

# FRANCHISE OPPORTUNITIES GUIDE®



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

## Overview

The **Franchise Opportunities Guide®** is the most respected publication for prospective franchisees.

### → WE ARE...FRANCHISING.

The **Franchise Opportunities Guide®** is the most comprehensive print resource for entrepreneurs and opportunity seekers interested in franchising. Published semi-annually, the **Franchise Opportunities Guide®** is distributed free-of-charge at franchise expos both nationally and internationally each year. The **Franchise Opportunities Guide®** is sent to small business centers across the US, and is sold in more than 2,000 major bookstores and newsstands. IFA's **Franchise Opportunities Guide®** is a leading publication for reaching entrepreneurs and connecting high quality leads to franchisors.

Now in its 56th year, IFA is the world's oldest and largest organization representing franchising worldwide. IFA's mission is to promote, protect and enhance franchising—and each of IFA's members subscribe to the IFA's Code of Ethics. Companies listed in the **Franchise Opportunities Guide®** abide to a standard of excellence which places the publication at the top of its class.



More than just a business directory, the **Franchise Opportunities Guide®** contains vital information about more than 1,300 franchise opportunities, legal issues, FTC information, financing and other tools designed specifically to assist potential franchisees with starting their ventures.

For more than 25 years, franchisees have cited IFA's **Franchise Opportunities Guide®** as a trusted resource throughout their purchasing decision.



The **Franchise Opportunities Guide®**  
is published twice annually—  
Spring/Summer and Fall/Winter editions.

### Essential Readership Information:

Average Pass Along Rate:

**3.8%**

Total Readership:

**114,000**

Total Circulation

**30,000**

# FRANCHISE OPPORTUNITIES GUIDE®



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

Average Household Income:

**\$102,500**

Average Net Worth

**\$383,200**

Attended/Graduated College

**81%**



Advanced Degree

**17%**

Male

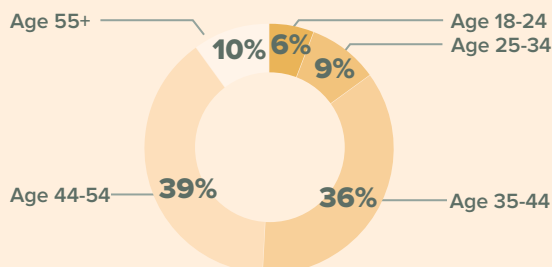
**66%**

Female

**34%**

Plan to Purchase a Franchise  
Within Two Years:

**82%**



## Readership

The **Franchise Opportunities Guide®** is published twice annually—  
Spring/Summer and Fall/Winter editions.

### → DISTRIBUTION

**1**

#### NEWSSTAND/BOOK STORE SALES

The **Guide** is sold in more than 2,000 major bookstores and newsstands in the US, and in select international markets.

**2**

#### FRANCHISE SHOWS AND TRADE MISSIONS

The **Guide** is distributed at franchise shows and expos throughout the year including:

- International Franchise Expo
- Franchise Expo West
- Franchise Expo South
- The National Restaurant Association Show
- Restaurant Finance & Development Conference
- and dozens of regional shows and meetings.

It is also distributed internationally through the U.S. Embassies around the world, as well as at conferences and trade missions sponsored by the IFA and the U.S. Department of Commerce.

**3**

#### MAIL/PHONE ORDER SALES

Each month quality prospects call or e-mail IFA to order the **Guide**.

**4**

#### FRANCHISE.ORG

Our website visitors are exposed to your listing information and can purchase the **Guide** at a discounted rate.

# FRANCHISE OPPORTUNITIES GUIDE®



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

## What's Inside

What is Franchising?

The History of Modern  
Franchising

Questions You Should Ask  
Yourself Before Becoming a  
Franchisee

Types of Franchise Investments

The Pros and Cons of Becoming  
a Franchisee

Evaluating the Franchise  
Agreement

Pre-Sale Disclosure and the  
Franchise Disclosure Document

Evaluating a Franchisor

Buying an Existing Franchise

Franchise Funding Strategies

## Editorial

Delivering you higher qualified and educated leads for your franchise business.

The International Franchise Association's **Franchise Opportunities Guide®** describes the many reasons franchising is an excellent way to be "in business for yourself, but not by yourself." It also helps entrepreneurs determine if franchising is right for them and identifies potential mistakes and challenges posed when purchasing a franchise.

