

HOME BASED PUBLISHING COMPANY

Southwest Idaho

THE OPPORTUNITY

Well established community based monthly publication focused on events, businesses and people. Featuring important community events, sports and services, the newspaper has a very loyal readership and advertiser base. The publication is mailed directly to residences and businesses in a large geographic area. Circulation numbers for 2009 were approximately 15,000 addresses and revenue has steadily increased. All graphic and production work is accomplished "out of house" as a cost of goods item. There is no direct competition. The capacity of the business is not limited to the current products or areas and could be expanded.

THE LOCATION

Home based industry located in high growth communities of Idaho.

ASSETS INCLUDED

Transition training from the owners along with pre-booked advertising. Relationship with production vendors and customer and client lists. Tangible assets are limited to software and / or historic business records.

THE REASON FOR SELLING

The owner has built this business to the point that it is a viable enterprise with many possibilities for expansion and growth. New opportunities have surfaced and the owner would like to pursue them.

THE IDEAL BUYER

Buyers with a high degree of interest in the community are desirable. Skilled graphics or print industry knowledge would be exceptional but not necessary. Synergistic acquisitions are appropriate as well.

FINANCING AVAILABLE

The cash flows described could qualify for SBA small business financing along with a possibility of owner partial financing.

ASKING PRICE

\$80,000

TERMS:

Owner May Finance
A Portion

ASSETS

	<u>Cost</u>	<u>FMV (est)</u>
Pre-Booked Ads	\$10,000	\$10,000
Web Site	500	500
Total Assets	\$10,500	\$10,500

All values provided by Seller

INCOME STATEMENT SUMMARY

[Contact Agent for Confidential
Financial Information](#)

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ARTHUR BERRY & COMPANY



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TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agent, KIP MOGGRIDGE, 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 4133