

Franchise Business Review

Media Kit 2019

Leading source to find North America's top franchises based exclusively on franchise owner ratings and reviews.



Pinot's Palette: Client since 2012



Checkers & Rally's: Client since 2012



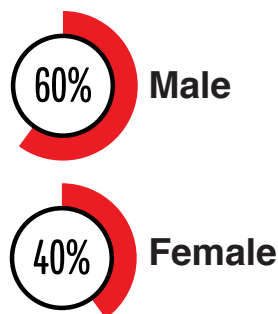
TWO MEN AND A TRUCK: Client since 2006

REAL BUYERS, NOT TIRE KICKERS

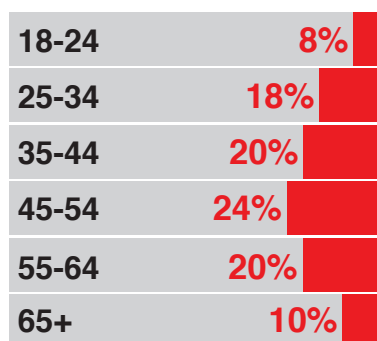
Today's sophisticated franchise buyers trust Franchise Business Review to provide unbiased, honest ratings and reviews of today's top franchise opportunities. In fact, many of our clients credit FBR as their number one external deal source.

BUYER PROFILE

GENDER



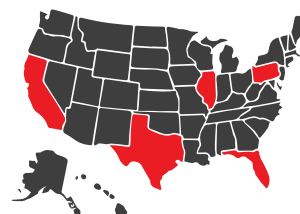
AGE



INCOME

Average:
\$75K - \$200K

Average home value:
500K+



TOP 5 STATES

California, Texas, Florida, New York, Illinois

60% of candidates who submit inquiries indicate they intend to invest in a franchise within six months

“

Prospective franchisees don't have the opportunity to really know whether our franchisees are happy or not until they get to the validation stage, which is quite far into the process. The Franchise Business Review survey gives them a credible third-party response early on.

Chuck Lennon,
TeamLogic IT President



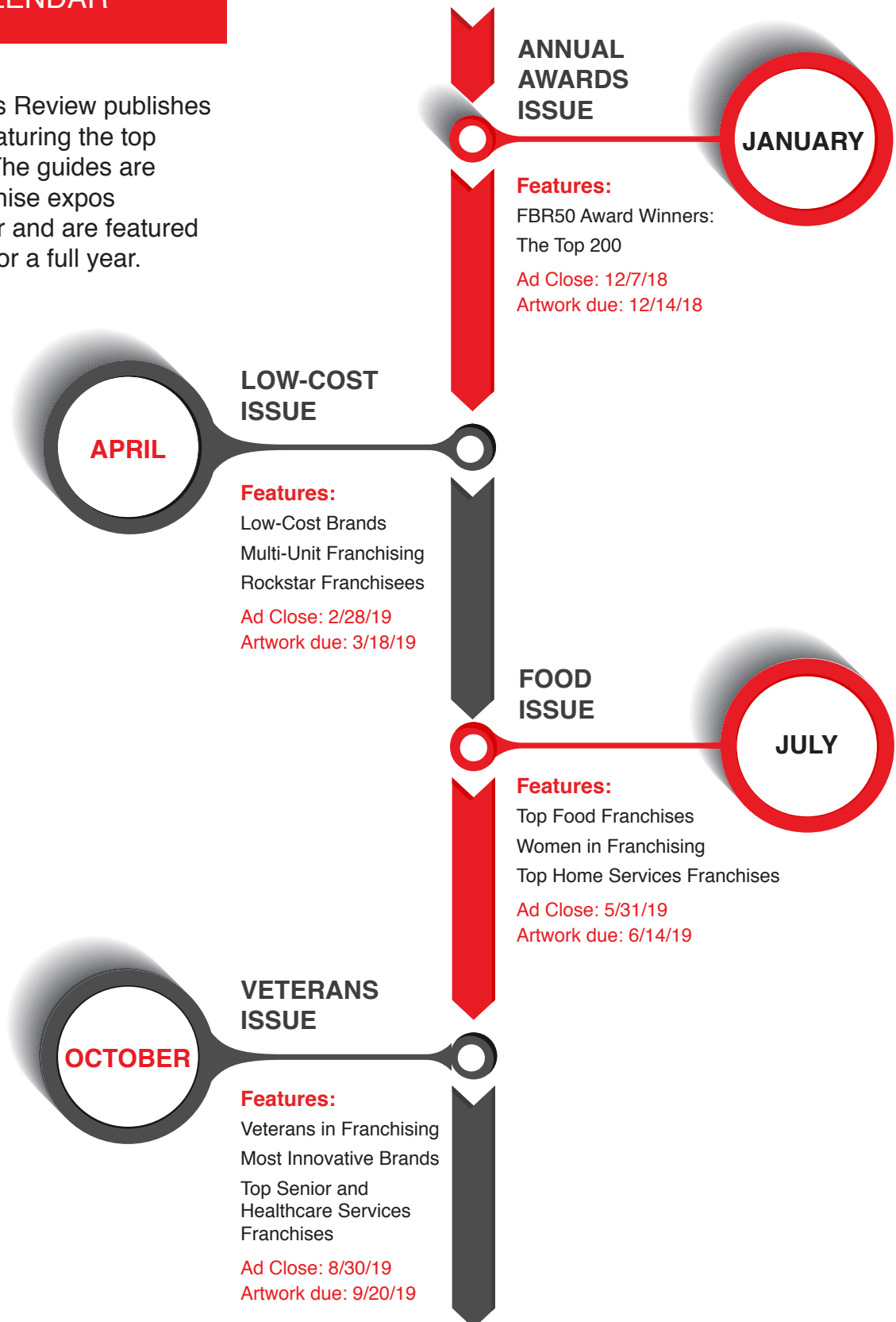
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TeamLogic IT: Client since 2007

