



Member Newsletter  
April 2008

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**April President's Message**

By  
**Everett G. Knapp III**

Dear Members,

Josh Gordon gave another great seminar.

Thirty members participated in our NAPR teleconference seminar and EVERY attendee agreed that it was a resounding success. Our standing ovation, applause and congratulations go to member Josh Gordon on this seminar. All members who are interested in learning ways to sell ads in a recession. I personally guarantee that your selling will be a lot easier using some of Josh's techniques.

Josh began his talk by directing people to go to [www.smarterm mediasales.com](http://www.smarterm mediasales.com) web site. There was a lot of interaction with the members..

We had a good Board Meeting. Some of the things we discussed were as follows: Mitch Mohanna said we should eliminate our Annual NAPR Directory—as he said "no one uses it any more and it is very expensive to produce." He suggested that instead of the directory we use some sort of promotion piece, that we could sell ad space into.

The 2 committees—one for membership and one for marketing—did not have time to get together so the topic will be carried over until the next meeting.

GOOD SELLING TO ONE & ALL!

Ev Knapp

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**BULLETIN BOARD MEMBER INFORMATION EXCHANGE**

From time to time we all have networking needs to reach out to others for assistance so I've initiated this new monthly column for all members. If and whenever you need to reach other NAPR members simply email your request. I'll be happy to assist you. Raymond Coppola

**A NOTE FROM DENNIS O'MALLEY REGARDING**

**JOSH GORDON'S TELECONFERENCE**

**“Great teleconference. Josh is a very solid resource and a great moderator. First time I was able to call in. Thanks to Ray for the reminder email just before...That made all the difference.”**

**Denis O'Malley, Nelson & Miller Associates, Inc., 120 Main Street, Irvington, NY 10533-1714, Phone: (914) 591-5053 ext. 13, Fax: (914) 591-5053**

**Notes from the Executive Director**

by  
Raymond Coppola

**Our directory is in the hands of the printer.**

**Hopefully we will be mailing it to you in a by the end of the month.**



**BRINGING IN A NEW PARTNER (OR SHAREHOLDER) – # 3**

**By Herbert W. Solomon, Esq.**

Key to the provisions of the shareholders, partnership or operating agreements are the buy/sell provisions and what happens on the death or disability of one's partner. Related to this are the provisions relating to a lifetime proposal to buy or sell and also bringing in new partners.

First, let's cover a death situation. Consideration should be given to obtaining insurance to cover a buyout on death. Insurance means that funds to buy out the decedent do not have to come from the company or the survivor. There are various tax ramifications as to whether or not a cross-purchase, redemption or trust is to be utilized. These issues will not be discussed in these articles. But these issues must be thought about and considered.

Insurance can also be utilized to cover a disability where the disability is significant enough so that the disabled partner is no longer able to work.

The agreement must also cover a lifetime buy/sell situation. A partner should not be allowed to sell his ownership interest without offering his interest to his partner. The remaining partner should then have a specified period of time to make the acquisition. The agreement may allow the company the opportunity to make the purchase.

What is the price to be paid? The agreement should be clear on how the value of the company is arrived at. In a death situation, the amount of insurance may cover the price to be paid. In a lifetime situation that will not be the case.

Valuation of the entire entity can be determined in a variety of ways. The partners can establish a valuation and provide for it to continue in effect for a period of time, with provision to update the valuation. The parties should constantly review these provisions. As alternatives, the parties might have a third party such as a CPA or appraiser determine valuation. Valuation may be based upon a multiple of earnings, revenues, net worth and other financial factors.

Furthermore, in a lifetime situation, terms must be set forth for a buyout. How long does the purchaser have to pay? What interest is to be paid? How much is to be paid up front? What happens on a default? What security is to be utilized in the event of a default? Similar provisions need also be specified in the event of death if insurance is not applicable or is insufficient.

Related to this is what provisions are to be followed if a new partner is to be brought in. Must he be approved unanimously?

There are many issues concerning the above and they must all be carefully thought out and specified in the applicable agreement.

We continue this series in my next article.

<sup>1</sup> Herbert W. Solomon, Esq., P.C. of the New York bar is Counsel to the law firm of Meltzer, Lippe, Goldstein & Breitstone, LLP, 190 Willis Avenue, Mineola, New York 11501 (516) 747-0300 Ext. 152, e-mail: [hsolomon@meltzerlippe.com](mailto:hsolomon@meltzerlippe.com). He has served as Counsel to the National Association of Publishers' Representatives, Inc. since 1981.



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## Top 10 Tips for Managing Your Tax Hit

Simple ways to seize control of an unpredictable market.

Whenever the market is gyrating--as it has been recently--it pays to remember that old adage about having the wisdom to know the difference between what you can and cannot control. That kind of thinking helps you know where to devote your nervous energy and what to avoid spending time on.

