

Indie Business 2010 Media Kit



SUMMARY

[Indie Business Blog](#) and its related “Indie-focused” sites is devoted to sharing useful success tips and highlighting the accomplishments of our nation’s small and independent business owners. Edited by award-winning small business advocate and founder of the [Indie Beauty Network](#), Donna Maria Coles Johnson, the blog features unique content that has long-term value and relevance.

dM mixes crisp still images and video with the longest running weekly small business podcast (since 2005), to enlighten and entertain audience members from all walks of life. dM consistently receives rave reviews (see [her FaceBook Page review tab](#)) for the support and inspiration she provides to small and independent business owners, as well as to members of the Indie Beauty Network.

Since dM shares her rare forms of empowerment through multiple media outlets, including the blog. Each of dM’s posts is shared at her [FaceBook Profile Page](#), at the [Indie Business FaceBook Page](#), in her weekly [online newsletter](#), at the [Indie social networking site](#), and via [Twitter](#). Her weekly [Indie Business Podcast](#) is pushed to [iTunes](#) and also to a [website](#) devoted specifically to the show.

This Media Kit contains data collected from the people dM reaches through the blog and the other Indie branded media outlets dM maintains, and explains available advertising packages. Custom packages may be available. To discuss your advertising needs, please contact Glenda Hodge at advertising@indiebeautynetwork.com

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ALL INDIE, ALL THE TIME, EVERYWHERE

Long before it was popular, dM began building a well rounded, synergistic collection of media outlets designed to give her loyal readers what they wanted, when they wanted it, and where they wanted it. She has instinctively known that to be accepted, content must not only be relevant, but it must also reach people where they are most comfortable.

Some people like to read blogs while others prefer newsletters. Some prefer engaging on FaceBook while others would rather learn at a social networking site or by monitoring Twitter feeds. Through the skillful and consistent use of technology, dM is present in all

of these places. As one of her sponsors, you are there too.

Today, your customers are online for two reasons: to learn new things and to enjoy a shared experience. As a result, Internet advertising is no longer just about button ads and click through rates. It's about participating in continuous conversations at all of the online locations where your target customers can be found. dM helps to lead and facilitate these conversations, and is pleased to deliver you a powerful, trusted and ubiquitous shared experience. As a sponsor, you are a partner with dM, empowering small and independent business owners worldwide.



INDIE BUSINESS MEDIA OUTLETS

Indie Business Blog.com	dM's commentary on topics of interest to small and independent business owners. Topic categories include Small Business Success, Social Media, Leadership and Advocacy. The blog has 500+ RSS or email subscribers.
Indie Beauty.com	dM's social networking site has 6,000+ engaged users participating in Discussion Forums and blogs, solving problems, watching videos, and sharing information and ideas that facilitate learning and collaborative business opportunities. There is a private IBN members only extension of this site as well.
Indie Beauty Network.com	IBN's flagship website houses the official IBN member directory, dM's weekly newsletter archives, and other content of interest to small and independent cosmetics manufacturers and the businesses that serve them.
Indie Business Podcast	Since 2005, dM's weekly podcast is perhaps the longest running weekly small business podcast on the Internet. Shows are professionally recorded and edited and are available for stream or download at the blog, the podcast show site, FaceBook, Twitter and iTunes.

Make Your Cosmetics.com	This popular site contains a new discussion forum, personalized user Recipe Boxes and hundreds of recipes for cosmetics you can make at home using a large proportion of natural ingredients. The site has 28,490 registered users.
Mango Butter.com	A popular search engine to help cosmetics companies find the ingredients, supplies, and services they need to successfully manage their businesses and make their products.
FaceBook.com/IndieBusinessFans	With 1,790+ engaged users, the FaceBook Page includes recurring discussions like Small Business Roll Call, WorkOut Wednesday and FaceBook Friday.
FaceBook.com/ DonnaMariaColesJohnson	dM reaches out through this page on a more personal level to fully engage people and facilitate increased discussion.
Twitter.com/IndieBusiness	Featuring 11,500+ followers, dM maintains a vibrant Twitter page where she enjoys meaningful conversations with other business owners, and consistent influence in the form of ReTweets and Replies.
LinkedIn, MySpace, FriendFeed, etc.	dM maintains branded “satellites.” Content is generally fed to these sites as well.

