



c e l e b r a t i n g VA

Celebrating Virginia Magazine Publishing Opportunity

TSI Publishing is excited to announce that we are ready to expand Celebrating Virginia magazine into community markets throughout Virginia. With our unique publishing system, you can become an Independent Associate Publisher of the hottest lifestyle magazine in Virginia ... with a provable, successful track record.

Business opportunities are now available to publish editions of Celebrating Virginia Magazine in Charlottesville, Richmond, Danville/Martinsville, Tidewater, Roanoke and Lynchburg.

Independent Associate Publishers will own an Exclusive License To Sell in a particular marketing area. Your title will be Independent Associate Publisher. Magazine layout, editorial, printing, distribution and collections will be managed at the corporate headquarters of TSI Publishing.

This opportunity costs no money. There are no catches. There are no hidden costs. Of course, you support the overhead of your own local business. But you never have to “buy” this opportunity. This is the USA, and there are still some opportunities that you can earn. Ours is one of them.

Celebrating Virginia magazines have become a sought-after part of Virginia’s community culture. It’s the ultimate day-tripper’s guide that folks keep in the car to refer to again and again throughout the month, providing advertisers the opportunity for added exposure. It’s the little black & white glossy loaded with interesting editorial, events, recipes and directories featuring people, places and events in the audience region. The magazine is a very unique size - 4.5” x 6”. It is distributed free to readers through retail outlets in the region. Ads provide the entire revenue for production.

Editions begin production at 96 pages with 35 pages of advertising space. The publication has a projected growth potential to 150 advertisers and 206 pages. Display ads in our magazines start at just \$99 and top out at about \$275. Every magazine we’ve ever published has been published at a profit, due to our low-overhead business structure.

CVA magazines provide an incredible market advantage to advertisers and earn a nice profit while being published in markets as small as 40,000 population -- places where larger magazine publishers simply can’t afford to publish. That’s our “niche.” We do well because our magazines are high quality, attractive, and are issued monthly – more frequently than most region lifestyle magazines.

The Business Opportunity:

In the past, we have had independent representatives selling ads in our magazines for a straight 25% or 30% commission on the ad price. That has been fine with most, but others have wanted some type of license ownership in a protected market area.

It has taken three years of research to come up with the answer to this dilemma: How can we proliferate in the marketplace without franchising, and still be able to offer the help and support representatives want and need, while working our proven system of publishing?

The solution was so simple that it took a long time to “think it up.” Then, one day, as I was driving down a long, lonesome highway, it hit me: We’ll just GIVE it away! Sounded silly, at first. After all, the only kinds of representative licenses that are GIVEN away are by postcard and brochure companies. Would prospective representatives believe that a business opportunity as big as a magazine associate publishers license would be given away? The short answer was: Yes. The idea has now ripened into a complete publishing system that affords you this unique business opportunity.



Why Isn't This A Franchised Business? Isn't That the Best?

Not always. We haven't franchised this program for several reasons. First, the costs of franchising and of government compliance would make our type of publication not only less new lifestyle -- the Federal and State Registration and Regulation costs are so high that we could not possibly earn a profit on ad prices that are "sellable" at the local and regional level. So, if we franchised, it simply could not exist. Second, franchising actually depends on a significant amount of control -- and we do not want to control you or your efforts to sell ad space. We'll help you, and we will provide forms and advice, and we communicate directly with advertisers when it will help you make a sale. We also communicate with advertisers when you have made an ad space sale and they need assistance in prepping their ads, etc. But, we do not want to "control" you. Third, there is no need to franchise this system. Franchising, and the regulations that surround it, were begun as a way to repeat an exact way of presenting and doing business, and of preparing products to sell to the customer: That's its strength. You know what you're going to encounter in the way of products, cleanliness, service, etc. That's why you'd rather take your family into a McDonald's® than Jeannie's Hometown Burger Bar. We don't want, and don't need, that kind of control over our Independent Associate Publishers. It would not help you or us do business, and it would not be productive in any way.

Give It Away?

Okay, back to our idea to give our business away. Even to us, it sounded pretty strange. But, on continuing inspection, there were simply no problems with the plan. Giving it away freed us to offer the business to people nationwide without franchising it. What we did was really pretty simple. We just combined two familiar systems:

The first is the little used, but still economically sound, practice of "earned ownership," in which an individual helps to open a new market for a product (like the magazine) and, by doing so, actually earns the sole right to represent the product in that market (instead of forking over several thousand dollars for it, and then doing the same work anyway, which is what happens with a franchise). It's also called, "sweat equity." You work to earn an exclusive territory instead of paying to buy it.

Here's How It Works:

Physical editing, layout and production of the magazine all happens at corporate headquarters. As Associate Publisher, you are given an Exclusive License to Represent the magazine in your market or territory. Nobody else can represent it, unless you sell this license (or part of it) to them.

As an Independent Associate Publisher you earn 60% of the net profits on all issues of the magazine. (Gross Revenue <minus> Edition Production Expenses, Shipping, etc. <equals> Net Profit: Simple -- The Assoc Publisher gets 60%, and the Publisher gets 40%). This gives you owner-interest that will grow over the years, becoming more valuable as the goodwill and annual profit of that edition's territory grows.

