



d-mars.com

Business - Community Journals

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

MEDIA KIT

CORPORATE



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

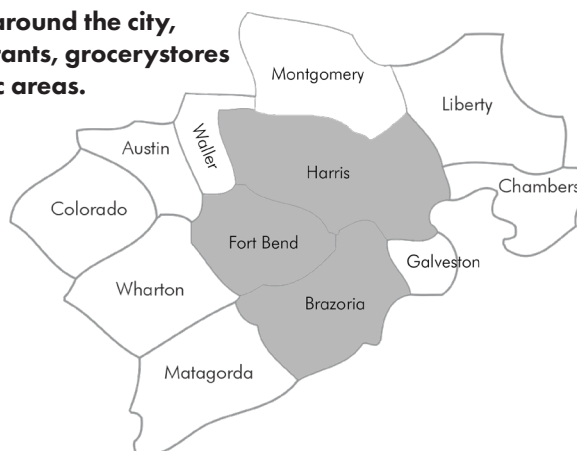
In a city that is rooted in business, the d-mars.com Business Journal has emerged as the go-to point for entrepreneurs, customers and community members hoping to be inspired, informed and educated on matters relating to the business industry. The business journal was founded by Keith "MR. D-MARS" Davis, 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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Monthly Publication

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


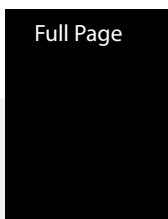

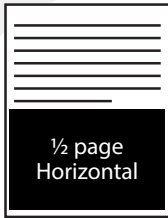
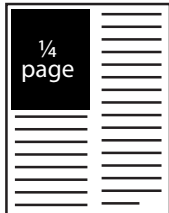


Monthly Publication

experience our world of Advertising, Marketing, Media and Communications

Corporate/Franchise Pricing **Advertisement Rates**



 <p>HEADLINE Cover Page</p>	<p>Cover Story \$10,000 (Horizontal Layout Only)</p> <ul style="list-style-type: none"> • 1 - Full Page • 2 - Editorial Pages 	 <p>Full Page</p>	<p>Full Page \$4,500 (10.33" x 13.1")</p>
 <p>½ page Vertical</p>	<p>Half Page \$3,500 Vertical (5.09" x 13.1")</p>	 <p>½ page Horizontal</p>	<p>Half Page \$3,500 Horizontal (10.33" x 6.49")</p>
 <p>¼ page</p>	<p>Quarter Page \$2,500 (5.09" x 6.45")</p>		

Premium Placement **Rates** (Corporate Rates)



Inside Front Cover	\$6,500	E-Blast	\$375
Inside Back Cover	\$6,500	2 E-Blast (design included)	\$750
Center Spread (2 Pages)	\$8,000		
Back Cover	\$10,000		

*Prices may be subject to change without notice.

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**