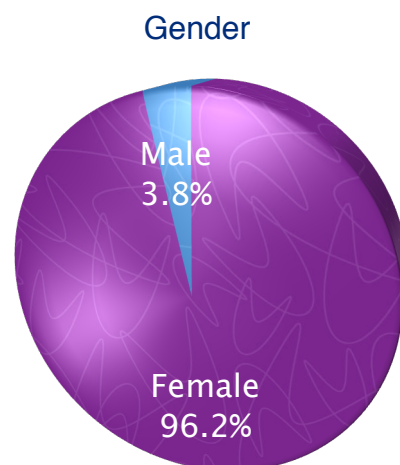
READER PROFILE OVERVIEW

Based on dM’s 2010 Reader Survey, dM’s typical reader is a female small business owner between the ages of 31 and 50. She has a college degree or some college, and an annual household income of at least \$60,000. She lives in the United States or Canada. She enjoys using FaceBook and Twitter, and is most interested in dM’s posts related to small business success.

She is a soap and/or cosmetics manufacturer who subscribes to several blogs or print magazines and enjoys learning new things. She is likely to recommend dM’s blog to her friends, and to skim or read

dM’s

Not surprisingly, over 96% of dM’s readers are women business owners. This is the group of people dM most loves to serve. Their mutual interaction has created a global sorority of learners.



posts on a regular basis.

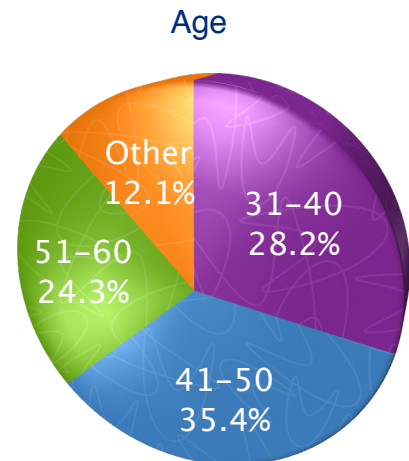
AUDIENCE DETAILS: 2010 READER SURVEY RESULTS

dM conducted a Reader Survey in May and June 2010. You can view the survey [here](#). (If you have not taken the survey, you can take it from now until the survey is closed!)

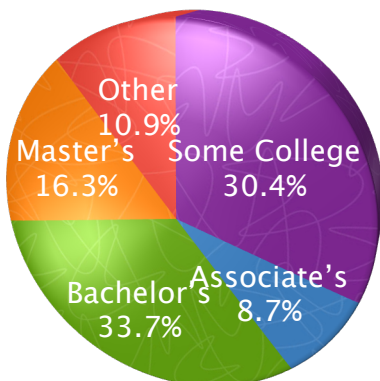
You can view the detailed survey results [here](#).

Here are some highlights.

The largest percentage of dM's readers are between the ages of 41 and 60, with most in the 41 to 50 range. This is dM's age range, reflecting the vibrant relationship she has with women entrepreneurs. It's not surprising that most of dM's readers are in similar seasons of life.

