

## TURNING POINT MAGAZINE – Delivers the African American Small Business Market



Turning Point Magazine delivers value and outstanding ROI to corporate partners. Turning Point provides an effective environment for branding, corporate messaging and direct outreach to a targeted audience of African American business owners and decision makers – ideal targets for your diversity, product/service marketing and corporate imaging campaigns.

Fueling the passion, drive and commitment of African American entrepreneurs, Turning Point informs, inspires and influences this vital segment of the American economy by providing real solutions to owners of growing companies. We reach this audience by presenting and reinforcing your message through three dynamic media channels:

- Magazine Advertising
- Small Business Events
- Online Media

Through distribution and outreach partnerships with over 600 key African American business and professional organizations, Turning Point Magazine delivers a readership base of *your target audience*.

### Essential Information



Audit:	Member of BPA
Audit Status:	Consumer Publication Audit ending December 2004
Circulation:	50,000
Target Audience:	African American small business owners
Magazine Frequency:	Bi-Monthly (6x/year)
Distribution:	Nationally distributed through business and professional organizations
Price:	Complimentary (paid subscriptions available at \$16.95 per year)

### 2005 Editorial Calendar

Cover Date	Editorial Theme	Editorial Description
Jan/Feb	Human Resources	Managing the company's most valuable asset
Mar/Apr	Finance	Capital and financial management
May/June	Sales and Marketing	Marketing strategies crucial to success
July/Aug	Legal	Legal issues impacting small business
Sep/Oct	Supplier Diversity	ABCs of selling to corporations and government
	<b>Special Section</b>	<b>Corporate Champions of Diversity</b>
Nov/Dec	Technology	Technology solutions and tools

### 2005 Closing Dates



Cover/Date	Space Closing	Material Closing	Distribution Date
Jan/Feb	Dec. 1	Dec. 10	January
Mar/Apr	Feb. 1	Feb. 10	March
May/June	April 1	April 10	May
July/Aug	June 1	June 10	July
Sep/Oct	Aug. 1	Aug. 10	Sept.
Nov/Dec	Oct. 1	Oct. 10	Nov.

## Regular Features / Departments

- *About our Partners* – Offers insight into companies that partner with us to provide quality information and programs for our readers
- *Turning Point* – Chronicles a positive change, or “turning point” in the lives of individuals or organizations
- *BizNotes* – Resources and tips for small business owners
- *Business Solutions* – Instruction on areas that impact business operations
- *TechNews* – News, views and tools from the technology arena
- *MoneySmart* – Personal financial strategies for wealth accumulation
- *Short Takes* – General news and briefs
- *Appointments* – Calendar of business-related events

## Columnists

In each issue, Turning Point features informative columns by some of the nation’s leading experts in their fields.

- Atty. Anita R. Estelle – *Political Watch* – Insight into legislation impacting small business
- Atty. Wallace Ford – *Freedom Suite* – Slightly satirical commentary on headline events
- Walt Atkins, Ph.D. – *The BizCoach* – Coaching on the basics of running a business
- C. Everett Wallace – *Franchising Options* – Strategies for successful franchising

## SMALL BUSINESS EVENTS – Direct Connection to this Valuable Market

Turning Point’s business and outreach events are prime opportunities for corporations to directly connect with African American small business owners.

## Event Calendar



### Month

February

June

March – October

### Event

12<sup>th</sup> Annual Living History Makers Awards Reception – BLACK HISTORY MONTH

8<sup>th</sup> Annual African American Business Summit

Los Angeles / Oakland / Houston / Dallas / Detroit / Atlanta

## ONLINE MEDIA – Global Delivery of Your Marketing Message

Turning Point readers and millions of other visitors use our online media to obtain valuable information not included on the pages of the magazine, link to our corporate partners’ web sites, register for Turning Point events and get updates on news especially relevant to African Americans.

- [www.turningpointmagazine.com](http://www.turningpointmagazine.com) – with over 2,294,000 in monthly traffic (combined monthly page views and reach), our site delivers tremendous value as a value-added or stand-alone buy.
- BizNotes – distributed monthly via e-mail to over 300,000 subscribers, providing corporate partner messaging, news and information as well as to readers nationally.