So, these things are off the table: the broad market's day-to-day gyrations, fluctuations in the dollar, news about the housing market and consumer spending, and the direction of interest rates (unless you happen to have Mr. Bernanke's ear, of course!).

So what can you control, really? You can save more, of course. You can also make sure your security selection is as good as it can be; Morningstar's various products and services are devoted to helping you do just that. You can also control your own costs, including any transaction costs you pay to buy and sell securities as well as what your underlying investments are charging you.

Another key lever you can pull: limiting Uncle Sam's take. Many taxpayers assume that there's no point in trying to outwit the IRS, but there are many ways to shave your tax costs

(legally, of course!). With April 15 fast approaching, here are 10 ways to make your portfolio more tax-efficient.

### **1. Make room for stocks.**

Some financial planners automatically jettison individual stocks in small investors' portfolios, arguing that it's better to obtain equity exposure through mutual funds or ETFs. True, owning stocks takes more hands-on oversight, but well-chosen equities can amplify your portfolio's return and also give you better control over your tax situation than do most mutual funds.

Funds have to pay out to their shareholders any capital gains they've realized in the year in which they realize them. As a result, fund shareholders have to pay taxes on these gains, even if they themselves didn't sell any shares. By contrast, stock investors pay taxes on capital gains only when they sell. For example, if you hold a non-dividend-paying stock for 20 years and its price goes from \$20 per share to \$240 per share over that period, you'll owe taxes on the \$220/share appreciation in the year in which you sell, but you won't owe any taxes along the way. That tax-deferred compounding is an important advantage for stocks.

### **2. Get to know tax-managed funds.**

I don't want to suggest every mutual fund is a bum deal for investors' taxable accounts. I've long been bullish on tax-managed funds and have been surprised they haven't gotten more attention from investors. These funds are specifically managed to limit the tax collector's cut. To do so, they use a variety of techniques, but most work to sell losers in an effort to offset any capital gains they realize; many also limit their exposure to dividend-paying stocks.

### **3. Consider index funds and ETFs.**

Traditional index funds and exchange-traded funds can also be a great bet for your taxable accounts. That's because many of the largest, best-known indexes don't change their holdings nearly as much as active fund managers change their portfolios, and less selling equals fewer capital gains for the index fund. Exchange-traded funds, nearly all of which are currently index funds, also enjoy another tax-related benefit: ETF investors trade shares among themselves, not with the fund, so ETF managers don't have to sell securities to pay off redeeming shareholders. Only large investors buy and sell directly from the funds, and ETFs can satisfy those redemptions by giving those large investors baskets of their underlying portfolios' stocks instead of cash. ETF managers also can use that in-kind redemption process to get rid of the stock shares with the biggest unrealized gains, thereby limiting the ETF's potential for distributing gains.

### **4. Make use of tax efficiency data but beware their limitations.**

Morningstar.com supplies an extensive array of data on funds' tax efficiency, including tax-adjusted returns and tax-cost ratios. (In the lefthand navigation bar on an individual fund report, click on "Tax Analysis.") Both of these statistics show you what percentage of a fund's returns taxable investors would have surrendered to taxes. (For purposes of these calculations, we assume investors are in the highest tax bracket; your own tax costs may vary.)

While these figures can be helpful in determining whether a fund is appropriate for a taxable account, it's important to recognize that, like fund returns, they're backward-looking and aren't a foolproof guide to how a fund is apt to behave in the future. That's especially true for actively managed funds, in which a management change can turn a historically tax-efficient fund into a tax nightmare. Moreover, many growth-oriented funds still have losses on their books from the bear market that they've been able to use to offset recent gains;

thus, they look more tax-efficient now than they will likely be in the future.

### **5. Make room for munis.**

Thus far I've focused primarily on stocks' and stock funds' tax efficiency, but bonds and bond funds can be an even bigger landmine for taxable investors. That's because income from bonds, bond funds, and money market funds is taxed at your ordinary income-tax rate, whereas dividends and capital gains receive more favorable treatment from the IRS. If you earn a 6% yield on a bond fund and you're in the 35% tax bracket, your take-home yield shrivels to less than 4% (and that's not even counting inflation!).

Thus, it's an ideal time to explore whether you would be better off in a municipal-bond fund or money market versus a taxable one. For more details on why munis look attractive right now, check out Andy Gunter's [recent article](#).

### **6. Pay attention to "asset location."**

While we're on the subject of bonds, let's talk a little about asset location--meaning which assets you hold in your taxable accounts and which you hold in your tax-sheltered accounts. Generally speaking, you'll want to kick anything with a very high income stream over to your tax-sheltered accounts so you won't be dinged on that income year in and year out. Ditto for any investment that involves very high turnover and/or derivatives, such as some of the commodities funds that have grown so popular of late.