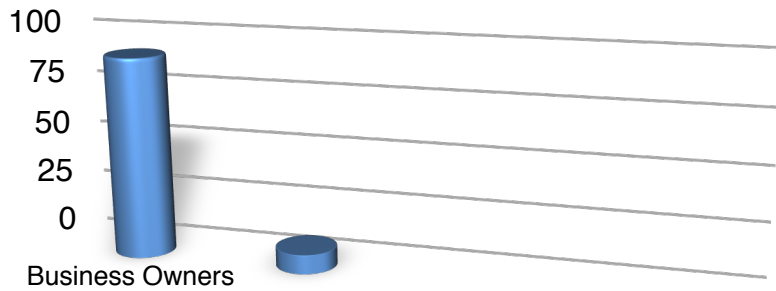


Highest Level of Education Completed



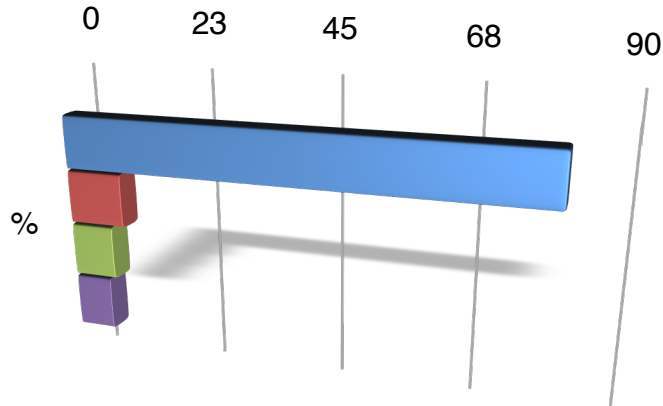
dM's readers's educational background reflects the true diversity. The collection of different experiences creates a rich environment of sharing. It's exciting to see people with different levels of formal education train and encourage each other. dM's outreach reflects the reality that

Business Owners



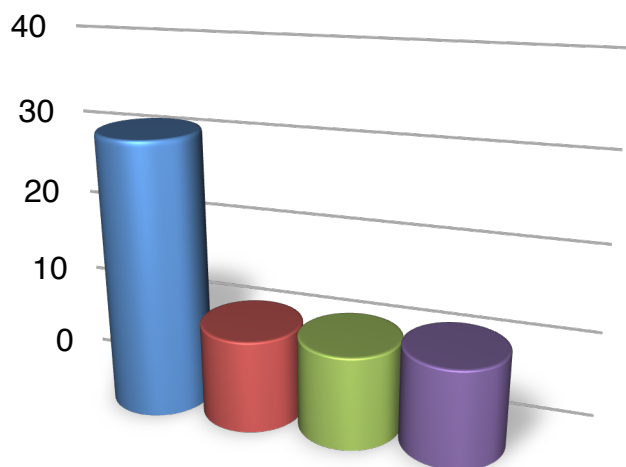
Over 90% of dM's readers own a business. This is reflective of dM's unwavering passion to inspire and empower others to maximize their potential through small business owners.

Types of Business



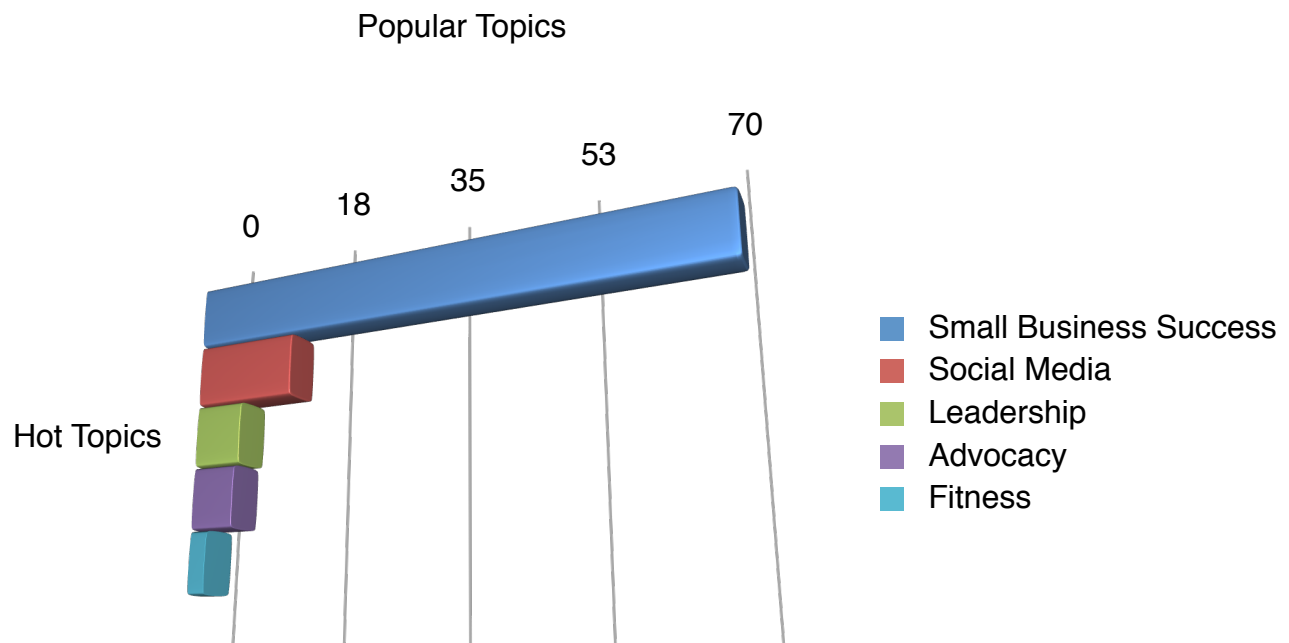
Since dM is the founder and CEO of the Indie Beauty Network, it's not surprising that so many of her readers are soap and cosmetics manufacturers. Smaller but significant percentages are consultants, cosmetics supply companies or involved in the health and fitness, which is closely related to beauty.