EDITORIAL CALENDAR

Franchise Business Review publishes quarterly guides featuring the top franchise brands. The guides are distributed at franchise expos throughout the year and are featured on FBR's website for a full year.



PRINT ADVERTISING

DRIVE BRAND AWARENESS WITH PRINT

Link your brand with the most trusted and respected third party publication on the best franchises.

FBR offers targeted print advertising in our quarterly published guides. Choose from premium placements, standard display ads, or a marketplace listing (includes short description, logo, and URL in marketplace section of the guide). All print ads also include a hot link to your website in the interactive online version of the guide.



Entrepreneur
500
RANKED
—2017—

\$1,027,351
AUV*

\$63 Billion
Pet Industry Size

25.6%
Comp Sales Growth*

96%
Franchises Report
Flexible Work Schedule*

M-F Business
No Inventory
Simple Operations
Recurring Revenue
Recession Resistant
Multiple Profit Centers
Major Markets Available
Multi-Unit Opportunities

602-730-6000
franchising@dogtopia.com
dogtopia.com/bones

dogtopia.
Daycare • Boarding • Spa

Showing dogs the **love** since 2002.

MEET THE NEW

CASH COW

(Sans the whole cow thing.)



SEA THE
Possibilities.

Turn your passion for travel into your own home-based business. Discover how you can start planning Dream Vacations today!

Get started for as low as **\$3,500* down!**

Dream9
vacations
A CRUISEONE COMPANY

50 Best in Category
2018 Franchise Satisfaction
FranchiseBusinessReview.com

Contact us today!

HOME-BASED TRAVEL FRANCHISE | LOW COST, HIGH VALUE

www.OwnaTravelBiz.com
800.650.5576

*Financing available for those who qualify

PRINT AD PRICING

AD SIZE	1X	3X	4X	ONLINE ENHANCEMENTS
Full page (Inside Front/Back Cover or Back Cover)	\$4,000	\$3,600	\$3,200	Hot-linked ad in interactive online edition
Full Page	\$3,500	\$3,150	\$2,800	Hot-linked ad in inte active online edition
Half Page	\$2,000	\$1,800	\$1,600	Hot-linked ad in interactive online edition
1/3 Page	\$1,500	\$1,350	\$1,200	Hot-linked ad in interactive online edition
Marketplace Listing	\$750	\$675	\$600	Hot-linked URL only in interactive online edition

PRINT AD SPECIFICATIONS

All dimension below are shown in inches, width by height.

