

# Media Kit 2018



## GiftBusinessINSIDER

The official Magazine for

Gift Basket Network

and

Gift Business Owners

[www.GiftBasketNetwork.com](http://www.GiftBasketNetwork.com)  
[www.GiftBusinessOwners.com](http://www.GiftBusinessOwners.com)

# Gift Business INSIDER

Gift BusinessInsider is a full-service resource for new and existing gift shop and gift basket companies to start, maintain, and grow their business.

The business was founded in February 2005 as GiftBasketNetwork and is a division of Creative Gifts to Go LLC. The resources and tools available for our gift basket company members include a world-wide gift company directory, resource website, online Facebook groups, E-books, and the monthly magazine *Gift Business Insider*.

We could list a long list of benefits but we prefer to let our readers and members speak for us.

*Thank you so much for all that you have done for my gift basket business and the gift basket business industry as a whole. Your online community is full of valuable information that has helped me so much! I can get help at all hours of the day. Your magazine is filled with ideas that help with the 4th quarter planning and throughout the year. Thank you so much!! We love you guys.*

*Georgia Lane  
Gift Baskets by G*

*Congratulations Joyce and team! GiftBasketBusinessInsider is filled with beautiful designs and insightful **articles that I'm sure your readers enjoy. I know many in the industry miss Rave Reviews Magazine and your online publication will surely help to fill that void.** I thank you for stepping up to the plate and hope that industry members will support your endeavor by subscribing, so that you can continue to bring valuable information their way.*

*Cherie Reagor  
Publisher—Rave Reviews*

*I love reading the magazine! You can always learn something every time you read it. Whether you're a seasoned gift basket business owner or just starting out, you have a wealth of information at your fingertips. It can point in a different direction you may not have thought or just refresh an old idea."*

*Lori Reid  
EPG Gifts*

*Since finding the GiftBasketBusinessInsider, I have found many useful ideas and thoughts on how to improve my business. Even though we are based in New Zealand, I have still found many relevant gift ideas and really helpful suggestions for marketing my business, networking, blogging tips and general business requirements from being a member of GiftBasketBusinessInsider. Your genuine ongoing willingness to share and to help other gift businesses is really impressive.*

*Diane Dick—Apex Gift Boxes  
Christchurch, New Zealand*

# Gift Business INSIDER

## Who We Are

There are many who contribute to the success of GiftBasketBusinessInsider and GiftBasketNetwork but the owner of the business is Creative Gifts to Go LLC whose CEO is:

Joyce Reid – Publisher and Editor-in-chief

Owner of Creative Gifts to Go since 1992

Award Winning Designer

Owner of Gift Basket Network, Gift Business Owners, and Gift Business Insider since 2005

Staff writer for Rave Reviews for six years

**Faculty of Gift Basket Connection's Conventions in Orlando and Atlanta**

Faculty of Celebrate Expo! Convention in Las Vegas

Small Business Influencer Award

**Featured in book "A Cup of Cappuccino for the Entrepreneur's Spirit"**

Recognized as Wall Street Journal Woman of Note

Workshop leader, Coconino County small business teacher and SCORE counselor and former President of Flagstaff AZ SCORE

Former City Council, Planning Commission, and School Board member

Published author: *Runaway Secrets* and *E-Commerce Websites that Work* and the *Grow Your Business Smarter Not Harder* book series

Former publisher of statewide newspaper

## *Primary Contact Information*

Joyce Reid, Publisher

1911 E Rainier Loop, Flagstaff, AZ 86004

Phone: 928-774-7629

Office Hours: 9am - 5pm Mountain Standard Time

Email: [giftbasketnetwork@gmail.com](mailto:giftbasketnetwork@gmail.com)

# Gift Business INSIDER

## Advertising Rates

Our goal is not to make a lot of money from our vendors and suppliers but to help our members discover those who provide value and integrity to our industry.

- We keep the rates simple and inexpensive
- We strive to provide value to you, our vendors and suppliers, and our readers
- All advertisers have the opportunity to include information about your news and specials in both our monthly newsletter and in our Facebook group.

## Advertising Rates for 2018

Ad Size	3 Months (3 issues)	6 Months (6 issues)	1 Year 12 issues
Full Page Magazine Ad <b>7.5" wide x 9.5" high</b>	\$450	\$810	\$1530
1/2 Page Magazine Ad <b>7.5" wide x 4.5" high</b>	\$252	\$472	\$890
1/4 Page Magazine Ad <b>3.5" wide x 4.5" high</b>	\$150	\$270	\$510
Banner Ad <b>7.5" wide x 1" high</b>	\$75	\$140	\$275

[Order Your Ad Here](#) or if you prefer, fill out the form at the end of this media kit and fax or email it to us.

# Gift Business INSIDER

## General Information

- Multiple-run discounts are automatically built into the rates. If you need a different size magazine ad, contact Joyce Reid at [joyce@giftbasketnetwork.com](mailto:joyce@giftbasketnetwork.com)
- Display Ads for the magazine are to be in the correct size and HIGH RESOLUTION (at least 300 dpi)
- Acceptable formats are: JPEG, GIFF, PNG, PDF
- Link to Website is embedded in your Magazine Ad *FREE*.
- Cancellations must be received 30 days prior to the Closing Date
- Cancellations will not be accepted after the closing date; the ad will run in the current issue and the advertiser will be responsible for payment.
- *GiftBusinessInsiders Magazine* is sent to our subscriber's email box on the first day of each month.

## Payment for All Advertising

[Order Your Ad Here](#) or fill out Advertising Order (next two pages) and email to [giftbasketnetwork@gmail.com](mailto:giftbasketnetwork@gmail.com) or mail to GiftBasketNetwork, 1911 E Rainier Loop, Flagstaff, AZ 86004.

We are looking forward to working with you!

# Gift Business INSIDER

*Advertising Agreement for Magazine Advertising*

*Page 1 of 2*

(Please Print)

Frequency Choice

Three Months ( )

Six Months ( )

One Year ( )

Ad Size:

Full Page ( )

1/2 Page ( )

1/4 Page ( )

Banner ( )

Website Url you wish to have your advertising link to:

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Please submit your display ad to:

giftbasketnetwork@gmail.com

Questions: Joyce Reid 928-774-7629 or joyce@giftbasketnetwork.com

*Continue to Page 2. If you prefer to pay by check: Mail both pages to: Joyce Reid,  
1911 E Rainier Loop, Flagstaff, AZ 86004*

*Or email both pages which includes your credit card information to  
joyce@giftbasketnetwork.com*

# Gift Business INSIDER

*Advertising Agreement for Magazine Advertising*  
*Page 2 of 2*  
(Please Print)

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Contact  
Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp Date \_\_\_\_\_ CVS: \_\_\_\_\_

Address for credit card if different from billing address: \_\_\_\_\_

\_\_\_\_\_

Authorized Signature \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Advertising Sales Rep (if any): \_\_\_\_\_

Total Amount for all Ads \$ \_\_\_\_\_

# Gift Business INSIDER

Thank you for your advertising and the support of our industry!

We will be in touch with you shortly.