- Soap and/or Cosmetic Manufacturer
- Consulting
- Soap and/or Cosmetics Supplier (of ingredients, etc.)
- Health and Fitness



The highest percentage of dM's readers has an annual household income in excess of \$100,000. (Many others are on their way there!) This is exciting considering the high percentage of readers who are women business owners.

- More than \$100,000
- \$91,000 - \$100,000
- \$51,000 - \$60,000
- \$31,000 - \$40,000



The most popular topic at Indie Business Blog is Small Business Success. Social Media ranks second, followed by Leadership, Advocacy and Fitness. In dM's experience, there is great overlap among these top 3 categories. Much of dM's published works embraces the notion that, to be successful in business, one must utilize social media and remain in constant pursuit of effective leadership skills.

More than 70% of readers reported clicking on a sponsored link at Indie Business Blog or one of dM's other media outlets. With the average click through rates hovering around .15%, the high percentage of readers who say they have clicked on sponsored links at dM's sites is an impressive reflection of the depth of her niche.

ADVERTISING PACKAGES

This table correlates with the blog screen shot on page 11, which explains what is included in each of the Packages outlined here.

<p>Package 1 (rotating)</p> <p>300 x 250 (1) (one available)</p> <p>Or</p> <p>300 x 250 (2) (one available)</p>	<p>Package 1 starts with the largest ad available on the blog, 300 x 250 pixels and no more than 40kb. There are two available, and they rotate with each new page load. Each comes with:</p> <ul style="list-style-type: none"> • One of the available prominent banners at the top of each page of the Indie flagship site; • One of the available prominent banners at the top of each page at the public social networking site; • One Indie Business verbal podcast sponsorship, with text links in the blog post and at the radio show site (podcast is featured as blog post, two FaceBook posts and a Tweet); • One weekly newsletter sponsorship (same date as podcast); includes two FaceBook announcements and a Tweet; • Conversational sponsor mentions in a Friday social networking site update • 125 x 125 sponsored graphic at the public and private social networking sites and FaceBook sponsor pages • Inclusion in the Featured Partner rotation at Make Your Cosmetics.com and inclusion at the “Buy Ingredients” page • Inclusion in weekly “Thank You Sponsors” blog post, which is Tweeted (example) and added to FaceBook (example) four times per month <p>Required file sizes*:</p> <ul style="list-style-type: none"> • Blog graphic: 300 x 250; no more than 40kb • Flagship site and social networking site banners: 468 x 60; no more than 30kb (banners may be different) • Podcast verbiage and link: approximately 40 words • Newsletter graphic: 300 x 385; no more than 20kb 	<p>\$550/ month (1)</p> <p>\$550/month (2)</p>
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Package 2 (two available) 300 x 125 Top Or 300 x 125 Bottom	The blog graphic for Package 2 is sized at 300 x 125 pixels and no more than 35kb. There are two available, one at the top and one at the bottom of the right sidebar. Each comes with: <ul style="list-style-type: none"> • One Indie Business verbal podcast sponsorship, with text links in the blog post and at the radio show site (podcast is featured as blog post, two FaceBook posts and a Tweet); • One conversational sponsor mention in a Friday social networking site update • 125 x 125 sponsored graphic at public and private social networking sites and FaceBook sponsor page • Inclusion in the Featured Partner rotation at Make Your Cosmetics.com, and inclusion at the “Buy Ingredients” page • Inclusion in weekly “Thank You Sponsors” blog post, which is Tweeted (example) and added to FaceBook (example) four times per month 	\$400/ month
Package 3 (two available) 125 x 125 Top Left of Pair Or 125 x 125 Top Right of Pair	The blog graphic for Package 3 is sized at 125 x 125 pixels and no more than 30kb. It comes with: <ul style="list-style-type: none"> • The 1st or 2nd button at the top of the right sidebar of Indie flagship site, the public social networking site and the right sidebar at Mango Butter.com • 125 x 125 button at the “Buy Supplies” pages of the public and private social networking sites, and the FaceBook sponsor page • Inclusion in weekly “Thank You Sponsors” blog post, which is Tweeted (example) and added to FaceBook (example) four times a month • Inclusion in the Featured Partner rotation at Make Your Cosmetics.com and inclusion at the “Buy Ingredients” page 	\$350/ month (Left) \$350/month (Right)

