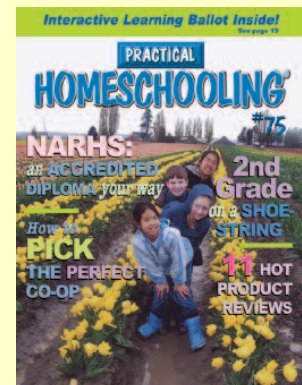
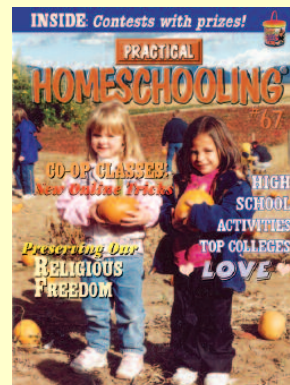
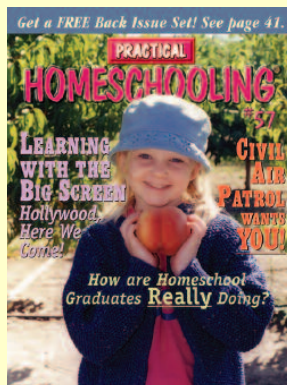
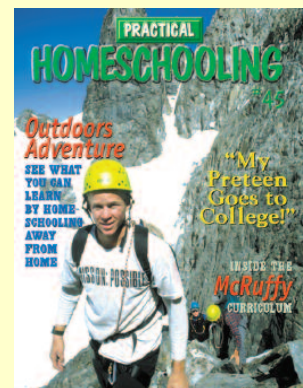
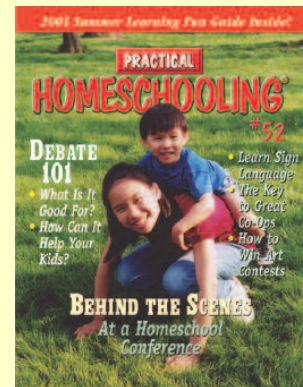


# Thank you for requesting the Practical Homeschooling® media kit!

Inside you'll learn:

- What makes our magazine a great place to advertise
- What our readers think about us
- What your advertising options are
- How to get started as a PHS advertiser!



# What an Advertiser Says About

## PRACTICAL

# HOMESCHOOLING<sup>®</sup>

*Just a brief note to let you know about our experience with advertising in Practical Homeschooling Magazine.*

*As you know, our company is small, but growing steadily. When we choose a source of advertising, it is important for each dollar spent to achieve a specific return on investment. Although our combined homeschooling advertising budget is relatively small, we have found that our ads in your magazine consistently perform well. As much as I believe that this is a function of a well-designed and well placed ad, and the fact that we consistently advertise in each issue, I do believe it has much to do with the regard that your magazine has within the homeschool community.*

*As a matter of course, when people purchase our programs, we always ask where it was that they first saw us or heard about us. On a percentage basis, actual responses generated from your magazine outweigh any other source of homeschool advertising by a factor of at least 2 to 1. In addition to this, people routinely comment on the high-regard they they have for both you and your publication. In fact, what we have observed, is that our product is, in itself, held in higher regard purely as a result of our presence in your magazine.*



## Special Bonus #1 Exclusively Offered to Our Advertisers

Free marketing consultation with our publisher, Mary Pride! As the author of the all-time bestselling homeschool book series, which reviews thousands of homeschool products, Mary is an expert on how to position your product or service for maximum effect. Learn how to use magazine advertising as a giant step towards catalog & store sales . . . and more!

## Special Advertiser Bonus #2

Free ad design or makeover upon request! Even agencies find this valuable if you have not had a lot of experience advertising to homeschoolers before. If you don't have the budget or the time to create your own ad, we can help. Think of us as your unpaid ad agency. Learn what words and phrases turn homeschoolers on . . . and off . . . how to increase your ad's visual impact . . . when to "shrink" or "grow" your ad size . . . and more! We want to help you succeed!

*Thank you for your work, your efforts and your support.*

*Kind regards,*

*Neil Moore  
Founder & Executive  
Director  
Simply Music*

# What Our Readers Say About

# PRACTICAL

# HOMESCHOOLING®

## My Favorite Homeschool Magazine

"PHS is my favorite homeschooling magazine. "A Day at Our House" puts me in touch with real life families, which I find very encouraging. Thanks for all you do. Your magazine is a ministry to me."