### **7. Beware ticking tax time bombs.**

The 2007 tax year is in the rearview mirror, but it still pays to consider which mutual funds could dish out big capital gains in 2008. If you're about to buy a fund from an asset class that has performed particularly well over the past several years--as has been the case with groups such as emerging markets, foreign small caps, and natural resources--pause and make sure you're not chasing performance. And if you are determined to move forward, at least make sure you're doing so in a tax-savvy way. Though many such funds made sizable capital gains payouts in 2007, they could make more capital gain distributions later this year, particularly if there's a mass exodus of shareholders that forces the manager to sell holdings at a big gain. That argues for holding any such funds in a tax-sheltered account or obtaining exposure to that asset class via a more tax-efficient vehicle such as an ETF or index mutual fund.

### **8. Take a fresh look at your 401(k) options.**

For investors of all ages and income brackets, it pays to take advantage of any means you have of sheltering your investments from taxes. I'm enthused about the [Roth 401\(k\)](#), especially for savers who earn too much to contribute to a Roth IRA. The key reason is diversification of tax treatment. Many individuals already have large nest eggs stashed in traditional 401(k)s, on which they'll owe income tax when they begin tapping their assets. The Roth 401(k), by contrast, requires you to pay taxes on your contributions now, but you won't have to pay tax when you withdraw the money in retirement. Because none of us knows whether tax rates will be higher or lower in the future, I like that the Roth 401(k) helps you hedge your bets a bit.

### **9. Consider a traditional IRA.**

I've long questioned the conventional financial-planning wisdom that savers who earn too much to contribute to a [Roth IRA](#) should set up a [traditional nondeductible IRA](#). You contribute aftertax dollars to the traditional nondeductible IRA and you also have to pay taxes on your earnings. True, your money compounds on a tax-deferred basis, but tax-efficient mutual funds provide the same benefit with a lot fewer strictures.

Even so, the time may be right to reconsider the traditional nondeductible IRA. That's

because, beginning in 2010, investors at any income level will be able to convert a traditional IRA into Roth IRA. And if you convert in 2010 (and 2010 only), you'll be able to spread the tax hit over 2011 and 2012.

#### 10. Keep it in perspective.

I've just spent a lot of time discussing how you can limit the IRS' cut of your investment returns. But it's also important not to lose sight of the big picture. Taxes are just one of many factors to bear in mind when making investment decisions, and they should almost always take a backseat to an investment's merits and whether it fits within the context of your portfolio. After all, you want to maximize your aftertax returns--minimizing your tax bill is just a tool to that end goal.

And before you make any tax-related changes to your portfolio, it's also crucial to consider what taxes and transaction costs you'll incur to make those changes. Paying attention to taxes is a fine way to boost your overall returns, but don't lose sight of the forest.

Source: Christine Benz | 03-27-08

*Send your financial questions to:*



Michael J. Kelly  
Vice-President, Investments  
Oppenheimer & Co., Inc.  
[Michael.Kelly@opco.com](mailto:Michael.Kelly@opco.com)  
800-881-1585

*Send your financial questions to:*

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### Inquiries Received Since the Last Newsletter

publication: MD Lifestyles Magazine  
company: IPS Publishing  
name: Christine Rhode/ Publisher  
address: 2157 Pine Ridge Road  
city: Naples  
state: FL  
zip: 34109  
phone: 239-514-7255  
fax: 800-841-1973  
EMAIL: [crhode4@gmail.com](mailto:crhode4@gmail.com)  
url: [www.mdlifestyles.com](http://www.mdlifestyles.com)  
year: 2008  
startyear: Winter 2008  
consumer: checkbox  
standard: checkbox  
frequency: 4  
circulation: 15,000  
auditno: checkbox  
free: checkbox

coverprice: \$5.95,03/07/2008  
subscription: \$19.95  
bwpage: \$3800  
fourcolor: \$4000  
editprofile: Diverse articles which have been chosen to enhance physicians' lives.

Travel  
Technology  
Finance and business  
Time management  
Fine dining  
The ever-challenging balance of home, career and finance.

demographics: Physicians in Florida (We eventually want to direct mail to all physicians in the US.

geography: Florida

expertise: Sales of glossy publications that are direct mailed.,Walker Communications

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publication: WELCOME Magazine  
company: WELCOME Mat Publishing  
name: Ms. Lea O'Neal, Publisher  
address: 219 Hermer Circle, NW  
city: Atlanta  
state: GA  
zip: 30311  
phone: 678-984-8020  
fax: 678-984-8020  
EMAIL: welcomeatlantamagazine@yahoo.com  
year: 2008  
startyear: March 2008  
consumer: checkbox  
tabloid: checkbox  
otherformat: WELCOME Magazine is the first ethnically diverse relocation magazine in the United States, we target newcomers to Atlanta, Georgia  
frequency: 3 X  
circulation: 10,000  
auditno: checkbox  
free: checkbox  
coverprice: \$,03/12/08  
subscription: \$  
bwpage: \$  
fourcolor: \$  
expertise: ,