The information presented in the **Guide** are specifically designed to assist prospective franchise owners in their search for the best opportunity that matches their qualifications and personal goals, and serves as a reference guide throughout the purchasing decision.

The **Franchise Opportunities Guide®** includes more than 1,300+ Franchise Opportunities listed by industry and sorted alphabetically. Each listing includes the history and description of the business, required cash investment, training and support provided by the franchisor, necessary qualifications to be a successful franchisee, and detailed contact information of the franchise development department.

The **Guide** also includes the IFA Supplier Forum—a listing of IFA Supplier members including: franchise attorneys, accountants, consultants, business and financial services, and many other firms that specialize in the franchising field. As IFA members committed to franchising, IFA Supplier Forum members can serve as a valuable resource to the entrepreneur entering into franchise ownership, and continue to be of assistance as the entrepreneur becomes a seasoned franchisee.



**"In business for yourself,  
but not by yourself."**

**Great Exposure, Great Value!**

[www.franchise.org](http://www.franchise.org)

# FRANCHISE OPPORTUNITIES GUIDE®

2017 IFA MEDIA KIT



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.



## Why Advertise?

The **Franchise Opportunities Guide®** has everything that a potential franchisee needs to start their search for the right franchise. Capture the attention of this engaged audience, and increase your lead flow by advertising in this excellent resource for franchise opportunity seekers.

### Publications...

#### ...contribute most throughout the purchase funnel:

Publications are the most consistent performer in the purchase funnel with particular strength in the key stages of brand favorability and purchase intent.

#### ...spur web traffic and search:

BIGresearch proves that publications lead other media in influencing consumers to start a search for merchandise online, ranking at or near the top by gender as well as across all age groups. In addition, ads boost web traffic, and publication readers are more likely than non-readers to buy online.

#### ...supply credibility:

Multiple sources show that consumers trust ads in publications.

#### ...improve advertising ROI:

Based on analyses of client-commissioned cross-media accountability studies, two separate sources found that publications most consistently generate a favorable cost-per-impact throughout the purchase funnel.

**Great Exposure, Great Value!**

**www.franchise.org**

# FRANCHISE OPPORTUNITIES GUIDE



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

## Advertising Opportunities

### → DISPLAY ADVERTISING

We have a display ad size for every budget. Fractional display ads can be placed in the editorial section of the **Guide** (at the beginning) or within industry categories so your brand and identity stand out on the page when a prospective franchisee searches categories of opportunities.

Full Page Display Ad Sample

**Cover Logo Placement Option Available for Each Paid Full Page Ad**

My offer is a discounted franchise for a select period. For more information, visit [www.anytimefitness.com/franchise](http://www.anytimefitness.com/franchise)

### → JUMBO & STANDARD LOGOS

Brand recognition is one of the most important assets a member has, and we have some impactful options for you to reinforce your branding to prospective franchisees.

Jumbo Logo Sample

Standard Logo Sample

## BE THE FIRST TO APPEAR IN YOUR CATEGORY!

### → DIRECTORY ADVERTORIAL

Dominate your primary category by having the very first listing in that category, in addition to your alphabetical listings that will appear in all three categories, which includes:

- Company listing and logo on the first page of category and includes two-thirds page ad
- Logo/mention on “Featured Franchise Opportunities” index page
- First right of refusal on future placements.

## Advertorial with Two-Thirds Page Ad Sample

**KUMON**  
KUMON NORTH AMERICA, INC.  
800.422.8750  
1000 South 10th Street, Suite 100, Tempe, AZ 85282  
[www.kumonusa.com](http://www.kumonusa.com)

**TALK WITH US TODAY TO Accelerate YOUR ENTREPRENEURIAL DREAM.**

**#1 TUTORING SERVICE Franchise**  
**#3 TOP FRANCHISE FOR THE MONEY Franchise**  
**#20 FRANCHISE TOP RANGERS Franchise**

**Discover** the personal fulfillment that comes from maximizing a child's success. And yours.

Kumon is the world's largest after-school learning program, aimed at helping children build confidence, curiosity and creativity. Our mission is to provide a solid foundation in math and reading. Our mission gives you the unique opportunity to create a successful business while making a profound and lasting impact on the lives of children. For over 74 years Entrepreneur magazine has rated us the #1 tutoring services franchise because we're committed to growing our owners with the training, resources and support to help them thrive. Very few ask us to today and learn more! You have to be moved by our questions and help you decide if a Kumon franchise is right for you.