*Rhonda Harris NC, US*

"We have been homeschooling for over 8 years now and have been subscribers longer than that! I love your curriculum reviews and 'A Day At Our House.' I've got a link on my website recommending your magazine as my 'favorite homeschool magazine'."

*Gina James AR, US*

## So Grateful

"Before my husband and I married, he told me he wanted to homeschool our future children. I found PHS when our eldest was 3. Now, three years later, I am still so grateful for PHS! It has opened many vistas for me, and for our homeschooling family."

*Carole Jernigan CA, US*

## Love Receiving It

"I love receiving your magazines—keep up the excellent work."

*Tanya Weisbrodt SK, Canada*

## It's An Education

"We have been reading your magazine since we started homeschooling. Your magazine has been an education for us. It has taught, encouraged, and at times ministered to us. Thank you for such a wonderful magazine. We look forward to every new issue."

*Landi Miret FL, US*

## Helps Readers Evaluate Curriculum

"I love the magazine, it is extremely helpful. It helps me evaluate curriculum and offers much needed support to pursue this "alternative" education."

*Renee Choate TX, US*

## Great Ideas and Encouragement

"I've been reading PHS since we started homeschooling in 1996. I shared those old issues with new homeschoolers because of the great information. PHS continues to give me great ideas to try and encouragement from the "Letters" section each month."

*Elaine WI, US*

## Makes it a Good Day

"Practical Homeschooling is "down to earth", informative, and interesting! When I see it in my mailbox I know it's going to be a good day! I love it!"

*C. Sonmor CO, US*

## Helps Non-Homeschoolers, Too

"I've been reading your publication for years. We haven't been able to homeschool our son full-time, but thanks to your magazine, we are supplementing his education. Thank you for this valuable resource!"

*Julie Clark VA, US*

## Product Reviews Readers Trust

"I love the product reviews which often are true critical reviews. I am glad that you publish the con's of some products rather than only publishing positive reviews. Knowing both strengths and weaknesses of a product, book, or curriculum is important."

*Christine Montano CT, US*

## Helps Readers Find Suppliers

"I could have never found the wide variety of supplies without you. Thank you for keeping up-dated and also keeping the "old ways" for people like me."

*Mrs Frank Luck MO, US*

## A Wealth of Advisors

"When I started to home school 12 years ago there were very few advisors I could go to for wisdom. PHS became my wealth of advisors to whom I could go day or night, finding wit, wisdom and encouragement."

*Ruth Gervat NJ, US*

## Better Than an Education Degree

"I don't know what I'd do without you ! As a former teacher, and now a homeschooling mother, I rely on your magazine to offer a wide range of educational topics. I've learned more from your columnists than I did in college for my education degree!"

*Ellen Stancliff ME, US*

## The Definitive Homeschool Magazine

"I absolutely love PHS! It is the definitive magazine for homeschoolers. I eagerly await each issue and devour it, from cover to cover, the day it arrives in my mailbox."

*Susan Moore SC, US*

# Quick Facts About

# PRACTICAL

# HOMESCHOOLING®

**PRINT RUN** At least 25,000 copies/issue. If you advertise for a full year, over 100,000 families will see your ad. We accomplish this through a mix of paid newsstand copies, paid subscriptions (**including over 1,000 libraries**), and carefully chosen promotional distribution (conferences, mailing lists, and/or box inserts)

**SUBSCRIPTION PRICE** \$19.95/six issues, \$4.95 single copy US/\$6.95 single copy Canada.

**FREQUENCY** Bimonthly.

**FORMAT** Glossy paper, four-color and two-color inside, four-color cover, newsstand quality

**PUBLISHER MARY PRIDE.** Recognized for over 20 years as a foremost expert on homeschooling, Mary is the author of *Mary Pride's Complete Guide to Getting Started in Homeschooling*, the fifth edition of the first ever mass market how-to homeschool book. She holds two engineering degrees from R.P.I. Her husband, **Bill**, our CFO, has a B.S. in Math from M.I.T., an M.S. in Math from University of Missouri-St Louis, and two degrees from Covenant Theological Seminary. The Prides have nine totally homeschooled children, including two National Merit Finalists. They have been written up in numerous publications, including the *New York Times*, the *Wall Street Journal*, and the very first issue of *Wired*.

