

Delightful Monthly Publication | Home-Based with Excellent Cash Flow *Focus on Households with Children – Turnkey Business with Room to Grow!* Northwest Arkansas

Financials

Asking: \$690,000

Gross: \$439,532 (2008 internal; includes barter)

Cash Flow: \$236,960 (2008 internal; includes barter)

FF&E: \$5,000 (included in Asking Price)

Terms: Seller financing available to qualified buyer

Business Summary

Established in 2002, this monthly magazine is part of a nationally recognized franchise and represents a truly turnkey business opportunity. With the widest circulation and readership of its kind in the area, this publication is a trusted source of information whose every issue is anticipated and consumed with interest by families all over Northwest Arkansas.

This publication operates on an advertising revenue business model, and currently features 100 advertisers in a typical issue. The seller has developed strong relationships with local schools and businesses of all sizes for both advertising and distribution. One of the unique advantages of this business includes opportunities for barter agreements, which typically total over \$50,000 a year for the current owner.

This business needs little advertising, with word-of-mouth and reputation bringing the bulk of new accounts. The magazine has an extremely loyal base of advertising accounts, some of which have been with the publication since the launch of its first issue. The seller attends some expos and has many in-kind relationships in place for reciprocal advertising and exposure at no charge.

This business has been family owned and operated since its inception, and offers a wonderful opportunity for a new owner to do the same. While there are many businesses that claim to be “turnkey,” this one is the real thing!

General Information

Employees: 2 FT + 4 independent contractors

Facilities: This is a home-based business whose operations require nothing more than basic home office equipment. If you’ve got a reliable computer and printer – along with a desk and chair – you’re ready to go!

Market Outlook

Competition: This business has one local, independent competitor that is relatively new to the area and produces a smaller publication. This magazine is the market leader in its category.

Growth/Expansion: There are enormous opportunities for a new owner to bring this business into the digital age with a full website, Internet and social media marketing campaign. Other areas for expansion include adding more feature issues, as well as introducing industry-specific sections. While no particular skills are required to run this business, a background in advertising sales and marketing would be helpful in taking this business to the next level.

If you’ve never heard of Northwest Arkansas, we have one word for you – Walmart! In fact, several Fortune 500 companies call Northwest Arkansas home, including Tyson Foods, J.B. Hunt Transport, and the world’s largest retailer. Walmart’s prominence has brought the national spotlight to Northwest Arkansas, which continues to receive high rankings in national surveys like “Most Livable City,”

“Fastest-Growing & Best Performing Economy,” and one of the “Top 25 Recession Resistant” parts of the country. Northwest Arkansas is ideally situated in the geographic center of North America and surrounded by the natural beauty of the Ozark Mountains. With the University of Arkansas in Fayetteville, a new minor league baseball team in Springdale, and a world-class art museum opening in Bentonville, Northwest Arkansas offers an enviable (and affordable) lifestyle in a business climate that offers both economic opportunity and stability.

About the Sale

Support/Training: Seller will provide 30 days of training at no cost. One of the owners will be remaining in the area if additional assistance is needed. Other franchisees in the state are also available for extended support.

Reason Selling: Moving out of state

Listing Info

Listing #1197

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