[www.kumonusa.com](http://www.kumonusa.com) [www.kumonfranchise.com](http://www.kumonfranchise.com) [www.kumonfranchise.com](http://www.kumonfranchise.com)

© 2017 Kumon North America, Inc. All rights reserved. This ad is for informational purposes only. It is not an offer of a franchise. For more information, visit [www.kumonfranchise.com](http://www.kumonfranchise.com).

# Ad Rates

## 2017 IFA and Supplier Forum Member Rates

Four-Color Display Ads		Additional Advertising Opportunities	
Back Cover*	\$7,000	Cover Logo Placement (with purchase of a full page ad)	\$1,500
Inside Front Cover*	\$6,500		
Inside Back Cover*	\$6,500		
Page 1 (Opp. Cover 2)*	\$6,500	Jumbo Logo (Four-color only)	\$1,200
Page 2*	\$6,000		
Page 5 (Opp. T.O.C.)*	\$5,000	Standard Logo (Four-color only)	\$750
2-Page Spread	\$7,000		
Full Page	\$3,750	Directory Advertorial (per edition)	\$4,000
2/3 Page (Vertical)	\$3,000		
1/2 Page	\$2,500		
1/3 Page	\$1,650		
1/4 Page	\$1,000		

\* Premium Position

### → Introductory Value Package

#### Starting at Only \$3,000/Year\*

- Category logos in the next two **Franchise Opportunities Guides®**
- Featured category logo on **Franchise.org**
- Enhanced company profile on **Franchise.org**
- Direct link to your franchise development site

\*Options available for increased exposure

## Ad Deadlines

### 2017 Spring/Summer Edition

Logo Deadline: 1/27/2017      Materials Due: 2/3/2017  
Editorial Section: 2/28/2017      Materials Due: 3/21/2017

### 2017 Fall/Winter Edition

Logo Deadline: 7/25/2017      Materials Due: 7/27/2017  
Editorial Section: 8/29/2017      Materials Due: 9/12/2017

## Material Requirements

All web offset: **Franchise Opportunities Guide®** is produced computer-to-plate. **Franchise Opportunities Guide®** subscribes to the SWOP (Specifications for Offset Publications) standards. **Franchise Opportunities Guide®** is perfect bound and printed on 40-lb. #5 gloss text and 7pt. #2 gloss cover stock.

## Ad Sizes

### Guide Trim Size: 8.25" x 10.875"

(All ad specifications are in inches, width by height.  
Keep live matter .5" from trim on each side.)

## Page Dimensions

### Full Page

Live Area: 7.25" x 9.875"

Trim: 8.5" x 10.875"

Supplied Bleed: 8.5" x 11.125"

### 2-Page Spread

Live Area: 15.5" x 9.875"

Trim: 16.5" x 10.875"

Supplied Bleed: 16.75" x 11.25"

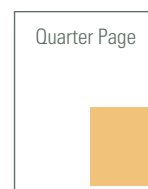
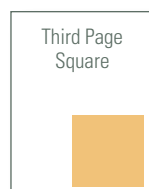
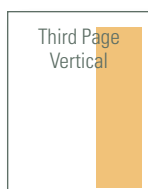
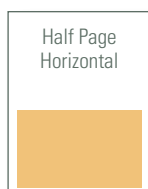
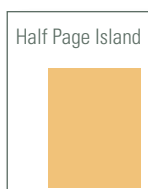
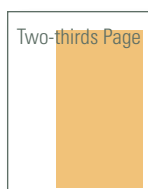
### Page Dimension

### Live Area

Two-thirds Page (Vertical)	4.5" x 9.5"
Half Page (Island)	4.5" x 7.375"
Half Page (Horizontal)	7.25" x 4.5"
Third Page (Vertical)	2.125" x 9.5"
Third Page (Square)	4.5" x 4.5"
Quarter Page (Vertical)	3.5" x 4.5"

## File Transfer

Please contact [advertising2@franchise.org](mailto:advertising2@franchise.org) for more info.





## Regional Advertising Managers



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

Locate your state below to find your advertising manager who can secure future success for your company through **Franchise Opportunities Guide®**.

