

FranchiseConnect®

www.franchiseconnectmag.com

**OUR READERS
ARE YOUR TOP
PROSPECTS**

**ARE YOU REACHING
THEM?**

**YOUR
SUCCESS
STARTS
HERE**

2023 MEDIA KIT



FranchiseConnect[®]

AUDIENCE+REACH

OUR AUDIENCE: THE FRANCHISE BUYER

We are the most effective Franchise Magazine in the U.S. because our magazine goes directly into the hands of potential Investors. The magazine reaches over 550,000 individuals and businesses interested in owning a franchise, franchising their business or growing their franchise.

The New Normal...

As we all navigate the “New Normal,” Franchise Connect Magazine has been published as a digital edition only. We paused the print version.

AMERICA'S
BEST BUSINESS
OPPORTUNITY
MAGAZINE

THE MAGAZINE REACHES OVER

550,000

INDIVIDUALS AND BUSINESSES
INTERESTED IN OWNING A
FRANCHISE, FRANCHISING THEIR
BUSINESS OR GROWING THEIR
FRANCHISE.

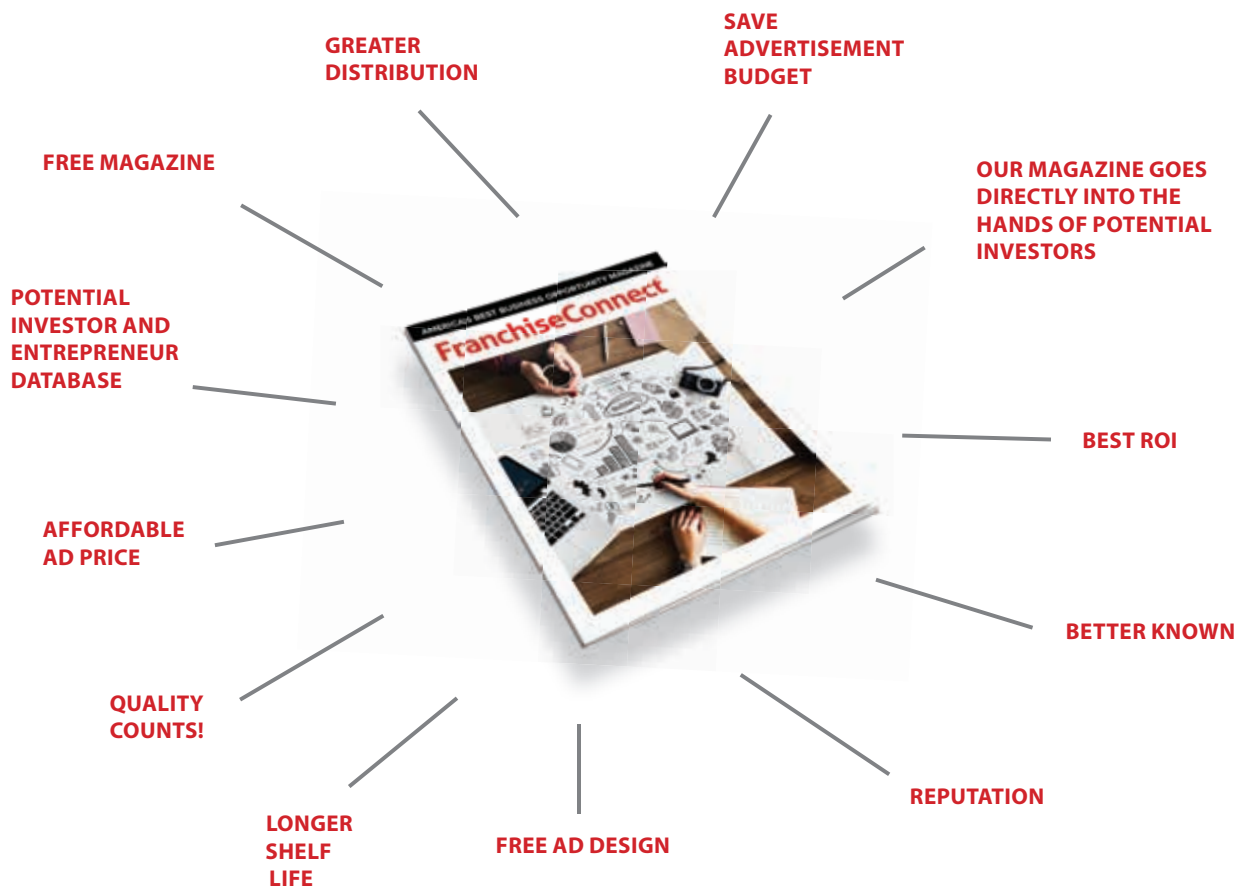
Recently we increased our digital distribution. The magazine will be emailed to our 55,000 subscribers nationwide.