SIZE	FULL BLEED	NON-BLEED
Full page	8.75 x 11.25	7.5 x 10
Half page	N/A	7.5 x 4.625
1/3 square	N/A	4.96 x 4.625
1/3 vertical	N/A	2.42 x 9.48
Inside Front/Back Cover or Back Cover*	8.75 x 11.25	7.5 x 10

Premium Franchisee Profile* Q & A format plus highlight on cover

Franchisee Profile Q & A format

Marketplace Listing/Logo Upgrade Logo plus 100-120 word description (may be edited for space and/or clarity) Logos must be high resolution (300 dpi) .eps, .tif or .jpg

PAGE TRIM SIZE: 8.5w x 11h
Full page with full bleed: 8.75 x 11.25
Full page non-bleed: 7.5 x 10

SAFETY: All type and graphics NOT intended to trim should be positioned 0.25" in from trim size (i.e., live area of full page ad with full bleed is: 8 x 10.5)

***NOTE:** These options are available on a first come, first served basis — Only two companies per report.

FILE & DELIVERY SPECIFICATIONS

File format: Adobe PDF files version 6.0 or higher with fonts embedded.

Resolution: High resolution (300 dpi) at actual printed size. Images from websites (screen resolution) are not accepted.

Color mode: CMYK only (no Pantone or other spot colors). We are not responsible for any color shifts during the conversion process if files are submitted differently.

Proofs: Full color, 100% size, indicating bleed and proper placement should be provided. Advertiser accepts responsibility for any printing errors resulting from not providing proof.

Note: Any file submitted that does not exactly match ad dimensions as above will be floated, resized and/or, bordered at the editor's discretion.

Electronic submission: Include your name, contact info, ad size, preferred placement (if applicable) and report of insertion for each submission.

Email: For files under 10MB, compress (zip or stuff) and email to Amy LaLime at amy@franchisebusinessreview.com. Please contact Amy to coordinate the transfer of larger files.

Ad production: We encourage you to provide an ad of your own design but FBR can assist with design, if necessary, for an hourly fee. Contact your client consultant for more information.

Production Questions:



Amy Lalime, Client Services Manager
amy@franchisebusinessreview.com
603.610.0523

Design Services:

Need a designer? We can help.
Contact your client consultant for more information.

ONLINE ADVERTISING

EXPAND YOUR ONLINE REACH

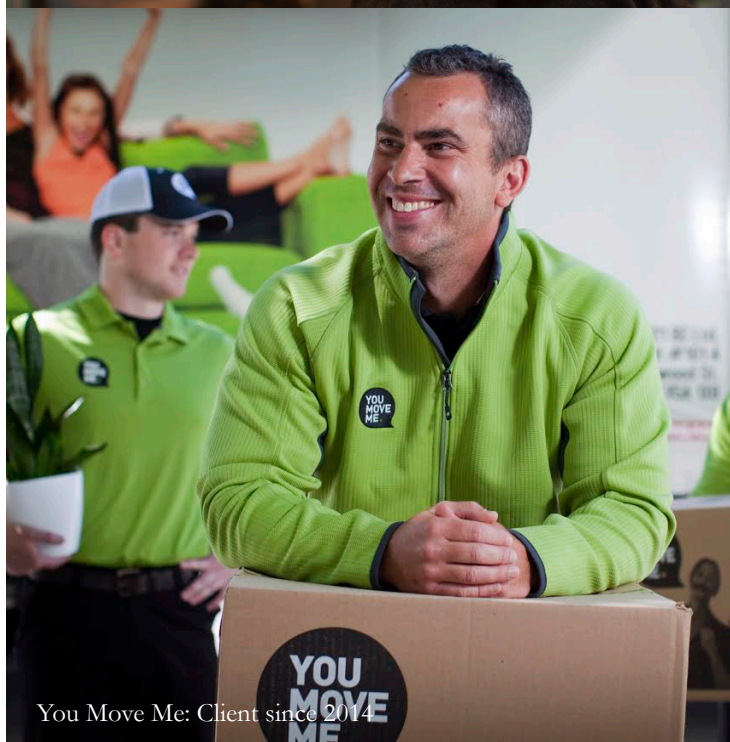
Zero in on your target audience—savvy prospective franchisees researching a smart investment.

Only four advertisers per ad unit, per quarter. Available exclusively to advertisers who purchase full- or half-page print ads.

- Ads appear on all FBR website pages and candidate newsletters (with the exception of company/profile pages and the Franchisor tab).
- Ads link directly to your franchise website. (You provide the URL.)
- Choose from premium or standard box format, or leaderboard or inline banner format, pending availability.