**Contact Greg Cook**

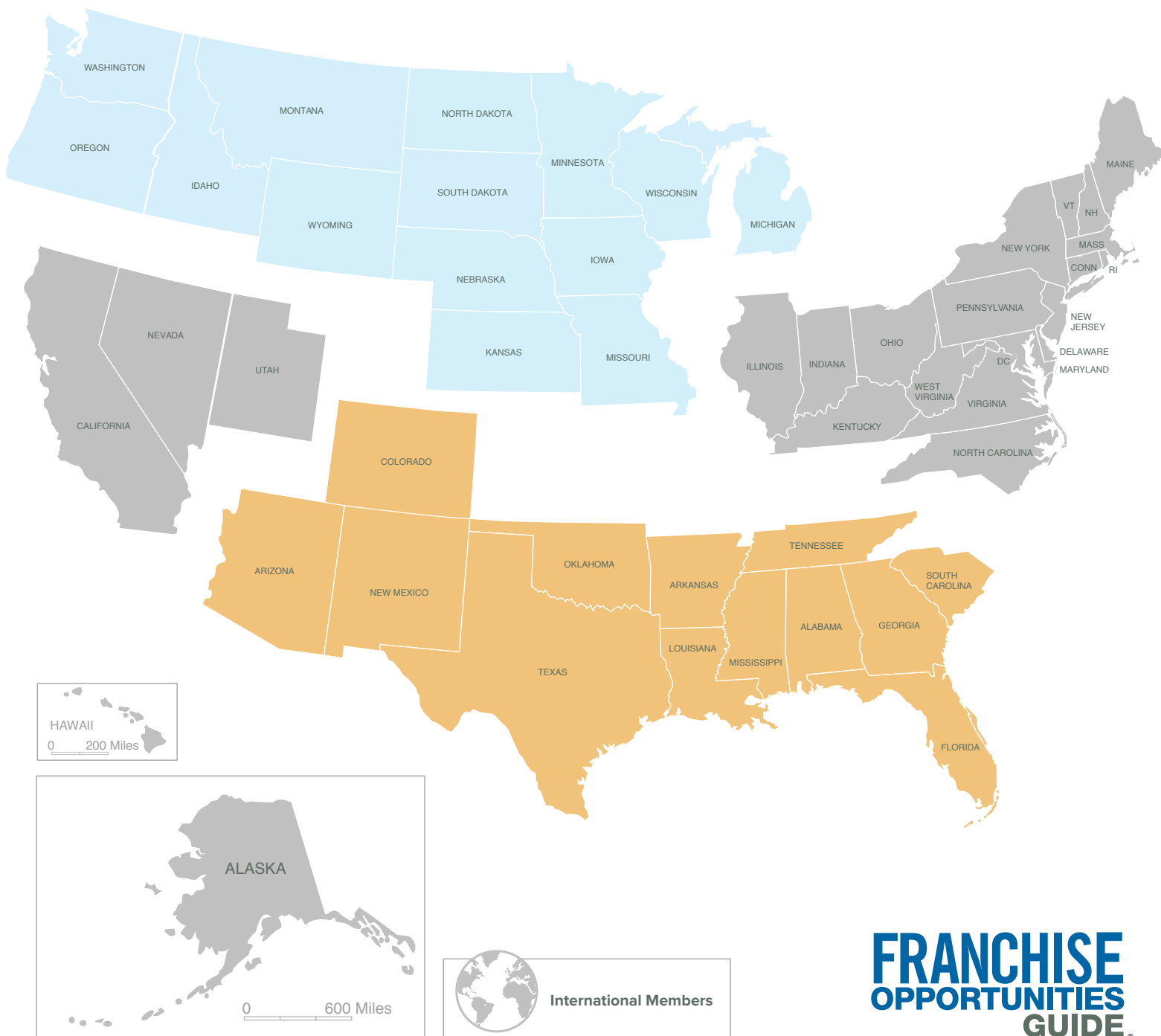
Vice President, Advertising &  
Strategic Partnerships  
gcook@franchise.org  
202.662.0791

**Contact Kelley Class**

Senior Regional Advertising Manager  
kclass@franchise.org  
202.662.0795  
International Members

**Contact Carly Wooley**

Senior Regional Advertising Manager  
cwooley@franchise.org  
202.662.0788



**FRANCHISE  
OPPORTUNITIES  
GUIDE®**