

# Women Home Business

## 2009 MEDIA KIT: WOMENHOMEBUSINESS.COM

### FOR MORE INFORMATION:

Steve Ma. Reyna  
Sales Director  
PowerHomeBiz.com LLC (parent company  
of WomenHomeBusiness.com)  
[sales@womenhomebusiness.com](mailto:sales@womenhomebusiness.com)

Isabel M. Isidro  
Managing Editor  
WomenHomeBusiness.com  
[editor@womenhomebusiness.com](mailto:editor@womenhomebusiness.com)

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# ABOUT WOMENHOMEBUSINESS.COM

WomenHomeBusiness.com delivers tools, information and inspiration for women home business entrepreneurs to succeed. Our aim is to inspire women entrepreneurs like you and give you concrete examples of small business strategies that work.

The web site presents relevant and timely articles focused on giving women entrepreneurs' ideas of how best to deal with the challenges of starting and running a business. It offers real stories of women (and men too!) who have successfully started their businesses and those who have taken it to the next level. You will learn how these entrepreneurs started; how they financed their businesses; how they marketed their products; how they managed their businesses; and more.

Starting and running a business are no easy tasks, and most learn through trial and error. Through the experiences of our featured entrepreneurs (most of whom have learned how to grow their businesses the hard way), you will save time by learning and avoiding the mistakes they have made.

WomenHomeBusiness.com also aims to empower women by learning from the strategies to attain success from best-selling business books and other authors in our Business Books and Success.

Our mission is to help women entrepreneurs learn how to start, run and manage a successful business through inspiration and emulation. Our passion is to empower, give hope and enhance the belief systems of women business owners to help them achieve success in their business ventures.

WomenHomeBusiness.com was launched in 2005, and is a division of PowerHomeBiz.com LLC. PowerHomeBiz.com LLC is a privately held Virginia-based company that started in December 1999 and publishes home business and small business information. The company runs PowerHomeBiz.com <http://www.powerhomebiz.com>, which provides



ideas and comprehensive step-by-step guides to help small entrepreneurs succeed in their ventures.

## EDITORIAL MANAGEMENT

Isabel M. Isidro  
Managing Editor, WomenHomeBusiness.com

Isabel Isidro is the Managing Editor of WomenHomeBusiness.com, the online small business information site launched in 2005. She is also the editor of the parent publication, PowerHomeBiz.com.

Ms. Isidro has written numerous articles on the Web published on a wide variety of web sites such as Inc.com, MSN Finance, and others. She maintains a blog called PowerHomeBiz Small and Home Business Blog.

She holds a degree from the University of the Philippines.

## PRODUCTS

### Reach the small business and SOHO market with WomenHomeBusiness.com

WomenHomeBusiness.com delivers tools, information and inspiration for women home business entrepreneurs to succeed. The Web site presents relevant and timely articles focused on giving women entrepreneurs' ideas of how best to deal with the challenges of starting and running a business.

WomenHomeBusiness.com was recently redesigned and re-launched on August 3, 2009. The newly refocused site now offers the following sections:

- **Success Stories:** Detailed stories and interviews of successful small and home business entrepreneurs.
- **Startup Stories:** Detailed stories and interviews of how small and home business entrepreneurs started their businesses.
- **Briefs:** Called the Entrepreneur Success Stories blog, these are brief stories of successful small and home-based entrepreneurs.
- **Book Summaries:** Summaries and reviews of books on entrepreneurship, self-employment, starting a business, women entrepreneurs and how small and home business entrepreneurs can succeed in their businesses.
- **Success Tips:** Tips on how to succeed in your business, including starting the business right, marketing the business both online and offline, financing and growing the business.

## AUDIENCE

WomenHomeBusiness.com reaches a highly qualified audience of small business entrepreneurs, stay-at-home or work-at-home moms, and other home-based entrepreneurs.

If you are trying to reach the SOHO and women market, WomenHomeBusiness delivers insights to help these engaged readers make smarter decisions about what to purchase and from whom. Reach the women-oriented small business market with big purchasing power.

### Demographic Profile

1. Mostly female (57%), though males visit the site as well (43%)
2. Middle-aged, where 47% of the traffic are from the 35-49 age range. Other age groups are:
  - 18-34 years old (29%)
  - 50+ (22%)
3. Attracts a mostly Caucasian audience (74%). Breakdown of other ethnicities:
  - African Americans (13%);
  - Hispanic (6%);
  - Asian (5%)
  - Other Ethnicities (2%)
4. Middle Income audience (31%), though the site also attracts higher-income users with household income of:
  - \$100K = 25%
  - \$60-100K = 24%
5. College graduates (49%), though the site also attracts higher-than-average visitors that have completed graduate school (15%)

Source: Quantcast.com

### Traffic

WomenHomeBusiness.com was recently redesigned and re-launched on August 3, 2009, with new content added more frequently.

As the result of site redesign, WomenHomeBusiness.com visitors are more engaged:

- They spend an average of 04:18 minutes on the site
- They read 2.93 pages per visit.

Prior to the significant redesign changes, traffic of the site averaged at:

- 10,014 visits
- 9,349 absolute unique visitors
- 18,859 pageviews



LEADERBOARD 768 X 60

RECTANGLE BOX 300 X 250

SPONSORED TEXT (Text ad)

BUTTON BANNERS  
125 X 125

SKYSCRAPER 120 X 600

## AD RATES

The available ad spaces and their corresponding Cost Per Impression (CPM) rates are as follows:

Ad Size	Placement	CPM Rate	Minimum Ad Impressions	Minimum Buy
Leaderboard (728 x 90)	Above the Fold; visible in all pages	\$10	20,000	\$200
Rectangle Box (300 x 250)	Sidebar; visible in all pages	\$8	20,000	\$160
Sponsored Link (Text)	Sidebar; visible in all pages	\$5	20,000	\$100
Banner ad (468 x 60)	Below the post/article; visible only in posts/article pages	\$2	50,000	\$100
Button Banner (125 x 125)	Sidebar: Right; visible in all pages	\$2	50,000	\$100
Button Banner (125 x 125)	Sidebar: Left; visible in all pages	\$2	50,000	\$100
Skyscraper (120 x 600)	Sidebar: Right; visible in all pages	\$2	50,000	\$100

- All advertising formats are offered via cost per thousand impressions or CPM.
- The minimum impression purchase is 20,000 impressions for the leaderboard, rectangle box and sponsored link.
- The minimum impression for banner ad, button banners and skyscrapers are 50,000.
- Minimum Buy is calculated as (20,000 impressions / 1,000) x \$ CPM rate

## Creative Specs

Ad Size	Dimensions (Pixels)	Max GIF/JPEG File Size
Leaderboard	728 x 90	30K
Rectangle Box	300 x 250	30K
Sponsored Link	Maximum 100 characters including spaces	
Banner ad	468 x 60	30K
Button Banner	125 x 125	30K
Skyscraper	120 x 600	30K

- Ads are served using our OpenX ad server
- Tracking of campaign performance available by logging into our ad server. A password and username will be given after payment clearing and approval of ad.
- Advertisers have the option of sending to WomenHomeBusiness.com the creatives, or providing WomenHomeBusiness.com with the link to the image ad creative.
- Flash and HTML ads are accepted.