## CONTACT INFORMATION

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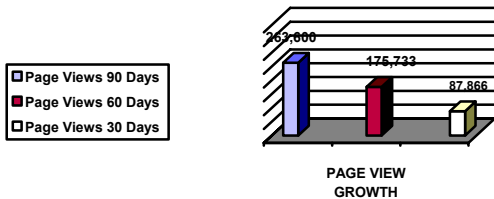
Fax: 323-299-6006

[sales@turningpointmagazine.com](mailto:sales@turningpointmagazine.com)

**www.turningpointmagazine.com – Delivers a Worldwide Presence**

With over 2,294,000 in monthly traffic (page views and reach) and 87,866 page views per month<sup>1</sup>, www.turningpointmagazine.com is one of the most powerful online resources for reaching African American small business owners. It is an online community where small business owners access current information and find solutions to solve their day-to-day business challenges.

<sup>1</sup>Research data compiled from ALEXA website Tracking System, Q-4, 2004. ALEXA Systems, all rights reserved.



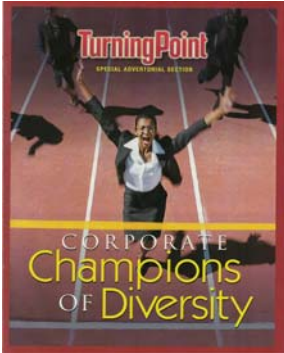
**BizNotes**

Distributed monthly via e-mail to over 300,000 subscribers, BizNotes provides news and information while delivering corporate partner messaging to business owners and opinion leaders nationally.

BizNotes delivers a bonus for advertisers – many of our magazine distribution organizations and by other electronic newsletter publishers redistribute our e-newsletter. This redistribution and pass along rate greatly expands the number of viewers that will see and be influenced by the advertising message. BizNotes is available as a stand-alone buy or as a value-added opportunity for corporate partners.

Contact Turning Point for more information: 323-299-6000 / [sales@turningpointmagazine.com](mailto:sales@turningpointmagazine.com)

## CORPORATE CHAMPIONS OF DIVERSITY



Special Editorial and Advertising Section - September/October 2005

In support of three significant events in fall 2005 – the **Congressional Black Caucus Legislative Weekend**, **MedWeek** and the **National Minority Supplier Development Council's** Annual Conference, Turning Point Magazine will bring attention to Corporate Champions of Diversity with a special Editorial and Advertising Section.

Through the combined audience reached by Turning Point Magazine, www.turningpointmagazine.com and BizNotes e-mail newsletter – and the national publicity campaign that supports the special section – your company's diversity message and corporate branding will be viewed by millions of people nationally and internationally.

### Audience Reached

Turning Point Magazine	150,000 readers
www.turningpointmagazine.com	4.6 Million Traffic/175 Thousand Page Views (2-month period)
BizNotes e-mail newsletter	600,000 (2-month period)

The special section will also be distributed at these three prestigious events, which draw a combined attendance of over 40,000 business leaders, elected and public officials and community leaders from across the country.

The Corporate Champions of Diversity Editorial and Advertising section will run in the September/October issue of Turning Point Magazine, be featured on www.turningpointmagazine.com and highlighted in the September and October issues of BizNotes e-mail newsletters.

Your Company will also be featured in the DIVERSITY HONOR ROLL that chronicles the diversity-related recognition and awards your company has received since 2000.

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**AFRICAN AMERICAN BUSINESS SUMMIT 2005**

The national African American Business Summit 2005 is scheduled June 23-26 2005 at the Westin Mission Hills Resort and Spa, 71-333 Dinah Shore Drive, Rancho Mirage, CA 92270. This 8<sup>th</sup> annual AABS is the largest business-to-business gathering of black entrepreneurs in the western region, with over 1,000 attendees from across the country expected in 2005. Attendees at AABS 2004 fit the following outstanding profile:

72% IN BUSINESS AT LEAST 3 YEARS	69.3% HAVE REVENUE OF OVER \$500,000
71.8% HAVE EMPLOYEES	73.7 % BETWEEN 20 AND 49 YEARS OLD

The AABS Delivers outstanding value and return on investment to corporate partners.