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publication: Monsta  
company: Z&M Media, LLC  
name: David Mays  
address: 1810 NE 153rd St.  
city: North Miami Beach  
state: FL  
zip: 33162  
phone: 305-919-9474  
fax: 305-919-9477  
EMAIL: HHW.MonstaSales@gmail.com  
year: 2008  
startyear: March 2008  
consumer: checkbox  
otherformat: Oversize Standard  
srds: Music

frequency: 12  
auditno: checkbox  
paid: checkbox  
coverprice: \$4.99,03/12/2008  
subscription: \$20  
bwpage: \$  
fourcolor: \$5,885  
editprofile: Monsta provides in-depth coverage of issues of interest to the growing market of almost 40 million Americans under the age of 40 whose daily lives and outlook on the world are shaped largely by Hip Hop culture. Monsta combines news reports, interviews, documentary-style profiles and insightful commentary with stunning original and exclusive art and photography.  
demographics: Urban market: men & women 18-34 years  
geography: New York and other -- open for discussion. Combine with other title: Hip Hop Weekly.  
expertise: Major consumer, music and entertainment, fashion, Referred by Cindy Ryan, Mirabel Tech / Magazine Manager

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publication: Hip Hop Weekly  
company: Z&M Media, LLC  
name: David Mays  
address: 1810 NE 153rd St.  
city: North Miami Beach  
state: FL  
zip: 33162  
phone: 305-919-9474  
fax: 305-919-9477  
EMAIL: HHW.MonstaSales@gmail.com  
url: [www.hiphopweekly.com](http://www.hiphopweekly.com)  
year: 2006  
consumer: checkbox  
standard: checkbox  
srds: Entertainment & Performing Arts  
frequency: 26  
circulation: 40,000  
auditno: checkbox  
paid: checkbox  
coverprice: \$3.99,03/12/2008  
subscription: \$26  
bwpage: \$  
fourcolor: \$4,400  
editprofile: Hip-Hop Weekly™, founded by the creators of The Source Magazine, is a celebrity magazine for 18-39 year old men and women who identify with hip-hop culture. The MIN Awards named it one of the top 15 new magazines in 2007 out of more than 700. It features columns by celebrity journalist Cynthia Horner and radio personality Wendy Williams; interviews with media stars like Beyonce and Denzel Washington and business moguls like Russell Simmons; the latest news about music, TV, film, sports and business personalities and events; and items about music, media, fashion, cars, electronics and games.  
demographics: Target audience: urban 18-39 year olds with \$5 billion in spending power; Team has a track record for attracting major consumer advertisers; One of the most successful startups of the year for its major national distributor; One of Seven-Eleven's top sellers out of 60 publications carried; Sold in major chains and at newsstands nationally.  
geography: New York and other -- open for discussion  
expertise: Major consumer, music and entertainment, fashion, Referred by Cindy Ryan, Mirabel Tech / Magazine Manager

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publication: numerous sports titles  
company: Mainstream Media International  
name: Terry Barth/Mgr Independent Rep Program  
address: 712 Grand Central  
city: Clearwater  
state: FL  
zip: 33756  
phone: 727-462-0300  
fax: 727-462-0075  
EMAIL: tbarth@gommi.com  
url: [www.gommi.com](http://www.gommi.com)  
year: 2002  
consumer: checkbox  
standard: checkbox  
srds: ?  
frequency: 40  
circulation: 100,000  
auditno: checkbox  
paid: checkbox  
coverprice: \$7.95,03/12/2008  
subscription: \$no  
bwpage: \$0  
fourcolor: \$9950-84,950  
editprofile: sports event publications  
demographics: sports fans with paid attendance  
geography: nationwide  
expertise: open,internet research

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publication: Beauty Publication  
company: Urban Hair Collective, LLC  
name: Kenya Cox/Publisher  
address: 12400 Ventura Blvd., #245  
city: Studio City  
state: CA  
zip: 91604  
phone: (818) 983-5564  
fax: (806) 498-4237  
EMAIL: urbanhaircollective@gmail.com  
year: 2008  
startyear: TBD  
consumer: checkbox  
tabloid: checkbox  
otherformat: 11x14 size pages  
frequency: 12  
circulation: 5000+  
auditno: checkbox  
free: checkbox  
coverprice: \$,03/11/2008  
subscription: \$  
bwpage: \$750  
fourcolor: \$1000  
editprofile: This publication focuses on beauty (hair, makeup/skincare, and fashion) for African American women. It is a regional publication for the Los Angeles area. This publication will be given out to the customers of a hair salon as a marketing tool and given out at nightclubs around the city in gift bags with various beauty products.  
demographics: African American women, aged 18-40, greatly interested in hair, makeup, and fashion. They have a disposable income that allows them to indulge in these interests on a regular basis. Trendsetters, Hollywood nightclub regulars, girls/women who want to look like and be like Beyonce, Ciara, Tracee Ellis Ross, LisaRaye McCoy, etc.  
geography: It would be nice if the rep lived in the L.A. area so that we could meet in person. But I'm not opposed to working with someone out of the area.

