


STAY

PLEASE DON'T PANIC

CALM

THE OH MY! HANDMADE GUIDE TO BUSINESSY GOODNESS IS HERE



# GUIDE TO BUSINESSY GOODNESS

In January Oh My! Handmade declared 2012 to be the Year of the Creative Entrepreneur. With new talent and ideas launching daily it is an exciting time to be starting and running a creative business. But navigating all the options can also be confusing and overwhelming.

With so many services and resources available for creatives it is time to pull all that information into one complete guide: the **Oh My! Handmade Guide to Businessy Goodness**.

What is the guide? Think of it as the creative entrepreneurs equivalent of the Hitchhikers Guide meeting up with the creative Yellow Pages. It will calmly tell business owners not to panic at the options that surround them and then proceed to share the resources, checklists and easy to follow guides needed for each of the major pieces of business development.

Our guide will not be some dry, boring, lifeless directory listing services and things to do. It will be dynamic, artfully laid out, filled with gorgeous images plus tips, tricks and useful printables. Featuring engaging and smart ads from the best supports and suppliers in the creative business industry so entrepreneurs can easily shop the services they need. Our guide will be a one-stop shop for everything a creative biz owner might require. Approachable and friendly, our guide will be packed full of businessy goodness, all packaged up pretty and ready to be of service.

WANT MORE INFORMATION ON OH MY! HANDMADE?  
*CLICK HERE FOR OUR MEDIA KIT.*

Oh My! Handmade's reputation as an ethical and community driven resource has made us a trusted destination for small business support in the creative community. Before acceptance to the guide all services, websites and social media will be reviewed to make sure you are a good match.

We are looking for top quality services and supports who have the skills to help our readers on their journey. Our readers will be viewing a list of businesses they can trust from a source they respect.



The guide will be offered as a PDF with a suggested \$2 donation and will launch in April of 2012. It will feature 6 categories with 25 pages of ads and 35 of related information, images/graphics, exclusive tutorials and printables created by the OMHG team of contributors. Advertisers will also be listed in our [online guide](#) for 1 year (April-April). The categories cover all the major aspects of brand and business building:

#### **Small Business Resources**

Blogs, books, publishers, photography services/products, ecourses, classes, workspaces etc..

#### **Web Design & Development**

Developers, designers, agencies, template developers, consultants, DIY classes & courses

#### **Marketing & Social Media**

Marketers, strategists, products, classes, kits, agencies, consultants

#### **Design & Illustration**

Designers, illustrators, blogs, classes, DIY courses

#### **Supplies & Materials**

Packaging, printing, paper goods, creative supplies (fabric, tools, notions etc.)

#### **Meet-Ups & Tweet-Ups**

Creative meeting places & gatherings on & offline, networking, collectives



## WHO SHOULD ADVERTISE

Web developers, designers, illustrators, no-ick marketers, small biz accountants, creative biz bloggers, business supports, publishers, marketplaces, events, classes, printers (letterpress too!), calligraphers, packaging suppliers and more. Our guide will reach out to your market and promote your services or supplies to our readers + beyond. If your market is creative entrepreneurs ready to grow or already growing their business then our guide is for you!

Our readership is primarily women in business who are educated and skilled in their fields. We have over 100000 visitors monthly who rely on OMHG to provide honest, informed, well written content about creative life and business. Download our [media kit](#) for more details.



## NITTY GRITTY DETAILS

A digital format allows readers to click through to your sites and the ability to connect creatively and make an engaging first impression. All links are live and can be directed to the landing page(s) of your choice. This is the perfect opportunity for businesses who cater to creative entrepreneurs to get their information into the hands of people shopping for business services.

Advertisers are welcome to add coupons, promotions or discount codes for readers to their ad. A varied selection of ad options make our guide accessible to both small and large businesses. The guide will be updated in April of 2013 and the option to renew or update your ad then.

READY TO JOIN US AND BE A PART OF THE FIRST OH MY GUIDE FOR CREATIVE ENTREPRENEURS?

*Buy your ad on the next page!*

# ADVERTISING PACKAGES

SPONSOR  
AD  
\$975

Includes an editorial feature on Oh My! Handmade, 3 months sidebar advertising from April-June, online listing and a 2 page ad in the directory (ad details below) 3 available.

[visit the sales page](#)

2 PAGE  
\$675

2 page (2 8.5x11 pages) spread with testimonials, portfolio samples or graphics and a 100 word write up about services & company + online guide listing. 5 available

[visit the sales page](#)

FULL  
PAGE  
\$475

Full page (8.5x11) spread with testimonials, portfolio samples or graphics and a 100 word write up about services & company + online guide listing. 8 available

[visit the sales page](#)

1/2 P \$275  
1/4 P \$175

1/2 page horizontal (8.5x5.5) ad with 4x5 image, 40 word summary & links. No online guide listing. 10 available

1/4 page vertical ad with image, tag line & links No online guide listing. 8 available

[visit the sales page](#)

ONLINE  
GUIDE  
\$175

One year of listing in our online shopping guide to services and supplies. 185x185 button ad + 40 word description

[visit the sales page](#)

Ads must be submitted in PDF & 300 dpi EPS format with all text converted to outlines. Ad spaces are limited and on a first come first served basis Design services are available please email for details. All ads must be paid for and submitted by March 1st, 2012. Design services must be purchased by February 15th

[CLICK HERE TO EMAIL EDITOR JESSIKA HEPBURN WITH QUESTIONS](#)