2004 AABS Delivered	Estimated Audience Reach	Estimated Value
PRINT - Event Calendar Listings and Editorials	1,626,763	\$ 112,637.00
RADIO - 30 and 60-Minute Talk Shows	5,872,000	\$ 69,760.00
WEB/INTERNET – Event Calendars	36,947,791	\$ 67,975.00
WEB/INTERNET – Editorials	23,670,018	\$ 239,250.00
TELEVISION	53,453,000	\$ 198,500.00
ADVERTISING	7,489,060	\$ 35,700.00
PUBLICITY	38,932,842	\$ 342,675.00
<b>GRAND TOTALS</b>	<b>167,991,474</b>	<b>\$1,066,497.00</b>

During 4 event-filled days, corporate partners are able to develop new customers, identify suppliers, and deliver key company messages through program participation, booth displays, presentations and networking functions. Partnership benefits and exposure are extended beyond the on-site opportunity through a national marketing and editorial campaign.

**ACCESS TO SUCCESS® BUSINESS TOUR**

In 2005, over 1,500 small business owners in six markets will attend Access to Success: **Los Angeles, Oakland, Atlanta, Detroit, Houston, and Dallas.**

This innovative one-day workshop/clinic teaches small businesses to team together to achieve success by forming workable strategic alliances. Access to Success educates small business owners in the benefits of creating strategic alliances with other small businesses, teaches them how to create these alliances and how to maintain these alliances after the clinic.

**LIVING HISTORY MAKERS ENTREPRENEUR AWARD 2005**

The Living History Maker awardee in the *Entrepreneur/Small Business* category is selected by a separate selection process and is honored at a special reception during the African American Business Summit in June. Sponsorship of this award is limited to one corporate partner. Details about sponsorship of this very special category are available upon indication of interest.

**LIVING HISTORY MAKERS CALIFORNIA AWARDS 2005**

February 2005 will mark the 12<sup>th</sup> Annual Living History Makers Awards. This coveted award pays tribute to African Americans who have demanded the best from themselves and demonstrated that success is the only acceptable goal. Living History Makers awardees and corporate partners are featured in a national media campaign, profiled in Turning Point Magazine and web site, and honored at a gala awards reception during Black History Month.

Contact Turning Point for more information: 323-299-6000 / [sales@turningpointmagazine.com](mailto:sales@turningpointmagazine.com)

**Turning Point Taps Into a Valuable and Growing Market**

Turning Point Magazine readers are high-income, college educated. Over **86%** are business owners, **80%** are **25-54** and **54%** have gross revenue of over **\$500,000**.<sup>1</sup> Turning Point readers are able and willing to purchase your products/services or become a supplier to your company.

<b>Pass along Readership</b>	<b>3.2</b>
Male	52.3%
Female	46.8%
<b>Married/Partner</b>	<b>53.3%</b>
<b>Between 25-54 Years of Age</b>	<b>78.7%</b>
<b>Business Ownership</b>	
Current Business Owner/Partner	86.4%
Plan to Start a Business in Next 12 Mos.	2.3%
<b>Ownership Status (Among Business Owners)</b>	
Full Time Business Owner	71.1%
Full Time Home-Based Business Owner	13.2%
<b>In Business at Least 3 Years</b>	<b>86.8%</b>
<b>Business Employs Others</b>	
6 or More Employees	45.9%
1-5 Employees	54.1%
<b>2004 Projected Gross Revenue</b>	
\$500,000+	54.1%
\$100,000+	89.2%
<b>Education Level</b>	
Post-Graduate Degree	52.2%
College Graduate	37.0%