expertise: Hair products, personal products, Fashion, other beauty-related items, beverages, food, travel, lifestyle., Surfing the internet...Yahoo.

---

company: Power Kids News and Events, LLC  
name: Gladys Jakachira-Marketing Director  
address: 879 Joliet Street, Suite 128  
city: Dyer  
state: IN  
zip: 46311  
phone: 630.803.4481  
fax: 888.826.7621  
EMAIL: gladys@powerkidsevents.com  
url: [www.powerkidsevents.com](http://www.powerkidsevents.com)  
year: 2008  
startyear: January 2008  
consumer: checkbox  
standard: checkbox  
otherformat: All articles written by kids for kids.  
srds: Childrens/youth  
frequency: 4  
circulation: 6000  
auditno: checkbox  
paid: checkbox  
free: checkbox  
coverprice: 3.99,03-11-2008  
subscription: \$21.95  
bwpage: \$  
fourcolor: \$500.00  
editprofile: Power Kids is a regional publication. Targetted towards and circulated to children ages 6 to 13.

Articles written by kids for kids. Circulated via schools for free. All other are subscriptions.

demographics: Children 6 to 13 years of age. Advertisements targetted to children and parents.  
geography: Chicagoland  
expertise: Representatives to sell magazine and website advertisements.  
Selling to: family oriented businesses. For example dance classes, gymnastics, vacation resorts, tutoring, karate, drama clubs, doctors, theatre etc. Any other businesses  
targetting parents: automotive, spas, fitness centers, salons, restaurants etc, Internet search

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publication: City Pet Resource Directory  
company: City Pet Resource Directory  
name: Dennis Thompson/Co-Publisher  
address: 1118 Lancaster Drive NE #306  
city: Salem  
state: OR  
zip: 97301  
phone: 503-581-7828,  
fax: 501-629-6939  
EMAIL: dennis@freedomteams.com  
url: [www.citypetresourcedirectory.com](http://www.citypetresourcedirectory.com)  
year: 2007  
startyear: Spring 2008  
consumer: checkbox  
digest: checkbox

otherformat: 80+ full color pages. Self cover.  
srds: None  
frequency: one  
circulation: 75,000 Print, unknown online  
auditno: checkbox  
free: checkbox  
coverprice: \$0,03/15/2008  
subscription: \$0  
bwpage: \$NA  
fourcolor: \$2000  
editprofile: Each Annual Directory provides consumers information about pet services and products available in their area, general interest pet articles authored by highly respected experts, contact information for a wide variety of pet friendly resources and events as well as a clasified directory. Approximately 20% editorial content, 80% advertising.  
demographics: Pet owners and enthusiasts in Greater Portland Oregon and other high rated pet friendly cities in the West represent more than 75% of the general population in the area.  
geography: We seek both local and national advertisers. We plan an on-going, rolling sales campaign in target cities and multiple editions within the greater metro areas. Local territories are assigned by geographical edition. National advertisers assigned by classified category or geography. Territory assignments are negotiable.  
expertise: Familiarity with pet advertising is highly desirable. A rep should have a fondness for animals and be comfortable 'chatting' with the decision makers who sell pet services and products. Having a pet is not required, but pet passion is highly encouraged.,We experienced many positve relationships with media sales reps when we owned a successful ad agency in Salem, Oregon. (since 1980).

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publication: Grayboxx Local Search  
company: grayboxx, Inc.  
name: Bob Chandra  
address: 3561 Homestead Road #136  
city: Santa Clara  
state: CA  
zip: 95051  
phone: 408-565-8224  
fax: 408-565-8225  
EMAIL: bobchandra@grayboxx.com  
url: <http://www.grayboxx.com>  
year: 2005  
web: checkbox  
srds: -  
frequency: -  
circulation: 650,000 monthly pageviews  
auditno: checkbox  
free: checkbox  
coverprice: \$,15/03/2008  
subscription: \$  
bwpage: \$  
fourcolor: \$  
editprofile: Grayboxx.com is a local search site that has been covered by CNET, Wired, Business 2.0 and other major media outlets. Grayboxx.com receives over 250,000 monthly uniques and 600,000 monthly page views. Visitors are inclined towards commerce.  
demographics: Grayboxx.com receives over 250,000 monthly uniques and 600,000 monthly page views.  
geography: California, Nationwide  
expertise: Websites,Online article

