

# SOHO BusinessReport

Helping Small Office / Home Office Entrepreneurs Succeed since 1989  
Formerly 'Home Business Report'



Connecting you with Canada's Small Office/Home Office Entrepreneurs.



## Getting to know *SOHO Business Report*

Founded in 1989, *SOHO Business Report (SBR)*, formerly known as the Home Business Report, reaches Canada's Small Office Home Office market better than any other magazine. By targeting the needs of the elusive entrepreneurial decision makers rather than simply reaching retail customers our dedication to entrepreneurial success is obvious to our readers. Found on premium newsstands, in entrepreneurship centres and the web, we have developed a loyal readership. Naturally, our sponsors and advertisers receive the benefits of the close relationship *SBR* has with not only entrepreneurship groups across Canada but also with the Dream Launchers Project, a multimedia initiative to ensure entrepreneurs succeed. Dream Launchers is helping us embrace new forms of media to create a higher level of interaction with our readers than ever before.

### Who do you think will do a better job of reaching small office / home office entrepreneurs?

The *SOHO Business Report* team, which lives and breathes entrepreneurship, or a corporate shell?



### Key features of SOHO Business Report

- ❖ **Competitive advertising rates**
  - Compare the CPM (cost per thousand) for any other newsstand magazine
- ❖ **Unbeatable distribution**
  - Reaching people in all corners of our country, unlike most other magazines
    - Subscriptions, newsstands and controlled distribution ensure our reach is unmatched.
- ❖ **Part of an unparalleled media network**
  - Few magazines have multimedia production and unique access to a tough to reach market
    - The *Dream Launchers Project*, is developing a level of exposure for *SOHO Business Report* that no other magazine has even attempted to get before.
- ❖ **A history of quality**
  - We started in 1989 when few grasped the importance of the SOHO business market and now they are all scrambling to catch up.
- ❖ **Innovative approaches**
  - If we know what your core marketing goal is, we can design creative custom advertising and sponsorship solutions that will target that goal using tools ranging from DVD-inserts to interactive surveys.

## The Value of Reaching our Target Market



While most organizations realize the massive economic impact of SOHO businesses, they also realize how difficult it is to reach and influence this market. Every advertiser needs to maximize the impact of their promotional efforts, which means that *SOHO Business Report* is an invaluable tool when small and home-based businesses are even a part of your market. We hold the keys to accessing the SOHO business market. Let us help you unlock your organization's potential.

The growth rate of entrepreneurship makes the SOHO business market an even more important market to tap, as more and more people leave the corporate world eager to pursue their passion. Of course, every entrepreneur needs many of the same products and services their previous employers used. This means business from existing corporate customers is dropping and the need to connect with the emerging market force of small business is becoming critical to the long term survival of even the largest of organizations. The question is; How will your organization find its way through the maze of marketing channels to reach this key customer base?



## Who Reads SOHO Business Report?

AGE	
<25	10.3%
25-34	20.7%
35-44	36.2%
44-54	18.9%
55-64	12.1%

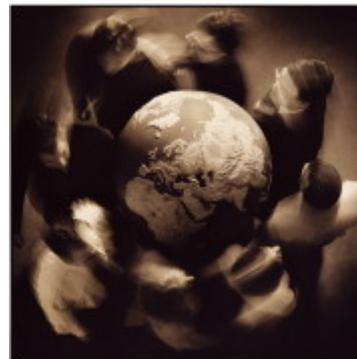


ANNUAL INCOME	
< \$15,000	3.7%
\$15,000 - \$30,000	24.1%
\$30,000 - \$45,000	22.2%
\$45,000 - \$60,000	24.9%
\$60,000 - \$90,000	17.3%
> \$90,000	6.8%



EDUCATION LEVEL	
High School	24.1%
Business Diploma	15.5%
University/College	58.6%
Other	15.5%

Working From Home?	
Yes (Entrepreneur)	62.8%
Yes (Telecommuter)	25.2%
Thinking About It	1.7%
No, job away from home	6.9%
No, but considering it	1.7%



For detailed information on editorial content and deadlines get a copy of our "SBR\_Reader\_Profile"

## Advertisers and Sponsors

Our advertisers and sponsors, both past and present, are leaders in their fields. They know the importance of having the loyalty and support of entrepreneurs. Care to join them?



## Leverage Advertising with Unique Sponsorships

### Dream Launchers SOHO Entrepreneur of the Year Awards

Be a part of the nation's premier national Award for SOHO companies. Sponsors will connect with the most successful and effective entrepreneurs our country has to offer while being recognized as spurring entrepreneurial growth from coast to coast.

### Dream Launchers Cross Continent Conference Tour

This tour will visit the major centers of entrepreneurship and isolated towns across our fine nation. Sponsors for will be exposed to the most influential people in the most active hubs of entrepreneurship and to the emerging entrepreneur, looking to create sustainable growth.

### SOHO Business Report DVD Series

**SOHO Business Report** has released DVD editions where advertisers and sponsors can sponsor show segments, buy print & video ad packages, bundle product samples and even include interactive features tied to their products and services.

### SOHO Business Report Feature Story Sponsorship

Connecting with entrepreneurs doesn't get more sincere than sponsoring a feature story that helps them grow and improve their business.

### SOHO Business Report Cover Photo Product Placement

Imagine the impact on entrepreneurs when they see a logo or product in the cover photo of their favorite business magazine.

### SOHO Business Report Subscription Bundling

Add value for customers by bundling a product or service with a subscription to SOHO Business Report, reminding readers of an organization's commitment to entrepreneurs.

### SOHO Business Report Subscription Sponsorship

We have list of groups that would love to have their subscriptions to SBR sponsored