



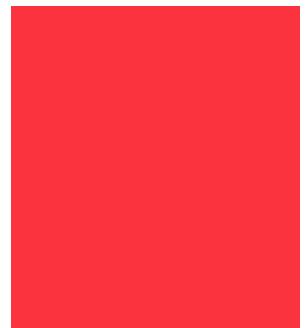
d-mars[®].com

Business - Community Journals

BUSINESS | FINANCE | EDUCATION | RESEARCH | ENTREPRENEURSHIP | POLICY | INDUSTRY | DEVELOPMENT | CAREER | PLANNING

MEDIA KIT

SMALL BUSINESS



Business - Community Journals

Monthly Publication

Mission Statement

d-mars.com's Business Journal is committed to delivering credible information to the community through strategic connections with reliable experts in the business arena, positioning the journal to be a leading resource to anyone seeking to grow their business.

d-mars.com Business Journal

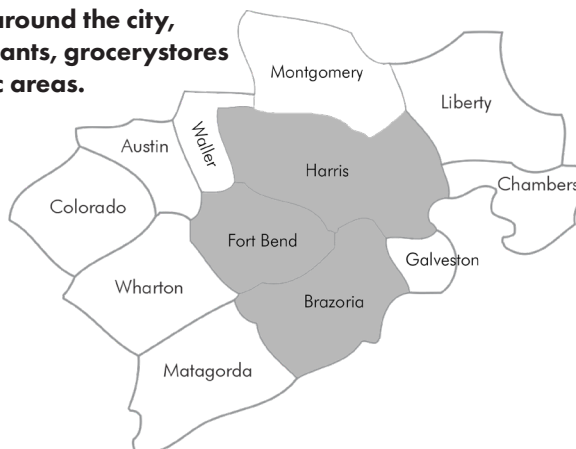
In a city that is rooted in business, the d-mars.com Business Journal has emerged as the go-to point for entrepreneurs, customers and community members hoping to be inspired, informed and educated on matters relating to the business industry. The business journal was founded by Keith "MR. D-MARS" Davis, Sr., in March 1999. A relevant and concise source of information targeted to Houston and its surrounding areas' diverse communities of color, the business journal highlights entrepreneurs, provides business-savvy advice and articles, and serves to help owners of small, middle, and large businesses enhance their professional and personal lives. Our loyal audience of readers and sponsors make this a publication that every current and future business owner should be a part of.

Contact:

7322 Southwest Freeway, Suite 800
Houston, TX 77074
Phone: 713-373-5577
Fax: 713-750-9472
www.d-mars.com

Circulation and Distribution:

- **150,000 per month**
- **Via print, e-mail and website**
- **Over 500 racks around the city,**
- **including restaurants, grocery stores and heavy traffic areas.**



Audience Profile:

- Male: 60 %
- Female: 40%
- Employed Full Time: 93%
- Median Individual Income: \$65,000
- Homeowners: 70%
- Ages: 21-70 years

Entrepreneurial Interests:

Business Owners: 81 %
Plan to Start Own Business: 75%
Interest in Owning a Franchise: 40%
Corporate: 72%



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Certifications

M/DBE Certified | City of Houston | METRO | HUB | Port of Houston Authority |
Houston Independent School District | HMSDC | SBE

NAICS CODES:

424990 | 511110 | 541613 | 541810 | 541820 | 541512 | 541921

Our Clients



SUPPLIER DIVERSITY



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experience our world of Advertising, Marketing, Media and Communications

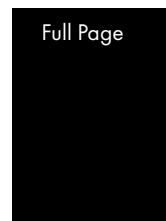
Pricing Advertisement Rates



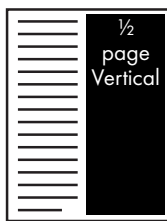
HEADLINE

Cover Story **\$7,500**
(Horizontal Layout Only)

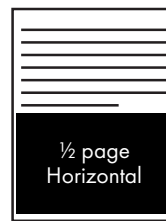
- 1 - Full Page
- 2 - Editorial Pages



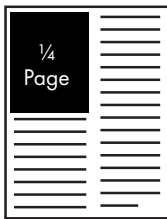
Full Page **\$3,500**
(10.33" x 13.1")



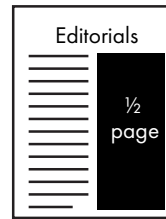
Half Page **\$2,500**
Vertical
(5.09" x 13.1")



Half Page **\$2,500**
Horizontal
(10.33" x 6.49")



Quarter Page **\$1,500**
(5.09" x 6.45")



Half Page Editorials **\$1,500**

Premium Placement Rates



Inside Front Cover **\$4,000**

Inside Back Cover **\$4,000**

Center Spread (2 Pages) **\$6,000**

Back Cover **\$6,000**

*Prices may be subject to change without notice.

Cover Story Includes

- Online Billboard on Home Page
- Online Home Page Cover Stories for 6 months
- Social Media Advertising on
 - d-mars.com
 - Instagram
 - Facebook Pages

Advertisement Specs



All editorials and ads must be submitted by the **15th** of the previous month.

Color Format: **CMYK**, Resolution: **300dpi** Accepted File Types: **.tiff, .pdf, .psd**

Pricing Advertisement Rates - Online Ads

Home Page



Online Home Page Slider Billboard.....	\$1500
Online Sidebar Banner Ad (Small).....	\$1000
Online Sidebar Banner Ad (Medium).....	\$1250
Online Sidebar Banner Ad (Large).....	\$1500

Category Page



Category Billboard/Includes Online Home Page Slider Billboard.....	\$1500
Online Sidebar Banner Ad (Small)	\$350
Online Sidebar Banner Ad (Medium).....	\$500
Online Sidebar Banner Ad (Large).....	\$750

E-Blast and Social Media



E-Blast with Social Media post	\$275
2 E-Blasts with Social Media post (design included)	\$550