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publication: MD Lifestyles Magazine  
company: IPS Publishing  
name: Christine Rhode/ Publisher  
address: 2157 Pine Ridge Road  
city: Naples  
state: FL  
zip: 34109  
phone: 239-514-7255  
fax: 800-841-1973  
EMAIL: crhode4@gmail.com  
url: [www.mdlifestyles.com](http://www.mdlifestyles.com)  
year: 2008  
startyear: Winter 2008  
consumer: checkbox  
standard: checkbox  
frequency: 4  
circulation: 15,000  
auditno: checkbox  
free: checkbox  
coverprice: \$5.95,03/07/2008  
subscription: \$19.95  
bwpage: \$3800  
fourcolor: \$4000  
editprofile: Diverse articles which have been chosen to enhance physicians' lives.

Travel  
Technology  
Finance and business  
Time management  
Fine dining  
The ever-challenging balance of home, career and finance.

demographics: Physicians in Florida (We eventually want to direct mail to all physicians in the US.  
geography: Florida  
expertise: Sales of glossy publications that are direct mailed.,Walker Communications

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publication: WELCOME Magazine  
company: WELCOME Mat Publishing  
name: Ms. Lea O'Neal, Publisher  
address: 219 Hermer Circle, NW  
city: Atlanta  
state: GA  
zip: 30311  
phone: 678-984-8020  
fax: 678-984-8020  
EMAIL: welcomeatlantamagazine@yahoo.com  
year: 2008  
startyear: March 2008  
consumer: checkbox  
tabloid: checkbox  
otherformat: WELCOME Magazine is the first ethnically diverse relocation magazine in the United States, we target newcomers to Atlanta, Georgia  
frequency: 3 X  
circulation: 10,000  
auditno: checkbox  
free: checkbox  
coverprice: \$,03/12/08  
subscription: \$  
bwpage: \$  
fourcolor: \$

expertise: ,

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publication: Monsta  
company: Z&M Media, LLC  
name: David Mays  
address: 1810 NE 153rd St.  
city: North Miami Beach  
state: FL  
zip: 33162  
phone: 305-919-9474  
fax: 305-919-9477  
EMAIL: HHW.MonstaSales@gmail.com  
year: 2008

startyear: March 2008

consumer: checkbox  
otherformat: Oversize Standard  
srds: Music

frequency: 12

auditno: checkbox

paid: checkbox

coverprice: \$4.99,03/12/2008

subscription: \$20

bwpage: \$

fourcolor: \$5,885

editprofile: Monsta provides in-depth coverage of issues of interest to the growing market of almost 40 million Americans under the age of 40 whose daily lives and outlook on the world are shaped largely by Hip Hop culture. Monsta combines news reports, interviews, documentary-style profiles and insightful commentary with stunning original and exclusive art and photography.

demographics: Urban market: men & women 18-34 years

geography: New York and other -- open for discussion. Combine with other title: Hip Hop Weekly.

expertise: Major consumer, music and entertainment, fashion, Referred by Cindy Ryan, Mirabel Tech / Magazine Manager

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publication: Hip Hop Weekly

company: Z&M Media, LLC

name: David Mays

address: 1810 NE 153rd St.

city: North Miami Beach

state: FL

zip: 33162

phone: 305-919-9474

fax: 305-919-9477

EMAIL: HHW.MonstaSales@gmail.com

url: [www.hiphopweekly.com](http://www.hiphopweekly.com)

year: 2006

consumer: checkbox

standard: checkbox

srds: Entertainment & Performing Arts

frequency: 26

circulation: 40,000

auditno: checkbox

paid: checkbox

coverprice: \$3.99,03/12/2008

subscription: \$26

bwpage: \$

fourcolor: \$4,400

editprofile: Hip-Hop WeeklyTM, founded by the creators of The Source Magazine, is a celebrity magazine for 18-39 year old men and women who identify with hip-hop culture. The MIN Awards named it one of the top 15 new magazines in 2007 out of more than 700. It features columns by celebrity journalist Cynthia Horner and radio personality Wendy Williams; interviews with media stars like Beyonce and Denzel Washington and business moguls like Russell Simmons; the latest news about music, TV, film, sports and business personalities and events; and items about music, media, fashion, cars, electronics and games.

demographics: Target audience: urban 18-39 year olds with \$5 billion in spending power; Team has a track record for attracting major consumer advertisers; One of the most successful startups of the year for its major national distributor; One of Seven-Eleven's top sellers out of 60 publications carried; Sold in major chains and at newsstands nationally.