Package 4 (one available) 300 x 125 Middle	The blog graphic for Package 4 is sized at 300 x 125 pixels and no more than 35kb. It comes with: <ul style="list-style-type: none"> • The 3rd button at the top of each page of Indie flagship site, the public social networking site and Mango Butter.com • 125 x 125 sponsored graphic at public and private social networking sites and FaceBook Page • Inclusion in weekly “Thank You Sponsors” blog post, which is Tweeted (example) and added to FaceBook (example) • Inclusion in the Featured Partner rotation at Make Your Cosmetics.com and inclusion at the “Buy Ingredients” page 	\$300/month
Package 5 (four available) 125 x 125 Top Left Quad Or 125 x 125 Top Right Quad Or 125 x 125 Bottom Left Quad Or 125 x 125 Bottom Right Quad	The blog graphic for Package 4 is sized at 125 x 125 pixels and no more than 30kb. It comes with: <ul style="list-style-type: none"> • The 4th, 5th, 6th and 7th button at the right sidebar of each page of Indie flagship site, the public social networking site and Mango Butter.com • 125 x 125 sponsored button at public and private social networking sites and FaceBook sponsor Page • Inclusion in weekly “Thank You Sponsors” blog post, which is Tweeted (example) and added to FaceBook (example) • Inclusion in the Featured Partner rotation at Make Your Cosmetics.com and inclusion at the “Buy Ingredients” page 	\$250/month (Top Left) \$250/month (Top Right) \$200/month (Bottom Left) \$200/month (Bottom Right)

Sponsored Post	<p>dM will write a 400 – 500 word post about your product or service and how it can be used to enhance the lives of women and small business owners from all walks of life. She will interview you via email and/or phone to discuss what you most want to share with readers. You will be able to link to the post and even quote the entire post at any of your websites. The post will be Tweeted twice on the day it is published and will be published via email and RSS to dM's subscribers. Here is an example of what a sponsored post looks like.</p> <p>dM is happy to work with you to create audio and/or video to make your sponsored post “pop.” Media consulting services are available to anyone who wishes to maximize the power of audio and video to connect with readers.</p>	\$450
Post Text Ad	<p>This ad appears centered and highlighted at the bottom of one of dM's posts, where the post question, related posts and comment areas are visible. The ad will appear at the bottom of each of dM's posts for the entire 30-day period. Here is an example of what a post text ad looks like. dM blogs nearly every day.</p>	\$250/month

GUIDELINES AND ADVERTISING TIPS

While there is no one right way to influence readers to connect with your promotional text and graphics, dM's readers respond best to a personal touch. Any advertisement performs best when it connects the real people behind your brand with the real people in dM's audience who want to hear about how you can help them.

In accordance with FTC advertisement guidelines, all sponsored social media posts are clearly identified as such. For example, a sponsored Tweet contains the #sp hashtag to indicate that the Tweet contains sponsored content. Here's an [example](#).

Payment for all ads is due in advance and must be made by electronic means. dM accepts all major credit cards and is happy to send a PayPal invoice.

Ad sizes and dimensions are required to maintain uniformity at the site. Customized options may be available depending on what is available.