<b>Home Ownership</b>	
Home/Condo	55.5%
Second Home	26.7%
<b>Purchases - Own or Plan to Purchase in 12 Mos</b>	
Office Equipment	82.2%
Domestic Vehicle	66.7%
Foreign Vehicle	40.0%
Office Furniture	71.1%
Stocks/Bonds	77.8%
Life Insurance	72.2%
Credit Card for Business Use	53.3%
Home Improvement	33.3%
Financial Services	44.5%
<b>Technology - Own or Plan to Purchase in 12 Months</b>	
Computer	82.7%
High Speed Internet	64.4%
Computer Software	77.8%
Scanner	60.0%
Digital Camera	42.8%
PDA	37.8%
<b>Internet Usage</b>	
Access to Internet	95.5%
Shopped Online	82.0%
Purchased Airline Tickets Online	90.1%
<b>Traveled for Business (Last 12 Months)</b>	
Domestic Trips for Business	75.6%
Foreign Trips for Business	26.6%
<b>Traveled for Personal (Last 12 Months)</b>	
Domestic Trips for Personal	75.6%
Foreign Trips for Personal	26.7%

<sup>1</sup>Source: 2003/2004 Turning Point Magazine Reader Study

Contact Turning Point for more information: 323-299-6000 / sales@turningpointmagazine.com

**BPA International Membership awarded February, 2004.**

**2005 SPECIAL SECTION**

September/October Issue

Corporate Champions of Diversity

**2005 EDITORIAL CALENDAR**

COVER DATE	EDITORIAL THEME	EDITORIAL DESCRIPTION
Jan/Feb	Human Resources	Managing the company's most valuable asset
Mar/Apr	Finance	Capital and financial management
May/June	Sales and Marketing	Marketing strategies crucial to success
July/Aug	Legal	Legal issues impacting small businesses
Sep/Oct	Supplier Diversity <i>Special Section</i>	ABCs of selling to corporations and government <i>Corporate Champions of Diversity</i>
Nov/Dec	Technology	Technology tools and solutions

2005 CLOSING DATES

COVER DATE	SPACE CLOSING	MATERIAL CLOSING	DISTRIBUTION DATE
Jan/Feb	Dec 1	Dec 10	January
Mar/Apr	Feb 1	Feb 10	March
May/June	April 1	April 10	May

DATE	SPACE CLOSING	MATERIAL CLOSING	DISTRIBUTION DATE
July/Aug	June 1	June 10	July
Sep/Oct	Aug 1	Aug 10	Sept
Nov/Dec	Oct 1	Oct 10	Nov

**2005 RATES**

	1x	3x	6x
<b>4-Color</b>			
<b>FULL PAGE</b>	7,875	7,563	7,118
<b>2/3 PAGE</b>	6,300	6,050	5,695
<b>1/2 PAGE</b>	4,725	4,538	4,271
<b>1/3 PAGE</b>	3,938	3,782	3,559
<b>1/4 PAGE</b>	3,150	3,025	2,847
<b>2-Color</b>			
<b>FULL PAGE</b>	7,088	6,807	6,406
<b>2/3 PAGE</b>	5,670	5,445	5,125
<b>1/2 PAGE</b>	4,252	4,084	3,844
<b>1/3 PAGE</b>	3,544	3,403	3,203
<b>1/4 PAGE</b>	2,835	2,723	2,563

	1x	3x	6x
<b>B&amp;W</b>			
<b>FULL PAGE</b>	6,694	6,429	6,051
<b>2/3 PAGE</b>	5,355	5,143	4,840
<b>1/2 PAGE</b>	4,016	3,857	3,630
<b>1/3 PAGE</b>	3,347	3,215	3,026
<b>1/4 PAGE</b>	2,678	2,571	2,420
<b>Prime Positions</b>			
<b>BACK COVER Cover Four</b>	11,812	11,345	10,678
<b>INSIDE FRONT Cover Two</b>	10,631	10,210	9,610
<b>INSIDE BACK Cover Three</b>	9,844	9,454	8,898
<b>2-PG.SPREAD</b>	17,719	17,017	16,016

**ONLINE MEDIA**

[www.turningpointmagazine.com](http://www.turningpointmagazine.com) - \$600 per month / \$7,200 annually - 468x60 banner advertising/editorial with annual partnership

**BizNotes** \$750 per month / \$9,000 annually – editorial and link

## COMMISSIONS AND DISCOUNTS

15% commission on *advertising rates* and 5% commission on *event rates* to recognized agencies, if paid within 30 days of invoice date, 2% cash discount if paid within 10 days of invoice. Applies to space, color, bleed and special position charges.