geography: New York and other -- open for discussion

expertise: Major consumer, music and entertainment, fashion, Referred by Cindy Ryan, Mirabel Tech / Magazine Manager

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publication: numerous sports titles  
company: Mainstream Media International  
name: Terry Barth/Mgr Independent Rep Program  
address: 712 Grand Central  
city: Clearwater  
state: FL  
zip: 33756  
phone: 727-462-0300  
fax: 727-462-0075  
EMAIL: tbarth@gommi.com  
url: [www.gommi.com](http://www.gommi.com)  
year: 2002  
consumer: checkbox  
standard: checkbox  
srds: ?  
frequency: 40  
circulation: 100,000  
auditno: checkbox  
paid: checkbox  
coverprice: \$7.95,03/12/2008  
subscription: \$no  
bwpage: \$0  
fourcolor: \$9950-84,950  
editprofile: sports event publications  
demographics: sports fans with paidattendance  
geography: nationwide  
expertise: open,internet research

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publication: Beauty Publication  
company: Urban Hair Collective, LLC  
name: Kenya Cox/Publisher  
address: 12400 Ventura Blvd., #245  
city: Studio City  
state: CA  
zip: 91604  
phone: (818) 983-5564  
fax: (806) 498-4237  
EMAIL: urbanhaircollective@gmail.com  
year: 2008  
startyear: TBD  
consumer: checkbox

tabloid: checkbox  
otherformat: 11x14 size pages  
frequency: 12  
circulation: 5000+  
auditno: checkbox  
free: checkbox  
coverprice: \$,03/11/2008  
subscription: \$  
bwpage: \$750  
fourcolor: \$1000  
editprofile: This publication focuses on beauty (hair, makeup/skincare, and fashion) for African American women. It is a regional publication for the Los Angeles area. This publication will be given out to the customers of a hair salon as a marketing tool and given out at nightclubs around the city in gift bags with various beauty products.  
demographics: African American women, aged 18-40, greatly interested in hair, makeup, and fashion. They have a disposable income that allows them to indulge in these interests on a regular basis. Trendsetters, Hollywood nightclub regulars, girls/women who want to look like and be like Beyonce, Ciara, Tracee Ellis Ross, LisaRaye McCoy, etc.  
geography: It would be nice if the rep lived in the L.A. area so that we could meet in person. But I'm not opposed to working with someone out of the area.  
expertise: Hair products, personal products, Fashion, other beauty-related items, beverages, food, travel, lifestyle., Surfing the internet...Yahoo.

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company: Power Kids News and Events, LLC  
name: Gladys Jakachira-Marketing Director  
address: 879 Joliet Street, Suite 128  
city: Dyer  
state: IN  
zip: 46311  
phone: 630.803.4481  
fax: 888.826.7621  
EMAIL: [gladys@powerkidsevents.com](mailto:gladys@powerkidsevents.com)  
url: [www.powerkidsevents.com](http://www.powerkidsevents.com)  
year: 2008  
startyear: January 2008  
consumer: checkbox  
standard: checkbox  
otherformat: All articles written by kids for kids.  
srds: Childrens/youth  
frequency: 4  
circulation: 6000  
auditno: checkbox  
paid: checkbox  
free: checkbox  
coverprice: 3.99,03-11-2008  
subscription: \$21.95  
bwpage: \$  
fourcolor: \$500.00  
editprofile: Power Kids is a regional publication. Targetted towards and circulated to children ages 6 to 13.

Articles written by kids for kids. Circulated via schools for free. All other are subscriptions.

demographics: Children 6 to 13 years of age. Advertisements targetted to children and parents.  
geography: Chicagoland  
expertise: Representatives to sell magazine and website advertisements.  
Selling to: family oriented businesses. For example dance classes, gymnastics, vacation resorts, tutoring, karate, drama clubs, doctors, theatre etc. Any other businesses

targetting parents: automotive, spas, fitness centers, salons, restaurants etc, Internet search

