

Zoellner, Garten & Co.

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Acquisition Opportunity – Client 4194

Direct Mail Advertising

NOTE – ALL CONTACT MUST BE THROUGH ZOELLNER GARTEN & COMPANY

Description. This is a Business that sells ads in specific markets. The ads are printed and mailed six times per year. The current market is outside I-275. Each mailer has 15 large ads and 12 small ads. Advertisers are loyal and most advertise in each issue.

Niche. The publication is currently sent to specific zip codes – roughly 64,000 homes. The advertisers serve those areas and shoppers are loyal.

Opportunities. Prices have not been raised and could be. The Greater Cincinnati / Northern Kentucky area inside I-275 is NOT currently being served. As an example, adding a Sales Executive for Northern KY could possibly double Revenue. Adding a publication in areas such as Mason, Montgomery, and West Chester would do the same. Adding an App program would add to the distribution area and bring more customers and possibly higher ad rates.

Financial. Each issue currently generates around \$34,000 Revenue. Printing costs \$14,500 per issue and postage costs approximately \$0.18 per home or \$11,500. Gross Profit is \$8,000 plus per issue. An added benefit is Trade – advertisers provide Gift Cards that are used to lure advertisers.

Personnel. This is a home-based business run by the Owner.

Competition. There are a number of direct mail advertisers. Some are “total market”, that is, they have one publication for the Greater Cincinnati market, making ads expensive for advertisers in limited market areas.

Reason for Sale. The Owner is ready to retire. He will be available for transition for up to one year.

Asking Price. The Asking Price is \$100,000.

To Learn More: If interested, please contact us. Buyers must agree to the terms of our Confidentiality Agreement (CA) and submit a Buyer Profile. Please visit our web site to review the CA and complete the Buyer Profile.

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