## PRODUCTION SPECIFICATIONS

Publication Size - 8-1/8" x 10-7/8" (allow 3/8" for live matter)

Method - Printed web-offset (wet). Saddle-stitched

Mechanical Specifications

Size	Inches Wide	Inches Deep	Bleed
Full Page	7	10	8-5/8 x 11-1/8
2/3 Page Vertical	4-4/8	10	5-1/8 x 11-1/8
2/3 Page Horizontal	7	6-3/4	8-5/8 x 7-7/8
1/2 Page Vertical	3-3/8	10	4 x 11-1/8
1/2 Page Horizontal	7	4-7/8	8-1/8 x 5-1/2
1/3 Page Vertical	2-1/4	10	1-3/4 x 11-1/8
1/3 Page Horizontal	7	3	8-1/8 x 3-5/8
1/4 Page	3-3/8	4	-----
Center Spread	15	10	16-1/2 x 11-1/8

For bleed ads, please keep all live matter at least 3/8" from trim

## PRODUCTION REQUIREMENTS

### Digital Submissions

**Digital files are preferred** and should be submitted in one of the following formats: PDF (preferred format) in grayscale or CMYK, press optimized; EPS and TIFF (include fonts); or QuarkXpress 3.3 or 4.0 (include images and fonts). Please provide a hard copy for checking purposes.

E-mail: [tp@rpidigital.com](mailto:tp@rpidigital.com) and [rwright@turningpointmagazine.com](mailto:rwright@turningpointmagazine.com)

### Film Submissions

Complete screened right-reading film negative emulsion side down; 0.004 film thickness; standard four-color rotation black, blue, red, yellow; all four-color materials should meet S.W.O.P. standards and run head to foot.

Register - All film should be supplied in one piece (per color) to ensure accurate register, with registration marks centered on four sides of all two-and four-color film. Spread ads should have fold marks clearly indicated.

Screens - Black and white and two-color 110-line screen. For four-color process, 150-line screen preferred.

Density of Tone - For four-color wet printing, the sum percentages of tone value should fall between 220% and 280% (280% preferred) and no more than one should be used. The maximum screen tone value for any color should be 85%; a required value of over 85% should be solid.

Color Keys - One set of color keys should accompany all materials. If corrections are made on the supplied material, color key showing those corrections should be furnished.

Extra Production Charges - Minimum charge \$100 for necessary alterations or repairs on film. All material requiring camera work,

screening, bendays, strip-ins, color separating and special hand work. Film supplied with emulsion wrong side. Photographs, artwork, typefaces and sizes not stocked by printer will be supplied on order and charged at cost plus handling charge.

*Copy and layout services available upon request*

## CONTRACT AND COPY REQUIREMENTS

1. The publisher shall have the right to hold advertisers and/or their advertising agencies jointly and severally liable for such moneys as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
2. Advertisers who contract for multiple insertion rate and fail to fulfill the contract within one year will be short rated back to the frequency rate that has been achieved
3. Position or specifications stipulated on insertion orders will be treated as a request only and will not be binding on the publication, unless premium is paid
4. Advertiser and advertising agency assume liability for ad content (including text and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against any expense or loss suffered by reasons of such claims.
5. All ads must be clearly and prominently identified by trademark and/or signature of the advertiser.
6. Key numbers are not guaranteed. No rebate allowed for errors due to insertion of wrong key number.
7. Cancellations or changes in orders are not accepted after closing dates.
8. Contract conditions subject to change without notice.
9. The publisher reserves the right to refuse any ads for any reason.

### Film Submission/Production Contact

**Dorothy Randle**  
Turning Point Communications  
4025 S. Bronson Avenue  
Los Angeles, CA 90008  
323-299-6000 / Fax 323-299-6006

**Rate Card Effective January 1, 2005 – subject to change without notice**

Contact Turning Point for more information: 323-299-6000 / [sales@turningpointmagazine.com](mailto:sales@turningpointmagazine.com)