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publication: City Pet Resource Directory  
company: City Pet Resource Directory  
name: Dennis Thompson/Co-Publisher  
address: 1118 Lancaster Drive NE #306  
city: Salem  
state: OR  
zip: 97301  
phone: 503-581-7828,  
fax: 501-629-6939  
EMAIL: dennis@freedomteams.com  
url: [www.citypetresourcedirectory.com](http://www.citypetresourcedirectory.com)  
year: 2007  
startyear: Spring 2008  
consumer: checkbox  
digest: checkbox  
otherformat: 80+ full color pages. Self cover.  
srds: None  
frequency: one  
circulation: 75,000 Print, unknown online  
auditno: checkbox  
free: checkbox  
coverprice: \$0,03/15/2008  
subscription: \$0  
bwpage: \$NA  
fourcolor: \$2000  
editprofile: Each Annual Directory provides consumers information about pet services and products available in their area, general interest pet articles authored by highly respected experts, contact information for a wide variety of pet friendly resources and events as well as a clasified directory. Approximately 20% editorial content, 80% advertising.  
demographics: Pet owners and enthusiasts in Greater Portland Oregon and other high rated pet friendly cities in the West represent more than 75% of the general population in the area.  
geography: We seek both local and national advertisers. We plan an on-going, rolling sales campaign in target cities and multiple editions within the greater metro areas. Local territories are assigned by geographical edition. National advertisers assigned by classified category or geography. Territory assignments are negotiable.  
expertise: Familiarity with pet advertising is highly desirable. A rep should have a fondness for animals and be comfortable 'chatting' with the decision makers who sell pet services and products. Having a pet is not required, but pet passion is highly encouraged., We experienced many positive relationships with media sales reps when we owned a successful ad agency in Salem, Oregon. (since 1980).

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publication: Grayboxx Local Search  
company: grayboxx, Inc.  
name: Bob Chandra  
address: 3561 Homestead Road #136  
city: Santa Clara  
state: CA  
zip: 95051  
phone: 408-565-8224  
fax: 408-565-8225  
EMAIL: bobchandra@grayboxx.com  
url: <http://www.grayboxx.com>  
year: 2005

web: checkbox  
srds: -  
frequency: -  
circulation: 650,000 monthly pageviews  
auditno: checkbox  
free: checkbox  
coverprice: \$,15/03/2008  
subscription: \$  
bwpage: \$  
fourcolor: \$  
editprofile: Grayboxx.com is a local search site that has been covered by CNET, Wired, Business 2.0 and other major media outlets. Grayboxx.com receives over 250,000 monthly uniques and 600,000 monthly page views. Visitors are inclined towards commerce.  
demographics: Grayboxx.com receives over 250,000 monthly uniques and 600,000 monthly page views.  
geography: California, Nationwide  
expertise: Websites,Online article

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company: Market FOCUS Media  
name: John Krzysiak  
address: 40 Cypress Run  
city: Haines City  
state: Fl  
zip: 33844  
phone: 863 438 8777  
EMAIL: jfk22@tampabay.rr.com  
year: 2007  
consumer: checkbox  
otherformat: Community Newsletter  
frequency: 26  
circulation: varies by market  
auditno: checkbox  
free: checkbox  
coverprice: \$,  
subscription: \$  
bwpage: \$  
fourcolor: \$  
editprofile: Product is a community Funletter that serves people where ever they may be in a waiting environment. A car dealer lobby, a restaurant, oil change lobbies, doctors and clinic offices etc.  
demographics: Product is intended for an audience that is 30+ and enjoys wholesome humorous content.  
geography: Your home town market. This is an ideal opportunity for a rep who is retiring or planning to but still wants the interaction sales provides.

It is also suited for a go getter that wants to develop several local community properties in a defined geographic area (Metro Area, Counties or state) over a period of time.

You do the sales and we do the printing and provide basic editorial template content. We set minimum pricing but beyond that you can set the ad rates.

expertise: Product requires a sales professional with knowledge of their community. Having knowledge of graphics and ad make up would be a plus

There is a market license fee involved which is based on community, population, demographics and other considerations.

As I was a B2B media rep for 40+ years  
I know what you have been going through the last few years.

This is a highly saleable multi-media package which is sold to local merchants and professionals.

It is not meant to replace major incomes but rather to provide supplement income. However those wanting to develop multiple metro, or county editions could be well rewarded.

IF YOU DO NOT HAVE AN INTEREST BUT KNOW OF SOMEONE WITH MEDIA SALES LOOKING FOR ANY OPPORTUNITY PLEASE PASS THIS ON . THANK YOU ,Former member

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publication: Booklist Magaznie  
company: Americna Library Associaton  
name: Brian Searles/Adv. Sls. Mgr.  
address: 50 E. Huron St.  
city: Chicago  
state: IL  
zip: 60611  
phone: 312-280-5282  
fax: 312-280-5275  
EMAIL: bsearles@ala.org  
url: [www.booklistonline.com](http://www.booklistonline.com)  
year: 1905  
btob: checkbox  
standard: checkbox  
srds: 38-Educational  
15-Books & Book Trade  
frequency: 22  
circulation: 24,000  
auditno: checkbox  
paid: checkbox  
coverprice: \$6.00,03/31/2008  
subscription: \$94.50  
bwpage: \$5950  
fourcolor: \$9325  
editprofile: Booklist is a review publication for school library media centers, public libraries, academic libraries and special libraries.  
demographics: Collection development and readers advisory professionals.  
geography: New York City  
expertise: Knowledge of the book publishing industry a big plus.,I used to be an independent rep