Reduced to

\$80,000

TERMS:

Owner will consider some financing options

ASSETS

Website (original cost) \$3,000

All values provided by Seller

INCOME STATEMENT SUMMARY

Contact Agent for Confidential
Financial Information

Rev 20120402

ARTHUR BERRY & COMPANY



Business Brokerage Professionals
and Commercial Real Estate

9095 S. Federal Way, Suite 204
Boise, Idaho 83716

Tel 208-336-8000 Fax 208-345-0609

For more information visit www.arthurberry.com or contact:

KIP MOGGRIDGE 208-639-6169 kipmogg@arthurberry.com
PAUL BASOM 208-639-6173 basom@arthurberry.com

TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agents, KIP MOGGRIDGE AND PAUL BASOM, will then contact you. If you prefer, this agreement can also be requested by contacting them at 208-336-8000. The information above has been provided by the seller. Arthur Berry & Company makes no representation as to its reliability. Price and terms subject to change at seller's discretion. FILE 4301