Also, we increased the social media blast so that the magazine reaches more potential investors and entrepreneurs.



FranchiseConnect®

WHY ADVERTISE WITH US?



WHO WE ARE

Creative Edge Media Company has 40 years experience in magazine publishing. Creative Edge is independent. It does not belong to any big company or group.

Creative Edge is publishing the Franchise Connect Magazine to bring together Franchisors and Investors.

It has an award winning design team that creates quality magazines. Your investment in Franchise Connect Magazine is an investment in your business. The magazine readers are educated, affluent, engaged and highly qualified prospects for your product or service.

FranchiseConnect®

CIRCULATION

OUR READERS ARE YOUR TOP PROSPECTS

ARE YOU REACHING THEM?

Digital Magazine

The magazine is available in digital format, delivered to desktops and mobile devices.

- ▶ Potential Investors & Entrepreneurs
- ▶ Attorneys
- ▶ Franchise Owners/Franchisors
- ▶ Franchisees
- ▶ Suppliers/Services Providers
- ▶ Financial Consultants
- ▶ C level Executives
- ▶ Top Commercial Realtors

DISTRIBUTION 55,000

Dedicated E-Mails

Custom crafted message.
Distributed to more than 5,000+ opt-in subscribers.

- ▶ Average total recipients: 5,000
- ▶ Average open rates: 29%
- ▶ Average clicks per email: 96

DISTRIBUTION 5,000

.....
550,000+

CIRCULATION

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Social Media Blast

Franchise Connect Magazine will be posted to the Social Media groups.

- ▶ LinkedIn Groups 215,000
- ▶ Facebook Groups 275,000

DISTRIBUTION 490,000+

The magazine is published bi-monthly.



**"If you want to understand how a lion hunts, don't go to the zoo.
Go to the jungle."**

- Jim Stengel

FranchiseConnect®

EDITORIAL CALENDAR

"A MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE A MAN WHO STOPS A CLOCK TO SAVE TIME."

– Henry Ford



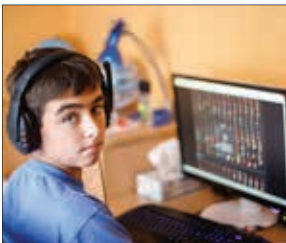
JAN/FEB – WINTER 2024
Home Services / Home Base Franchises

- ▶ **TOP 100 Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAR/APR – SPRING 2024
Meow. Woof. Chirp. Peep. Squeak.
Pet Franchises

- ▶ **TOP 100 Pet Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAY/JUN – LATE SPRING 2024
Education Franchises
Children's Products and Services

- ▶ **TOP 100 Education Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



JUL/AUG – SUMMER 2023
Senior Care and Healthcare Franchises

- ▶ **TOP 100 Senior Care Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



SEP/OCT – FALL 2023
Food and Drink Franchises + Restaurant

- ▶ **TOP 100 Food Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



NOV/DEC – LATE FALL 2023
Sports and Fitness Franchises

- ▶ **TOP 100 Fitness Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles

FranchiseConnect®

POWER PACKAGES

Your ad will be most visible, standing out from the crowd.

