

# NEWSPAPER PUBLISHING COMPANY

## Specialty Markets - Mountain West

### THE OPPORTUNITY

The Company currently publishes and distributes two very successful newspapers to two distinctly different markets. One is the oldest and most respected monthly specialty newspaper in a growing adult market with circulation and distribution numbers in excess of 30,000. Rated as the number "1" publication of its kind in the region, there is no direct competition. A second highly successful publication, with distribution numbers in excess of 20,000 issues, is focused on a specific industry and client markets. Both publications, along with two web sites (domains) are integrated into the total operation. Issues feature both advertising opportunities as well as subscription incomes. Additional "specials" are published to match advertisers' needs and market demands. The printing is accomplished off-site but on-site staff handles pagination, graphic design and customer service. Four employees and the owner comprise the on-site staff while distribution and circulation duties are contracted.



### THE LOCATION

The business is located in a highly desirable Mountain West metropolitan city ideal for western life-style and outdoor recreation. Services by major trunk air. The community is listed as one of the "west's" most livable regions. A full range of retail, industrial, governmental and educational businesses add to the growth and stability of the area. The business is housed in a 1,000 sq. ft. office/distribution facility with a month to month obligation and favorable lease rate. The business can be moved to any Treasure Valley facility.

### ASSETS INCLUDED

This is a turnkey operation to include equipment and proprietary or trademarked intellectual properties. Long term training or support from the seller is negotiable. The price does **not** include pre-booked advertising which can be acquired from the sellers at a net book value at closing.

### MARKETS

Limited competition and a growing market are ideal for long-term expansion. Staff and production capacity will allow for greater development of additional specialty products and/or services. The region continues to rate higher than national numbers for potential successes in business enterprises.

### THE REASON FOR SELLING

The owner is selling for personal health reasons.

### THE IDEAL BUYER

Service oriented individuals with marketing background. Publishing experience is not necessary but would be an advantage. Other publishing or printing industries seeking "add-on" products and/or services. Family or partnerships that can "share" duties.

### ASKING PRICE

~~\$195,000~~

Price Reduced to

**\$95,000**

### TERMS:

Negotiable

Owner would consider financing a portion of the sale

### ASSETS

Furniture Fixtures & Eq (cost)	\$ 40,000
Intangibles	<u>55,000</u>
<b>Total Assets</b>	<b>\$95,000</b>

All values provided by Seller

### INCOME STATEMENT SUMMARY

Contact Agent for Confidential  
Financial Information

Rev 20100118

## ARTHUR BERRY & COMPANY



Business Brokerage Professionals

960 Broadway Avenue, Suite 450

Boise, Idaho 83706

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

For more information visit [www.arthurberry.com](http://www.arthurberry.com) or contact:

KIP MOGGRI DGE

208-639-6169

[kipmogg@arthurberry.com](mailto:kipmogg@arthurberry.com)

TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agent, KIP MOGGRI DGE, will then contact you. If you prefer, this agreement can also be requested by contacting Kip at 208-639-6169. 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 3947