



The Publication for New and Established Homeowners™  
Homesteader Enterprises, Inc.

## Homesteader Publishing Opportunity: \$400 down!

Dear Prospective Local Publisher:

Thanks for requesting information about our publishing opportunity. *The Homesteader* is a monthly newspaper direct-mailed to **new and recent homeowners**, a great target market for almost every local business to reach. Contractors, retailers, service-providers, and professionals want to greet new homeowners moving into the area, and *The Homesteader* allows them to do so **quickly, effectively, and inexpensively**. As part of our service, you can offer businesses a variety of advertising options: display advertising, inserts, mailing labels, and coupons. **If a business wants to target the new homeowner market, *The Homesteader* will be able to help!**

We are offering opportunities to publish local editions of *The Homesteader* in your area. You would have access to a training manual; several training videos on editorial and sales; the option to sell ads into, and receive ads from, other *Homesteaders*; and monthly packages of “camera-ready” articles, among other benefits. You are also encouraged to develop a few local articles and are free to use whichever articles from our package that are of interest to you and your readers. You can also participate in other programs like our “reader feedback” program which delivers leads to advertisers and prospects, or our local map option which gives special focus to key towns in your territory.

Our affiliate, Mass Publishing Co., Inc., currently publishes eight editions in Massachusetts. We have been publishing these editions since the 1990s. See our reader website for more information.

This is a very low-cost, low-overhead opportunity. The initial fee is only \$400 up-front and \$3,000 in six months. *If, however, you decide during the six-month period that you do not wish to continue the business, you can return all materials to us, agree not to compete, and you do not have to pay the \$3,000 fee!* This six-month trial period allows you to experience the business first-hand without committing to the second fee if it's not a good fit. You can also purchase additional territories if you wish to publish in multiple markets.

There is a 10% royalty paid on all ads sold, with the first three issues royalty-free. Other start-up expenses are modest. Your biggest investment is your time; you should not expect to earn any income within the first few months of running the business. However, if you are successful at sales, you could earn a profit on your very first issue published. The key to being successful is meeting with business owners and convincing them to advertise with *The Homesteader* on a monthly basis. Expect to visit at least 10-15 businesses each week. Successful salespeople sell about 20-30% of those they meet.

There are other costs you must incur when starting a business which are not paid to HEI. But if you want further assistance in graphics, billing, or database management, HEI offers these services on a fee basis. If you are interested in this option, please read our information under “OPTIONAL HEI SERVICES.” Restrictions may apply.

**If you would like further information or have any questions, please call me at (800) 941-9907 x11 or email me at [Allen@TheHomesteader.com](mailto:Allen@TheHomesteader.com).** All of our information is available online except for a recent copy of the paper. Contact me if you'd like to be sent one. And don't forget to watch our three-minute video online. It explains our unique concept and how we help local business “brand” to new homeowners.

If you are interested in taking the next step, there is more information to read under “Second Package” on our website. We look forward to hearing from you again.

Cordially yours,

Allen Nitschelm  
President

*This is not an offer to purchase a Business Opportunity. An offer is pursuant to a Publishing Agreement Only.  
This offer may vary by state and is not available in every state. See our “second package” for further information. Rev. 1-09-01.*

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