## REGULAR COLUMNISTS

- ★ **FRANK ARMBRUSTER**, noted educational product inventor. His first game, *Instant Insanity*, sold over 12 million copies.
- ★ **SAM BLUMENFELD**, internationally recognized homeschool speaker and author
- ★ **MICHAEL MALONEY**, Canada Post National Literacy Educator of the Year
- ★ **MELISSA MORGAN**, co-author of two popular homeschool "tip" books
- ★ **AUSTIN WEBB**, homeschool graduate, top all-around National Merit Scholar of 2005

## OTHER REGULAR FEATURES

- ★ In depth product **REVIEWS** . . . be sure to send us samples of YOUR products!
- ★ Our prestigious annual **READER AWARDS** and **READER SOFTWARE AWARDS**
- ★ **ALL GRADE LEVELS COVERED IN EVERY ISSUE!** Plus far more high-school and college coverage than any other homeschool magazine!
- ★ **SPECIAL FEATURES** on important educational trends and opportunities
- ★ **INTERVIEWS & GUEST ARTICLES** with groundbreaking educational thinkers
- ★ **"NEWSHORTS"** introduce new products, events, and contests for homeschoolers
- ★ **"SHOW & TELL"** success stories
- ★ **"DAY AT OUR HOUSE"** diary section
- ★ **CONTESTS** for the whole family

## WHAT SPECIAL BENEFITS DO WE OFFER OUR ADVERTISERS?

- ★ **STRONG TRACK RECORD.** Continuously published by the same team for the last 14 years.
- ★ **NAME RECOGNITION.** Our publisher and columnists are among the biggest names in the homeschool community. Ask anyone!
- ★ **QUALITY READERS.** Our readers are homeschool opinion leaders. State leaders from all 50 states have subscriptions.
- ★ **WE SUPPORT OUR ADVERTISERS** We review curriculum—we don't try to substitute for it.
- ★ **YOUR FREE HOMESCHOOL AD AGENCY** We can help write ad copy or "makeover" your existing ad to fit the homeschool market. We will even design and typeset your ads for free, upon request!
- ★ **FLEXIBILITY** Go up or down an ad size without losing your frequency discount. Vary your ad sizes to meet your seasonal requirements!
- ★ **FREE MARKETING CONSULTATION** with Mary Pride upon request.

# PRACTICAL HOMESCHOOLING®

## Magazine Advertising Insertion Order Form

Just follow the four simple steps below to reserve your ad.

**1. Please circle ad size and frequency desired.** E.g., circle "\$1,699" if you want a full page in 6 issues. The amount circled is your per-issue price. **Circle 4-color amount** as well if four colors are desired.

Display Ad Size	Specs (W x H)	Color	6x Cost	3x cost	1x Cost	Four-Color
— Sorry, our Inside Front Cover and Outside Back Covers are SOLD —						
Inside Back Cover	8 1/8 x 10 7/8	FREE 4 color	\$2,500	\$3,500	\$4,500	Included
Full page	8 1/8 x 10 7/8	FREE 2 color	\$1,699	\$2,400	\$3,099	Add \$300
Two-thirds page	4 9/16 x 9 1/4	FREE 2 color	\$1,199	\$1,700	\$2,199	Add \$250
Half page	7 x 4 9/16	FREE 2 color	\$899	\$1,275	\$1,699	Add \$200
Third page, square	4 9/16 x 4 9/16	FREE 2 color	\$599	\$850	\$1,099	Add \$150
Third page, vertical	2 1/4 x 9 1/4	FREE 2 color	\$599	\$850	\$1,099	Add \$150
Sixth page	2 1/4 x 4 9/16	FREE 2 color	\$300	\$425	\$550	Add \$100
Twelfth page	2 1/4 x 2 1/4	Black only	\$150	\$215	\$275	n/a
Column inch	2 1/4 x 1	Black only	\$75	\$109	\$145	n/a