If an Independent Associate Publisher later wants to sell or transfer his or her interest in the licensed territory, it is easily accomplished. And, its value grows as the magazine prospers. The only stipulation is that we must approve the new person's qualifications and business background.

Okay ... What's Unique About This Publishing System?

One: We provide all Associate Publishers with all sales materials. All forms, contracts, and presentation materials are available to facilitate quick implementation.

Two: We provide the magazine web site (www.celebratingva.com) on which we promote and explain advertising opportunities.



Three: For the Business Opportunity this magazine comprises, we ask for or charge no money or other payment.

Four: When the first edition of the magazine is published, the profits on all issues that follow are split 60/40.

What About Taxes, etc.?

The profit you earn are reported to the Internal Revenue Service on a standard IRS 1099-MISC form as Non-Employee Compensation. You are responsible for your own income and social security taxes, etc. No tax deductions are made from any of your income. As an Independent Contractor, your tax liability for earned income -- and the tax benefits of being an Independent Contractor in your own business -- are all your own.

Exactly What Happens In This Program, Step-by-Step?

We can give you the general steps in a condensed form.

- 1) We receive your request. We will reply by sending you this information, or a letter stating why we believe your market is not potentially good for our program.
- 2) If you like what you read, you will send us an application. We intend to form alliances only with people who are honorable, good citizens, ethical, and honest in all their dealings, and are known as being so by their business associates. With that, your application will most likely be accepted -- though this is not guaranteed.
- 3) You will be provided with the ad sales contracts, forms, and presentation materials to sell advertising space in the magazine.
- 4) You sell the ad space, executing an Ad Space Purchase Contract and collecting an authorized credit card to be used for payment. You and the advertiser each keep a copy of the contract, and you then fax or mail the contract original to us. (We -- or you -- always have the right to reject any ad for any reason. An example of a reason would be "boudoir photography," which is not acceptable ... or an ad for a male or female stripper to perform at a bachelor party ... etc.)
- 5) Each magazine contains a limited, defined amount of ad space. We think 150 ads is prime capacity for each edition. We have found it takes approximately 40 ads to begin production of a profitable issue. As Associate Publisher you make the decision as to what point you would like to begin production of your first issue. You also make the decision as to how you would like to manage distribution.
- 6) Advertising contracts come to headquarters for production of the magazine. We will work with your advertisers to get their ad copy, layout editorial and go into final production.
- 7) The magazines can be shipped to pick-up-points or to you directly from our printer about two weeks later.
- 8) Collection of payment will be handled at the corporate office. You will receive 60% of the net profit from each issue upon successful collection of advertising space and payment of production, printing and shipping costs. Profit commissions will be paid on the 28th of each month.

For an early-January release, we recommend that you start sales before July. Not everyone takes this long, though: Our early "first-timers" took only about two to three months to complete their sales. None of them had ever done this kind of sales before.



We can't begin to predict the amount of time your project might take to complete sales and start production of your regional edition. In addition to owning your edition of the magazine, advertisers you find can be offered space in alternate regional editions. You will be compensated at 25% commission for all ads run in alternate editions of the magazine.

After twelve weeks of selling, if you haven't yet reached the minimum sales amount to begin production (60%), we will most likely decide that you are not going to succeed, cancel the project, and return all deposits from advertisers. If we decide on this course, you have no liability for expenses other than your own expenses from the sales effort; we will not charge you for anything we spend or for any supplies we send to you. However, you will be required to return all presentation materials to us, since they are our property. You will not be paid any commission: When a magazine does not publish, we lose our work time, and you lose your work time -- it is a "nothing ventured, nothing gained" proposition, in which -- sometimes -- the venture fails.

We accept Visa, MasterCard, and Discover Cards through the Ad Space Purchase Contract. We also accept checks; any dishonored check will require full payment of the ad price before publication, or the advertiser will lose the ad space. (To this advertiser, we say: "Fool me once, shame on you; fool me twice, shame on me!") Full payment for every ad space is due before the magazine publishes. We have several ways of arranging payment to make it easy for the advertiser. A generous discount is available for those who pay for the ad in full when they sign a contract with you. If at any point, the "plug is pulled" on any edition, every advertiser is immediately paid their full deposits -- even if you have also received commissions. Your advertisers will never lose their money; and how do they know that? Because your business reputation rides on it, and you must continue to work with every one of them in that market. They aren't trusting us as much as they are trusting your confidence in us.

Following publication and distribution, you will continue to receive commissions on advertiser payments after you and we have entered into our Exclusive License Agreement. As an Independent Associate Publisher/Licensee, you are paid on a similar schedule to the one above.

What's the Next Step?

If you are interested in learning more about this Business Opportunity, you will want more information. Call me toll-free at 1-866-877-3343 and we'll set up a time to discuss the opportunity in detail. If you prefer to email me, please pass me your full name, phone number and the best time to call, and I'll give you a call. Email: carl@celebratingva.com.

Then, assuming we are both comfortable, I'll send you more information, including our contracts, sales plans, and so forth. When you've signed the Independent Associate Publisher Agreement and returned it, I'll provide all of your sales materials. We'll supply the forms, contracts, mockups of the edition you're selling space in, as well as samples of previous publications so you can show your local market what kind of work we do.

Call me to discuss this exciting opportunity.

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