

ABOUT

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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, the latest regulatory and legal issues and how they affect the marketplace and financial trends that impact your business.

Industry News

Features headlines from around the globe including the latest legal and regulatory issues.

Working Smart

Covers the tactics and 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

Created to keep 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 efforts and corporate philanthropy, and Young Company Focus recognizes the entrepreneurial spirit of the industry. Company Spotlight tells the whole story behind a company's success, from history and products to salesforce and management.

Online Resources

Our Web site, www.directsellingnews.com, serves as a complement to *Direct Selling News* and provides direct selling companies with a comprehensive, fully searchable archive of content, real-time stock quotes of public direct selling companies, exclusive interviews with direct selling CEOs and an online Vendor Directory. *Direct Selling e-News*, a monthly e-zine, brings companies even more opportunities to share their news and helps keep executives current on the latest industry trends. *Inside Direct Selling News*, an RSS-feed blog, allows companies a personal, behind-the-scenes look at the experiences we have in covering the industry.

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



ABOUT THE PUBLISHER

John Fleming brings over 40 years of experience in the direct selling/network marketing industry to the readership of *Direct Selling News* and www.directsellingnews.com. He has owned and operated his own direct selling company and has held various executive positions, most recently at 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 Direct Selling Education Foundation recognized Fleming's contributions to the work of the foundation with its highest honor, The Circle of Honor Award.

Direct Selling News®

MARKET '10

A GROWING INDUSTRY

According to the World Federation of Direct Selling Associations (WFDSA) the Direct Selling Industry was responsible for 32 billion dollars in retail sales in the United States and over 110 billion dollars in retail sales worldwide in 2007. That number continues to grow each year.

There are more than 67 million sales associates connected with direct selling companies worldwide. Over 200 companies are members of the Direct Selling Association and there are more than 3000 member companies of 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.

REACH DECISION MAKERS

Every month, *Direct Selling News* reaches a targeted market of more than 7,000 decision makers in direct selling and network marketing companies. With an international and growing distribution, it's the perfect place to be seen by executives across the United States and worldwide.

Direct Selling News is the only publication of its kind 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 business leaders 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.

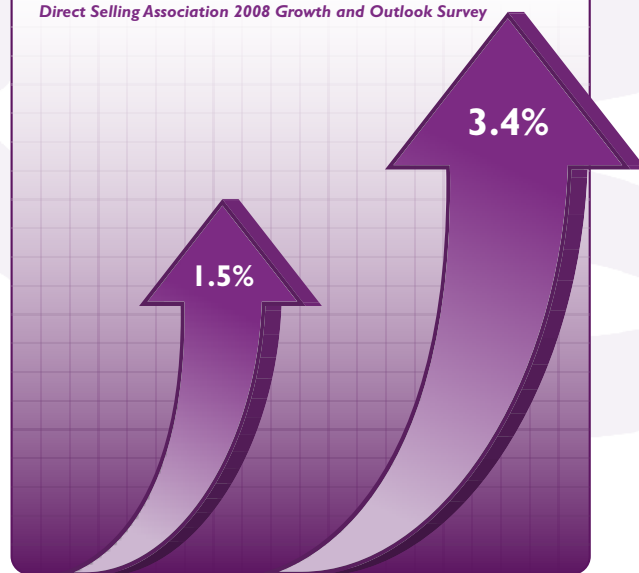
Our terms, listed on the rates sheet, are reasonable and our space is limited. Don't miss another issue! Call today to have a customized ad program designed with your business goals in mind.

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*.

GROWTH RATE OF THE DIRECT SELLING INDUSTRY

Direct Selling Association 2008 Growth and Outlook Survey



5-Year
[2003-2007]

10-Year
[1998-2007]

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,
National Companies, Inc.

"*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

WHAT ADVERTISERS ARE SAYING . . .

"I'm so glad we advertise in *Direct Selling News*. I'd have to say that dollar for dollar, advertising in *Direct Selling News* has been our most successful ad (and we advertise in a lot of places)."

—John Killacky, Bartha Audio Visual

"*Direct Selling News* has been one of our best marketing investments. We see it as the perfect vehicle to get our message to corporate executives in direct selling organizations. From our very first ad, we attracted the perfect client and formed a profitable opportunity. Not many people in the industry at the corporate level knew about us before, and our continued presence in *Direct Selling News* is building a noticeably strong recognition and trust of our brand among our market."

—Rod Richardson, Residual Income Technologies

Direct Selling News®

AD RATES / 10

SPACE UNIT	FREQUENCY	*3X	**6X	***12X	TRIM SIZE: 8.125"W X 10.625"H	
	OPEN RATE				NO BLEED (W" x H")	WITH .125" BLEED (W" x H")
2-pg Inside Front Cover or Centerfold	\$5399	\$4859	\$4320	\$3780	15.75 x 10.625	16.5 x 10.875
Back Cover	\$5399	\$4859	\$4320	\$3780	7.875 x 10.375	8.25 x 10.875
Inside Front Cover	\$3674	\$3307	\$2939	\$2572	7.875 x 10.375	8.25 x 10.875
Inside Back Cover	\$3061	\$2754	\$2449	\$2143	7.875 x 10.375	8.25 x 10.875
Full Page Ad	\$2349	\$2114	\$1879	\$1644	7.875 x 10.375	8.25 x 10.875
1/2 Page Ad (horizontal)	\$1388	\$1250	\$1111	\$972	7.875 x 4.875	8.25 x 5.375
1/2 Page Ad (vertical)	\$1388	\$1250	\$1111	\$972	3.75 x 9.625	3.94 x 10.875
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**

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.

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

EMPLOYMENT ADVERTISING

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

SIZE (W" x H")	RUN
3.75 x 2.5	\$300
1/4 Page	\$600

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 .jpeg 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.

POLICIES '10

Direct Selling News is a controlled circulation publication distributed to more than 7,000 network marketing and direct selling executives.

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 contract, 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 will only accept advertisements from DSA supplier members.

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 the second week of every month.

ISSUE	PAYMENT DUE	COPY DUE
January 2010	12/02/09	12/04/09
February 2010	1/04/10	1/06/10
March 2010	2/01/10	2/03/10
April 2010	3/02/10	3/04/10
May 2010	4/02/10	4/05/10
June 2010	5/03/10	5/05/10
July 2010	6/02/10	6/04/10
August 2010	7/02/10	7/06/10
September 2010	8/03/10	8/05/10
October 2010	9/01/10	9/03/10
November 2010	10/01/10	10/04/10
December 2010	11/02/10	11/04/10
January 2011	12/03/10	12/06/10

All reservations require written orders.