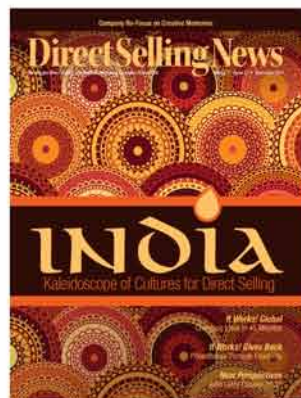


Direct Selling News[®]

Serving the Direct Selling and Network Marketing Executive Since 2004

MEDIA KIT 2012



“Advertising in *Direct Selling News* is one of the most important tools we use in our marketing efforts.”

—Rick Stambaugh, President
TekVation

“*Direct Selling News* is the ONLY publication in which we advertise because it reaches such a targeted audience. Not only have new customers called us after seeing our monthly advertisement, but our existing clients mention seeing us in the magazine from time to time. We can absolutely attribute a few large sales to our exposure in *Direct Selling News*...We appreciate our partnership and are delighted to put ALL of our advertising dollars safely in their hands.”

—Shari Wallack, President
Buy The Sea

“I’m so glad we advertise in *Direct Selling News*. I’d have to say that dollar for dollar, this has been our most successful ad (and we advertise in a lot of places). Thanks for being the best publication (and most economical) known to man.”

—John Killacky, Managing Director,
National Sales & Marketing
Bartha

“Our partnership with *Direct Selling News* has been very beneficial to us at Royal Caribbean International. Our advertising initiatives enable us to remain top of mind with the direct selling community and allow us to share all that we have to offer direct selling companies when it comes to unique, memorable and affordable destinations for their events, conferences and incentive programs.”

—Lori Cassidy, Director of Corporate,
Incentive & Charter Sales
Royal Caribbean International

ABOUT

THE BEST SOURCE FOR INDUSTRY NEWS

Direct Selling News launched in November of 2004 to serve executives and suppliers in the direct selling industry. Each issue features headlines from the industry and offers unparalleled insights from respected business leaders and proven experts. International topics, reports and developments are included along with news from the Direct Selling Association, information on the latest regulatory and legal issues, and financial trends that impact your business.

Industry News

Features headlines from around the globe including company country launches and other corporate initiatives.

Working Smart

Covers the strategies that enable companies to meet industry challenges, improve efficiencies and achieve business objectives.

New Perspectives

Offers original content and commentary from direct selling

executives and industry consultants on contemporary business issues.

Financial Report

Keeps busy executives up-to-date on the latest financial trends in direct selling, and includes our exclusive Stock Watch, a monthly analysis of direct selling stocks.

Other Features

Industry with Heart profiles companies' charitable giving and corporate philanthropy, and Young Company Focus recognizes

the entrepreneurial spirit of the industry. Company Spotlight tells the broader story behind a company's success, from history and products to salesforce and management.

Online Resources

Our site, (directsellingnews.com) serves as a complement to *Direct Selling News* and provides a comprehensive, fully searchable archive of content, exclusive interviews with direct selling CEOs and an online Vendor Directory.

IMPACT ON THE INDUSTRY

As the winner of the 2008 Direct Selling Association Partnership Award, *Direct Selling News* has a proven track record of supporting executives within the industry. Here's what the decision makers have to say about the relevancy of our publication:

"Direct Selling News has truly evolved to set a new standard in journalistic excellence. It is incredibly comprehensive and informative, and is considered by all of us to be our definitive source of information on the industry."

—Andrea Jung, Chairman and CEO,
Avon Products Incorporated

"Direct Selling News is a true partner because we have helped them with their stories, and they have helped us enormously in our path from a startup to continuous growth."

— Jacques Mizrahi,
SwissJust CEO

"You and your team have not only contributed to the enhancement of the industry's image, but you have also transformed the magazine into the leading source for direct selling trends and news."

—Tami Longaberger, CEO and Chair of the Board,
The Longaberger Company



John Fleming has served as Publisher and Editor in Chief for the past six years. He brings over 40 years of experience in the direct selling/network marketing industry to the readership of *Direct Selling News* and directsellingnews.com. He has owned and operated his own direct selling company and has held various executive positions, the last with Avon Products as Vice President U.S. Sales Strategies and Training. During his fifteen-year tenure at Avon, Fleming held a number of positions, including Vice President, Sales Contemporization and Region Vice President. Under his leadership, Avon's Western Region led the country in sales performance for a record six years in a row during a very robust period of growth for Avon.

