

# F S B

FORTUNE SMALL BUSINESS

MARKETPLACE



*The Buying Source for 1 Million American Express Small Business Corporate Card Holders*



2006 MARKETPLACE ADVERTISING

# REACH THE BEST OF THE SMALL BUSINESS MARKET

## The Small Business Revolution

### Explosive Growth

The explosive growth of small business in the last decade has put a spotlight on what has long been the backbone of American business. Representing 98% of all companies, small business has become the fastest growing segment of the U.S. economy. During the last ten years, start-up companies with 100 or fewer employees have outpaced larger businesses by a factor of five to one. This makes them an audience you can't afford to ignore! **FSB (FORTUNE SMALL BUSINESS) Marketplace** is where the nation's largest collection of small business owners buy products and services for themselves and their businesses.

**FSB** is a joint venture between Time Inc., and American Express. This partnership produces the ultimate direct response audience – individuals with the authority, financial resources, and desire to purchase all sorts of products and services.

### The FSB Marketplace Generates Sales

The Marketplace is the only section in the magazine designed exclusively for generating sales. The reader-friendly layout helps decision-makers find and buy the latest products and services. These buyers are the perfect direct response audience.

The small business owners and partners who read **FSB** each month have complete purchasing authority for their businesses. They have the financial resources to buy all sorts of products and services. In fact, they're among the most affluent executives in the country. The American Express Small Business Corporate card allows them to purchase quickly and directly. This is an audience that is always looking for new tools to help them succeed.

The affluent decision-makers who shop in the **FSB Marketplace** are interested in buying products and services to help them in all areas of business. The Marketplace is also convenient place to shop for luxury goods and services to enhance their affluent lifestyle.

So if you're interested in generating responses and making sales you can measure, then **FSB Marketplace** is where you need to be!

### DEMOGRAPHICS

Male / Female	78.6% / 21.4%
Median Age	52
Average Household Income	\$159,000
Average Net Worth	\$1.1 Million
Average Value of Investment	\$355,000
Credit Card Holders	100%
Small Business Owners/Partners	100%
Readers Per Copy	2.46
Readership	2,460,000

*Source: 2002 FSB Receiver Study*

**FSB** readers represent the top 15% of the small business market-owners and partners of successful, growing companies with:

- an average of 11.3 employees
- an average annual sales of \$2.29 million
- 78% of **FSB** receivers expect their company revenues to increase over the next five years.
- Two-thirds of **FSB** readers have been in business for 10+ years, one-third for 20+ years.

*Source: 2002 FSB Receiver Study*



Call 800-675-7636

Fax 727-857-2007

## FSB Readers Are Buyers

Small businesses need a wide range of products and services to be successful. Since **FSB** readers are 100% small business owners and partners, they make the buying decisions for the whole company – not just one division, as a manager in a large corporation would do. These small business owners buy!

## Franchise and Business Opportunity Advertising

The proven success of the **FSB** audience of small business owners/partners is the ideal target for franchisors wanting to grow. Whether it's a single Franchise or a Multi Unit opportunity, these established business owners have the qualifications, the "know how," the resources, and the dedication to succeed in all of their next business ventures. The **FSB** reader thrives on building businesses.

## Involvement And Action

Controlled circulation means the right message is delivered to the right audience. **FSB** readers are extraordinarily involved in the one magazine that fulfills their business needs:

- Two-thirds have read all of the last 4 issues
- They spent a median of 39 minutes with each issue
- 71% have taken action as a result of seeing an ad in **FSB** (e.g., referred an associate, requested more info, called toll-free number)
- Nearly 40% of readers responded to advertising in **FSB**

*Source: 2002 FSB Receiver Study*

## Incredible Documented Spending

**FSB** readers spend a total of over \$39 billion on their American Express cards each year:

- \$1.7 billion on computers/ IT equipment, software and services
- \$10 billion on travel including (airlines, lodging, car rentals, cruises, resorts)
- \$571 million on Internet purchases
- \$706 million on telecommunications
- \$3 billion at restaurants
- \$19.3 billion at retail

*Source: 2002 American Express Database*

## FSB Audience Segmentation By Industry:

- Business Services - 39.5% of **FSB** Circulation
- Retail - 15.8%
- Construction (contractors)- 11.6%
- Wholesale - 9.7%
- Manufacturing - 8.5%
- Finance/Insurance/Real Estate - 8.1%
- Transportation/Public Utilities - 3.4%
- Forestry & Agriculture - .2%
- Public Administration - 1.4%

# FSB

**FORTUNE SMALL BUSINESS**

**THE LARGEST REACH...  
THE BEST REACH.**

## Small business. Big money.

According to **FSB's** Receiver Study, **FSB** is read by the vast majority of recipients, who are predominantly frequent readers. They are not, however, regular readers of other general business and small business magazines. **FSB** readers are active owners of growing companies, whose revenues average in the millions. Personally they are established, well-educated and affluent. As involved readers, they are often found discussing, advertising or implementing ideas from the magazine. Many also respond to the advertising. Perceiving **FSB** as a valuable business resource, more than half pass their copies onto business associates. The result is a high pass-along readership leading to nearly 2.5 million total **FSB** readers.

## In Every Issue

**Start Up** - Frontlines with Kevin Kelly / Drinks with...

**The Edge with Josh Hyatt**

**Off Hours** - Wheels, Travel, Giving Back, Gear, Food & Wine, My Favorite Thing, Enthusiasms

**Owner's Manual** – An **FSB** reader recounts, in the first person, a timely and critical lesson learned

**ROI/Technology** – Examines how the right technology contributes to the bottom line

**Business Makeover** – **FSB** editors and a select panel of experts overhaul promising small businesses that are not reaching their full potential

**Breaking Big** – Companies poised to leap to the next level of success

**Innovation** – An in-depth look at a leading innovator

**FSB 100** – An in-depth look at one of the companies that made the previous year's list

**Student Startups** – Reports on the trials, tribulations and triumphs of startups

**Rising Stars** – Entrepreneurs whose companies are about to become household names

**Personal Finance for Business Owners**

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