Pinot's Palette: Client since 2012



You Move Me: Client since 2014

ONLINE ADVERTISING PRICING

(Available to print advertising customers only; billed quarterly)

AD TYPE	AD LOCATION	3 MONTHS (Cost/Qtr)	6 MONTHS (Cost/Qtr)	FULL YEAR (Cost/Qtr)
Premium leaderboard banner	Top of page, above footer, rotating 4 ads	\$4,500	\$4,050	\$3,600
Premium box	Upper right corner, rotating 4 ads	\$3,000	\$2,700	\$2,400
Run-of-site banner	Inline with content, rotating 4 ads	\$3,000	\$2,700	\$2,400
Run-of-site box	Inline with right margin, rotating 4 ads	\$2,000	\$1,800	\$1,600
Candidate email (1 per month)	Included with options above	Included with options above	Included with options above	Included with options above

ONLINE AD SPECIFICATIONS

Dimensions below are shown in pixels, width by height.

AD TYPE	SPECS	FILE TYPE
Banner (leaderboard and run-of site)	1,540px x 180px, 72 dpi	.jpg, .png, gif (animation ok)
Box (leader and run-of site)	700px x 700px, 72 dpi	.jpg, .png, gif (animation ok)
Candidate email	Same as above	same as above

Site page (Not shown actual size.)

Banner
1,540px x 180px
72 dpi

Premium Leaderboard Banner

Premium Box

Box
700px x 700px,
72 dpi

Run-of-site Box

FBR Content

Additional FBR Content

Run-of-site Banner

FBR Content

“

Our experience with Franchise Business Review has been great – everything from the staff that has walked us through every step of the way to the lead generation to the advertising – it’s been great.”

Tim Conn,
Founder,
Image One Facility Solutions



”



Image One Facility Solutions: Client since 2015

Q&A PROFILES

THE VOICES OF FRANCHISING

Let testimonials tell your story.

FBR offers opportunities to tell your brand story with Q&A profiles. Choose from a Q&A with one of your franchisees to showcase their satisfaction with investing in your franchise, or an interview with brand leadership to share what you're doing to help franchisees be successful and satisfied.

Available formats:

- **Franchisee Profile:** Featured Q&A with a franchisee, in printed guide and online.
- **Premium Profile:** Featured Q&A with a franchisee, in printed guide and online, plus cover highlight. Only two available per guide.
- **Podcast:** Franchisee (or franchisor leadership) Q&A with an FBR representative, posted online only as audio and transcript. Only 6 available per quarter.
- **Premium Podcast:** Franchisee (or franchisor leadership) Q&A with an FBR representative, posted online only as audio and transcript, PLUS a one-time dedicated email to our franchise candidate list featuring the podcast and your brand. Only two available per quarter.



Homewatch CareGivers: Client since 2006



Soccer Shots: Client since 2012

Q&A PROFILES PRICING

AD TYPE

1x

2x

4x

Online Enhancements

Premium Franchisee Profile
(appears in print and online)

\$2,250

\$2,025

\$1,800

Online profile; Link from cover of interactive online edition

Franchisee Profile
(appears in print and online)

\$3,000

\$2,700

\$2,400

Online profile

Podcast Interview
(Franchisee or Executive)

\$2,500

Online audio and transcript

Premium Podcast Interview
(Franchisee or Executive)

\$3,000

Online audio and transcript, plus dedicated email to candidate list

SPONSORED CONTENT

CREATE MEANINGFUL EXPERIENCES

Use storytelling to attract and engage candidates.

Candidates want to engage with a brand's story as they are researching opportunities. But, if you don't have an editorial team dedicated to creating engaging blog posts and stories, it can be tough to keep your content marketing strategy performing effectively.

Why not let FBR do it for you?

With our new sponsored content option, our editorial team will write and edit stories for your brand on an ongoing basis, optimize it for search engines, link to your site, and distribute it directly to our audience.

Available exclusively to award-winning brands:

- 700-900 word article authored by FBR based on one-hour interview with your brand's leadership (includes two rounds of review by client)
- Evergreen content that lives on the FBR site with no expiration date
- Direct link to your website and call to action within the blog
- Choose from one story per month or one story per quarter

Distribution:

- 13,000+ FBR candidate subscriber list
- Social media channels (Facebook, LinkedIn, Twitter)
- Premium placement on FBR website

SPONSORED CONTENT PRICING

Quarterly \$3,000/quarter
with annual commitment (\$12,000/year)

Monthly \$9,000/quarter
with annual commitment (\$36,000/year)



Fuzzy's Taco Shop: Client since 2013

Americans consume more than 100,000 digital words every day. 92% of these consumers want to internalize those words in the form of a story.