**2. Please check the boxes below** for the issues desired. Be sure to check EVERY issue desired, not just the first.

Issue Number/ Name (Check off issues desired)	Est. Drop Date	Early Art/ Payment Due Date (for ads we create & payment for all ads)	Ad Due Date (for finished ads from you)
<input type="checkbox"/> #77 Summer 2007 (Jul/Aug)	Late July 2007	CALL	CALL
<input type="checkbox"/> #78 Back to School 2007 (Sep/Oct)	Late August 2007	Ext to July 25 (new advertisers only)	Ext to July 25 (new adv's)
<input type="checkbox"/> #79 Christmas 2007 (Nov/Dec)	Late October 2007	September 1	September 15
<input type="checkbox"/> #80 Winter 2008 (Jan/Feb)	Late December 2008	November 1	November 15
<input type="checkbox"/> #81 Early Conventions 2008 (Mar/Apr)	Late February 2008	January 1, 2008	January 15, 2008
<input type="checkbox"/> #82 Conventions 2008 (May/June)	Late April 2008	March 1	March 15
<input type="checkbox"/> #83 Summer 2008 (Jul/Aug)	Late June 2008	May 1	May 15
<input type="checkbox"/> Automatically renew my contract when it expires.			

**3. Check the box below** if you wish to prepay the full amount for 6 issues in advance and receive a 5 percent Prepayment Discount. Otherwise, payment for each individual issue is due to reach us by the Payment Due Date.

I am taking a 6x contract and wish to prepay for an entire year at once (all six issues). That entitles me to a 5% Prepay Discount.

**4. Now fill in all the information below, including signature.** Credit card information is optional UNLESS you wish a column inch or twelfth-page ad. Those MUST be paid by credit card. Fax or mail with payment for your first ad, & you're done!

Company Name \_\_\_\_\_ Products Advertised \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Website URL \_\_\_\_\_ Graphics artist name/phone \_\_\_\_\_

Ad will be submitted as  disk  email  rough (Home Life to create ad from rough)

I have read and agree to **PRACTICAL HOMESCHOOLING'S** conditions and policies.

Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

(Optional) Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please bill my  MC  Visa  AmX  Discover card for each ad as it comes due.

**IMPORTANT!** Please enclose entire payment for your first ad.

We will bill you for each subsequent ad as it comes due, unless you select the credit card payment option above.

We must receive a signed insertion order and payment before we can proceed on an ad.

You may cancel any ad before its payment due date, unless you have claimed the Prepay Discount, in which case cancellation is only allowed via special arrangement (see Terms & Conditions). You may cancel a non-prepaid ad contract at any time, with the understanding that if cancellation occurs AFTER a payment due date, you are still responsible to pay for that particular ad.

# PRACTICAL HOMESCHOOLING®

## Advertising & Typesetting Policies

**Contract Parties** This contract is between Home Life, Inc., of Fenton, MO, its heirs and assigns, and the company or party who has contracted for advertising services.

**How to Submit Your Ad** Mail or email the ad in PDF or Macintosh QuarkXpress 6.1or 6.5 format, along with a mailed or faxed printout of the ad showing fonts and sizes used. By special arrangement, we can also accept PageMaker 6.5 for Mac and up, Photoshop EPS and TIFF files—call first to arrange this. Be sure to include all fonts and images used in the ad on your disk or in your email. Electronic images should be 300 dpi, sized at 100%, and in TIFF format. (Ask us about other formats.) Ads may be submitted on CD-ROM or emailed to bill@home-school.com.

**Color** If you have paid for color in your ad, please submit a color proof or indicate on a photocopy of your art where you want the color to fall. Some common uses of color: background tints, reversed-out text, colored text, and/or colored borders.

**Free 2nd color** is “run of press,” meaning whatever is available on that form. Let us choose a 2nd color for you! A specific 2nd color may be obtained by paying the four-color charge. Specific PANTONE 2nd-color requests will be matched to the closest CMYK color. NOTE: Graphics you ask us to create must be all one color. Graphics for 2-color ads must be black-and-white TIFFS. Two-color ads may not be submitted as graphics since it is very difficult if not impossible to match a provided second color that runs throughout a graphic to our page’s second color. Four-color art may be submitted on disk or via email OR submitted as color photos or originals for us to scan.