Fleming has always been actively involved with the efforts of both the Direct Selling Association and the Direct Selling Education Foundation and has been a board member of both organizations. He is currently a board member of the Direct Selling Education Foundation. In 1997 the foundation recognized Fleming's contributions to the work of the foundation with its highest honor, The Circle of Honor Award.

MARKET

“Direct selling is the first truly revolutionary shift in marketing since the advent of ‘modern’ marketing at Procter & Gamble and Harvard Business School over 50 years ago.”

—Tom Peters, legendary management expert and author of *New York Times* bestsellers, *In Search of Excellence* and *The Circle of Innovation*.

A DYNAMIC INDUSTRY

According to the World Federation of Direct Selling Associations (WFDSA) the Direct Selling Industry was responsible for over \$28 billion in retail sales in the United States and over \$132 billion in retail sales worldwide in 2010.

There are more than 87 million sales associates connected with direct selling companies worldwide. Over 200 companies are members or pending members of the U.S. Direct Selling Association and there are 60 member Country Associations in the World Federation of Direct Selling Associations. The direct selling and network marketing industry is dynamic and at *Direct Selling News* we are working aggressively to reach new companies and to make sure this publication specifically targets decision makers, offering them the best and most current industry news and information every month.

CONTACT US

800-279-5249

advertising@directsellingnews.com

REACH DECISION MAKERS

Every month, *Direct Selling News* reaches a targeted audience of decision makers in direct selling and network marketing companies. With circulation near 6,500, it's the perfect place to be seen by executives across the United States and even gain exposure internationally.

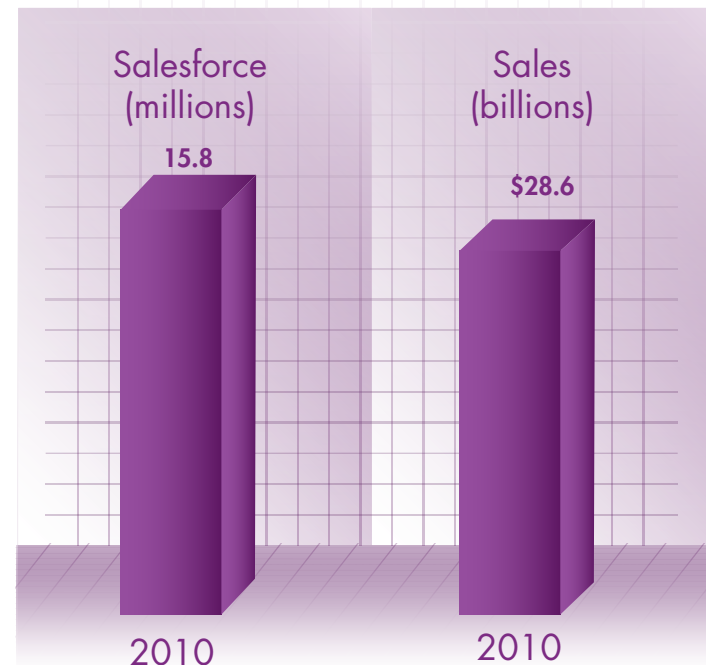
Direct Selling News is the only publication of its kind for the industry and puts you in touch with the people who impact your bottom line. We develop customized advertising programs to give you the most impact for your dollar and provide you with the opportunity to show direct selling companies what you can do for them.

With an ad program designed to meet your business goals, *Direct Selling News* will keep your product/service in front of the people who have the ability to make the decision to purchase. The top-of-mind awareness created by advertising with the industry trade journal makes yours the company that our readers will think of and contact first when they're ready to buy.

Our terms and rates are reasonable and our space is limited. Don't miss another issue! Call today to have a customized ad program designed with your business goals in mind.

U.S. DIRECT SELLING INDUSTRY

Source: *Direct Selling Association 2010 Growth and Outlook Survey*



WHAT READERS ARE SAYING . . .

“Direct Selling News is a favorite around our office. An advertiser has more credibility because of being in *Direct Selling News* and therefore we would look to them first when needing services.”