SUPER POWER ADVERTISEMENT PACKAGE

1. Full-page ad published in the magazine
2. Full-page Company Profile / Advertorial
3. Two Page Editorials / Interview with your CEO or President
4. Social Media Blast
5. Your logo on Franchise Connect Magazine's website for 2 months
6. Your company logo on our eBlast
Top Franchise Page Listing

POWER ADVERTISEMENT PACKAGE

1. Full-page ad published in the magazine
2. Full Page Company Profile / Advertorial
3. Social Media Blast
4. We will add your logo to our website for 2 months as a bonus.

ADD VIDEO
We can embed your promo video file on your ad in the magazine and/or we can link your promo brochure.



HOT-LINKED DIRECTLY TO YOUR WEBSITE
Readers can immediately contact you by clicking the link in your ad.

COMPANY PROFILE / ADVERTORIAL

“I NEVER
DREAMED ABOUT
SUCCESS,
I WORKED
FOR IT.”

– Estee Lauder

COMPANY PROFILE

Incredible Educational Franchise Opportunity

Making Science & Engineering Fun for Students

After-school programs are one of the fastest-growing industries in the nation. According to Marketresearch.com, over the five years to 2018, the number of students participating in after-school activities has risen due to increased demand and over the five years to 2023, industry revenue is anticipated to continue growing. Furthermore, according to data from the Afterschool Alliance regarding parents who have a child in an after school program:

- 77% agree that afterschool programs help children gain teamwork, leadership, and critical thinking skills
- 88% agree that afterschool programs help develop children's social skills

Stemtree franchise presents a K-12 educational business opportunity to be a part of this growing multi-billion dollar after-school industry.

Stemtree's focus on science, technology, and engineering aligns with today's nationwide emphasis on STEM: Science, Technology, Engineering, and Mathematics. In comparison to other STEM centers, our K-12 Stemtree education goes deeper and broader. Stemtree's unique education model offers each child a self-paced, customized program which allows them to become confident and capable in a less intimidating, yet fun environment. Our highly structured curriculum not only incorporates STEM activities/experiments but also teaches the principles of science and engineering behind these activities. We are currently the **ONLY** franchise that offers a complete curriculum for each of the following workouts:

- Science by grade level and high school Biology, Chemistry, and Physics
- Coding
- Robotics
- Electricity & Electronics



Stemtree's unique concept and perspective on the marketplace has prepared us to expand our franchise at a rapid pace. Our business model is structured to support the industry influx, allowing for new Stemtree franchisees to start generating quicker returns.

The Stemtree support system is consistent throughout the lifetime of our partnership, and we assist you in every step of the way. If you have a passion for helping others and improving lives, then owning a Stemtree franchise would be one of the most rewarding franchises available.

Stemtree franchise system offers you an opportunity:

- To Inspire Children
- Access our specialized Turnkey Curriculum
- 365 Potential Revenue: In-center & out-center enrollment plans throughout the year
- Training and Support
- Highly Structured Curriculum
- Unique Education Model



STEMTREE
Your Education Center

STEMTREE FRANCHISING, LLC
220 Maple Ave, West
Vienna, VA 22180

+1 (877) 200-STEM (7836)
franchise@stemtree.com
www.stemtree.com

YOU CAN PROMOTE YOUR COMPANY AND SERVICES ADVERTORIAL STYLE.

Readers can quickly find your business information and services. It's not really about who you know, it's who knows you.

We send you a template. You fill out the template, enter your promotional sales text, approx. 350 - 400 words. Send it back to us with photos and vector logo. We create the page for you.

FranchiseConnect®

READY TO PLACE AN AD?

Ready to talk about your ad program?

Quotes are customized based on your budget, goals and preferences.

Contact us today.

SITKI KAZANCI

info@franchiseconnectmag.com

(703) 439-0557 phone

CARTER WESCOTT

Advertising Director

advertising@franchiseconnectmag.com

(703) 665-5507 phone

EDITORIAL INQUIRIES

info@franchiseconnectmag.com

1751 Pinnacle Drive Suite 600

McLean, VA 22102

(703) 665-5507 phone

www.franchiseconnectmag.com



“Many a small thing has been made large by the right kind of advertising.”

– Mark Twain