The graphics and other materials included in your package must be received no later than 7 days prior to the month in which you want your ad to appear. There will be no refunds for ads and copy that is submitted late. Neither dM nor any of her companies are liable for any errors or claims arising from your ad. If your ad does not run when we say it will, an equally or more valuable ad will be substituted for it.

MESSAGES

FaceBook

The Media Is You

Twitter

Video

RECENT POSTS

Is Sharing Contributing To Dilution Of Your Brand And SEO?

Quote of the Week: Words vs. Actions

How I Got Unstuck

Four Ways To Tame The Social Media Beast

Indie Sponsors: Always "On Air" For You!

Podcast: My Interview With Willie Pietersen: Simple Strategies To Outsmart The Competition

My Daily Productivity Flow

Tell Oprah That A Vote For dM Is A Vote For America's Family Businesses!

Quote of the Week: I Must Not Fear

Pretty "Thank You" Flowers For Indie Sponsors And You!

RECENT COMMENTS

Donna Maria Coles Johnson on Is Sharing Contributing To Dilution Of Your Brand And SEO?

JoAnn on Is Sharing Contributing To Dilution Of Your Brand And SEO?

Donna Maria Coles Johnson on Four Ways To Tame The Social Media Beast

Donna Maria Coles Johnson on Blog vs. FaceBook Page: Do You Need Both?

Joan Morais on Four Ways To Tame The Social Media Beast



Jason's post is about the adverse consequences that can result when you make your intellectual property available for lots of people to aggregate and/or republish elsewhere, even when you are acknowledged as the content originator and copyright holder. After reading Jason's post (and I encourage you to do so), I wanted to share three important things with you.

[Continue Reading...](#)

Quote of the Week: Words vs. Actions

by DONNA MARIA on JUNE 28, 2010

0 tweets [Like](#) Be the first of your friends to like this.

I have been told that I'm too hard on myself. I think that's true in some areas. I'm trying to learn how to relax more, and that's one reason I'm excited about today's live podcast with Neil Tepper, author of [Prescriptions for Living a Creative Life: Simple Remedies for Common Maladies in Our 24/7 World](#) (affiliate link).



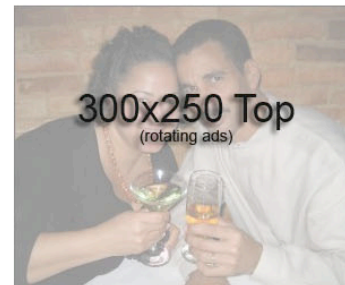
Having said that, even though I plan to include more R&R in my life in the coming months, the truth is that I am driven to achieve. It's my nature, and to some extent, I am most relaxed when I am setting goals or taking steps to achieve them. Perhaps that's why this week's quote resonates so much with me:

Beware of those who are fond of words, but cannot translate them into deeds.

It's a paraphrase from [The Art Of War](#) (link to publicly available Google version of the book). The authorship of the book is shrouded in mystery, but most scholars believe it was written around 500 B.C. by Sun Tzu, who is sometimes called the greatest military leader who ever lived.

[Continue Reading...](#)

SPONSORS



300x250 Top
(rotating ads)



300x125 Top



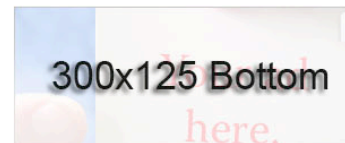
125x125 Pair



300x125 Middle



125x125 Quad



300x250 Bottom

Advertisers may swap out a graphic once a month during an advertising period at no charge. Subsequent changes will be made for \$25 each.

All rates are subject to change. If you wish to secure multiple months in advance, you will receive a bulk discount of 10% off for a 3 month advance reservation, or 20% off for a 6 month advance reservation.

For additional questions about advertising, please email Glenda Hodge at glenda@indiebeautynetwork.com

* Files should be jpg or gif. Please void flashy or rapidly rotating files. From time to time, dM will include you in FaceBook updates and/or Tweets that contribute to conversations as they arise. There is no way to include these in your Package in a formal sense because they are a part of the conversation as it unfolds and therefore, cannot be accounted for in advance.