—Angela Loehr Chrysler, President,
Team National

“Direct Selling News does a great job of covering our diverse industry. It provides articles involving and addressing the suppliers to our industry and their very important products.”

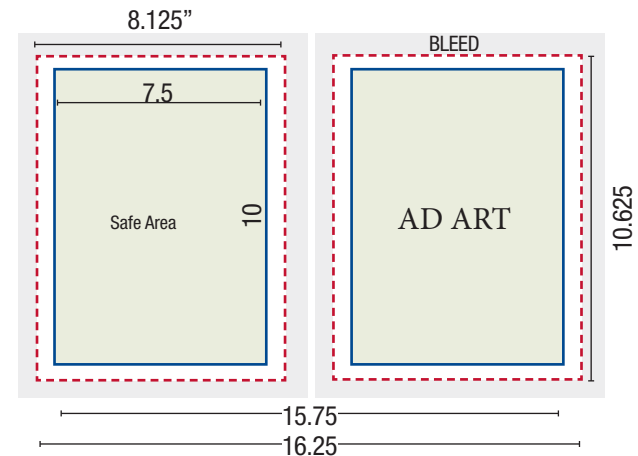
—Erick J. Laine, Chairman, Alcas Corporation

AD RATES

PAGE TRIM SIZE: 8.125"W X 10.625"H

SPACE UNIT	FREQUENCY	**3X	**6X	***12X	AD WITHOUT BLEED* (W" x H") *This size will show a white border around the artwork	TRIM SIZE (W" x H") *Please Add ".25 bleed on all sides"
	OPEN RATE					
2-pg Inside Front Cover or Centerfold	\$5399	\$4859	\$4320	\$3780	15.75 x 10.625	16.25 x 10.675
Back Cover	\$5399	\$4859	\$4320	\$3780	7.5 x 10	8.125 x 10.625
Inside Front Cover	\$3674	\$3307	\$2939	\$2572	7.5 x 10	8.125 x 10.625
Inside Back Cover	\$3061	\$2754	\$2449	\$2143	7.5 x 10	8.125 x 10.625
Full Page Ad	\$2349	\$2114	\$1879	\$1644	7.5 x 10	8.125 x 10.625
1/2 Page Ad (horizontal)	\$1388	\$1250	\$1111	\$972	7.5 x 5	8.125 x 5
1/2 Page Ad (vertical)	\$1388	\$1250	\$1111	\$972	3.75 x 9.75	3.75 x 10.625
1/3 Page Ad (vertical)	\$979	\$882	\$784	\$685	2.875 x 9.625	N/A
1/4 Page Ad (vertical)	\$790	\$710	\$631	\$553	3.75 x 5	N/A
*10% DISCOUNT **20% DISCOUNT ***30% BEST VALUE						

--- Trim size: 8.125 x 10.625
 --- .25" bleed
 — No bleed: 7.5" x 10"
 (includes a .625" white border around the ad)



VENDOR DIRECTORY

For barely a penny per contact, you can reach deep into the direct selling industry every month through your company's listing in the Vendor Directory.

It's quick and easy to submit your vendor listing using our online template at <http://www.directsellingnews.com/form.html>

HIGH IMPACT (per year)	BASIC (per year)
\$2000	\$1000

EMPLOYMENT ADVERTISING

Spread the word about job openings in your company through *Direct Selling News*.

SIZE (W" x H")	RATE
3.75 x 2.5	\$300
3.75 x 5	\$600

SPECIAL ADVERTORIAL INSERT

Our Special Advertorial Section gives you the chance to run an extensive self-promotional advertorial in *Direct Selling News*. The Section may be a 2-page or 4-page spread in which you can run text only or some combination of text, display ad, contact info, etc. It is inserted in the magazine using a glue strip, but is removable by the reader. We also provide at no extra charge 1,000 reprints of your advertorial to use as marketing materials.

TRIM SIZE 7.25" W x 10" H	RATE
2 Page Insert	\$3,800
4 Page Insert	\$5,000

PRODUCTION REQUIREMENTS

Direct Selling News is printed on a sheet-fed printer on 70-lb, glossy white paper ensuring commercial-grade quality.

Advertising files must be submitted as a CMYK, 300dpi file in .tiff, .eps, .pdf or .jpg format.

Ad must be set up for the correct size. Supporting fonts, graphics and a proof (PDF or paper) required. Advertiser is responsible for preflighting files.