**Typesetting Your Ad** Send us the words you want typeset, plus the graphics and photos we will need to scan, plus a rough drawing of how you want your ad to look..

**Special Placement** may be requested, but is not guaranteed.

**Bleeds** Full-page ads may bleed to edges. Please extend bleed 1/4 inch past the edge on all sides. “Kiss” bleeds are not allowed.

**Extra charges:** Initial typesetting of your ad is free, unless claiming agency discount. This includes free scanning of your line art or photos. Extensive changes, once typeset, will incur a \$50 fee. Late payment for ad will incur a \$50 fee. Repeated late payment may result in us dropping your ad.

**Editing** Ads we typeset for you may be tastefully edited if necessary to fit the text into the given ad space. Ads you send in electronic form also may be edited in order to fit our graphical standards and present a professional appearance in harmony with the rest of the magazine. Such editing is an advantage, not an error, and will not result in full or partial refunds.

**Advertiser changes** to ads we create must be submitted in writing before the Disk Due date. After that date, ads are “placed” in the issue and not subject to change. We will not accept changes via phone.

**Typographical Errors** While we will do our utmost to type your text accurately, if we do make a typo our liability is limited to rerunning the ad for free. Trivial typos not affecting essential ad elements will not result in us running a free ad.

**Ad Index** Placement in our Ad Index is a free bonus not related to ad payment. We place advertisers under the name(s) we think readers are most likely to remember. Sometimes this is a product

name; more usually it is your company name. While we ordinarily place all advertisers whose ad is larger than a column inch in the Ad Index, lack of placement in the Ad Index, placement using a less-preferred name, typographical errors, or incorrect alphabetizing shall not result in any refunds or free ads.

**Payment Terms:** Entire payment is due in advance of issue. You may pay by check or by major credit card. To pay by credit card, fax or mail us the Insertion Order with credit card information filled out. Credit cards will be billed on the 20th of the month before the due date, to give us time to contact you if the charge doesn’t go through. All column inch and twelfth-page ads MUST be paid by credit card.

**Rates** We may adjust rates when there is any significant change in the numbers of issues distributed. We also reserve the right to adjust rates when in our opinion market conditions warrant it (e.g., printing costs increase, postage increases). We will notify multiple-issue advertisers in advance of any such changes.

**Agency Discounts** Agency discount is 15% on ads from recognized ad agencies ONLY, submitted in a usable digital format. All ads must be paid in advance.

**Frequency Discounts** Signing up for a “multiple” rate, the 6x rate, for example, means you promise to pay for an ad in that number of issues within a 12-month period. You may cancel a multiple-issue ad, subject to the conditions below.

**Cancellations** Cancellations must be received in writing. You may cancel an ad by (1) notifying us in advance of the Payment Due date and (2) paying the difference, if any, between the rate you signed up for and the earned rate for the number of ads you have already run. After the Payment Due date, a 25% Cancellation Fee applies. Failure to pay does not constitute cancellation. Prepayment contracts set up with a prepayment discount may not be cancelled except through special arrangements with Mary Pride. Cancellation will result in loss of prepayment discount.

**Missing an issue** We will not be liable for any costs or damages if for any reason we fail to publish an accepted and paid-for advertisement, other than to run it in the next issue.

**We reserve the right** to reject any ad at any time.

**Waiver of Liability** Ads are accepted on the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and the agency agree to assume all legal liability, losses, and legal fees related to their ads placed in this publication. These include but are not limited to claims and suits for plagiarism, libel, copyright infringement, trademark violations, or invasion of privacy. They indemnify and hold harmless this publication and its owners and workers from any such charges or suits.

**Terms & Conditions** We will not be liable for events beyond our control (example: a tornado hitting our printer’s facility) which cause an issue to not be printed or circulated in full. We also will not be liable for any losses due to issues not being published on time. Although we will do our best to meet our publication deadlines, all publication dates are estimated, not guaranteed.

**Additional conditions** No conditions other than those set forth in this rate sheet shall be binding on us unless specifically agreed to, in writing, by PHS publisher Mary Pride.