Source: The Science of Storytelling, OneSpot

Our Editorial Director

Sarah Brady heads up FBR's editorial team. She leads FBR's B2C digital marketing strategy and production of FBR's printed reports to create helpful and educational content for current and future franchisees. A content marketing and SEO expert, Sarah is the force behind FBR's blog, making our clients' stories come alive.

Sarah lives in southern Maine with her fiancé, son and dog. When not in the office you can find Sarah watching (or driving) to a youth soccer/lacrosse game somewhere in New England or stretching out in the yoga studio.





Snap-on Tools: Client since 2007



Kona Ice: Client since 2013



Amada Senior Care: Client since 2014

LEAD GENERATION

MORE LEADS? YES, PLEASE.

Generate more leads and lower your cost per sale.

Franchising success is all about relationships. Franchise Business Review's pay-per-lead program matches the most serious franchisee candidates with brands ranking highest in franchisee satisfaction.

Candidates who submit leads through FBR's site are serious about franchisee satisfaction data and are looking for a credible, independent source to investigate franchise brands.

You get your own dedicated profile page on FBR's website in the Top Franchise Ratings section where you can show candidates what makes your brand stand out.



FBR was named a top 10 deal-maker in FranConnect's 2018 Franchise Sales Index Report.

BETTER LEADS. LESS WASTED TIME.

No lead sharing.

Candidates can't check off multiple boxes. They view your individual profile page and fill out a form to speak directly with you.

Less competition.

Only the 200 top ranking franchise companies are eligible to participate in our lead program.

No long term commitment.

You can stop taking leads at any time.

High quality, not high volume.

You'll actually connect with the person who submitted the lead form. They know why you're calling, they ask smart questions, and they have a real interest in buying a franchise.

Rates: \$75- \$100 per lead.

Monthly lead caps available to help you manage your budget.

Our contact rate is approximately 70%, compared to the 30% you get with most franchise website portals.

“

We have converted three prospects to franchisees who came to us from our “pay per lead” program with FBR in the last 14 months. To say that we get our money’s worth is the understatement of the year!

Paul Pickett,
Chief Development Officer,
Wild Birds Unlimited



”



Wild Birds Unlimited: Client since 2006

RECRUITMENT BUNDLE

STOP SEARCHING. START GROWING.

Use a multi-channel approach to reach buyers wherever they are.

Today's buyers are doing most of their research online before ever talking to your sales team—and they're gathering their information from a variety of sources.

FBR's Recruitment Bundle gives your brand more power in more places—so you can capture franchise buyers' attention and engage with them across multiple channels.

Get everything you need to maximize your visibility and engage with the right candidates in one neat bundle:

Franchise Reviews

Peer reviews matter! Buyers trust online reviews and they influence buying decisions. The Recruitment Bundle includes a dedicated profile page that shows exactly how your existing franchisees rate you—and lets buyers submit an inquiry directly to you right from the page.

Lead Generation

Get highly qualified leads through FBR's lead generation program ([see page 11](#)). As part of the bundle you get a discounted rate on the pay-per-lead cost, and you can cap the number of leads you receive per month.

Validation Highlights Sheet

This snapshot of your data can be used at tradeshow, on your development site, and in marketing campaigns to show buyers where your franchisees rank you highest. And because it's provided by an independent source, it's even more credible.

Candidate Validation Tool

Invite your most serious candidates to view your full survey results, speed up the validation process—and build trust and transparency—by walking them through the data or letting them explore the results using FBR's online platform.

Display Advertising

Get a 1/3 page print ad in each of our quarterly guides, distributed at franchise expos throughout the year and displayed on FBR's website for a full year.

Rates:

Starting at \$2,500/quarter.



Rhea Lana's: Client since 2011



Mathnasium Learning Centers: Client since 2006



Window Genie: Client since 2012



Iron Tribe Fitness: Client since 2014

“

When I first started looking at franchises, I had a list of probably 10 of them that were of interest to me. Franchise Business Review was something that I used to compare all of them because it's pretty easy to do....The data was there for me to determine what direction I wanted to go.”

Chris Willems,
Franchisee,
TWO MEN AND A TRUCK



”



TWO MEN AND A TRUCK: Client since 2006

READY TO START?

CONTACT YOUR CLIENT CONSULTANT:



Nicole Dudley

nicole@franchisebusinessreview.com
603.373.1553



Wes Graves

wes@franchisebusinessreview.com
603-610-6627



Michelle Rowan

michelle@franchisebusinessreview.com
603.433.2260