Other Materials: The *Direct Selling News* art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical or film work is billable at commercial rates with a minimum charge of \$50.

Proofs: An authorized advertiser representative must approve in writing and return a proof of any production work done by *Direct Selling News* before the ad can be printed.

Schedules: Copy closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Direct Selling News* requiring modification will incur additional time to ensure proper review and finalization to meet the intended deadline.

Liability: Production materials are accepted with the understanding that they will be printed at commercial magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *Direct Selling News* may not match the brightness, color or clarity of proofs made by other methods or on other papers. *Direct Selling News* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique.

INTEGRATED DIGITAL ADVERTISING

Our website advertising at www.directsellingnews.com allows you to run an integrated ad campaign and use the multiple touches of print and web to build your name and brand recognition. Based on 2011 traffic statistics by Google Analytics, you can be assured of more than 20,000 impressions each month for your online advertisement.

Ad Type	Dimensions (in pixels)	Required Files	Size or Length	Loop/ Time	Media Types	Cost
Leader-board	728x90	.jpg/.gif/ rich media, 3rd-party tag, click through URL	30k	2 loops; 15 sec.	All Rich Media	TOP: \$600 per month FOLD: \$400 per month
Medium Rectangle	300x250	.jpg/.gif/ rich media, 3rd-party tag, click through URL	30k	2 loops; 15 sec.	All Rich Media	\$400 per month
Half Page	300x600	.jpg/.gif/ rich media, 3rd-party tag, click through URL	30k	2 loops; 15 sec.	All Rich Media	\$300 per month

POLICIES

Direct Selling News is a controlled circulation publication distributed to nearly 6,500 network marketing and direct selling executives and industry insiders.

Bleed: Available at no extra charge for 2 page spreads, full page and 1/2 page ads only.

Inserts: Do not send preprinted inserts to *Direct Selling News*. Contact *Direct Selling News* for pricing, shipping instructions and specifications.

Short Rate and Rebate: If more or fewer insertions (or spaces) are used within one year than specified in the agreement, charges will be adjusted to correspond with earned rates.

Special Position: Will be charged an additional 10%. If special position is not purchased, ad placement will be rotated as determined by Publisher's needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of the Publisher to determine actual positions.

Terms: Terms of payment are net, prior to publication. Payments are due in U.S. currency.

COPY AND CONTRACT REGULATIONS

Direct Selling News is printed on glossy white paper. Printing quality is commercial grade.

All orders are accepted subject to acts of God, such as fires, accidents or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) which prevent Publisher from partially or completely producing, publishing or distributing *Direct Selling News*. The advertiser and its

agency, if there be one, each represents that it is fully authorized and licensed to use:

- (1) the names and/or portraits or pictures of persons, living or dead, or things
- (2) any trademarks, copyrighted or otherwise private material
- (3) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Direct Selling News*, and that such advertisement is neither libelous, an invasion of privacy or in any way unlawful to any third party.

As part of the consideration, and to induce *Direct Selling News* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless *Direct Selling News* against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of such advertisement.

Direct Selling News will not be bound by any conditions whatsoever appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained in the *Direct Selling News* Rate Card or with its policies.

Publisher reserves the right to add the word "Advertisement" to any advertising which, in the Publisher's opinion, simulates editorial.

Publisher reserves the right to reject advertising which, in Publisher's sole judgment, it considers objectionable or unsuitable.

Contracts for advertising shall be deemed to have been made in the County of Denton, Texas, and the laws of Texas shall apply to such contracts.

Issuance and Closing Dates: *Direct Selling News* is published near the first week of every month.

ISSUE	PAYMENT DUE	COPY DUE
January 2012	12/02/11	12/07/11
February 2012	1/04/12	1/06/12
March 2012	2/01/12	2/03/12
April 2012	3/02/12	3/06/12
May 2012	4/05/12	4/09/12
June 2012	5/03/12	5/07/12
July 2012	6/05/12	6/08/12
August 2012	7/05/12	7/09/12
September 2012	8/03/12	8/07/12
October 2012	9/05/12	9/07/12
November 2012	10/03/12	10/06/12
December 2012	11/02/12	11/06/12
January 2013	12/04/12	12/07/12

All reservations require written orders.