

Bella's House Community News



STATUS UPDATE

SEPTEMBER 2, 2009

Our Mission



The mission of Bella's House Community News is to provide a monthly publication listing events, resources and information available in the greater Houston area, both in print and online.

Product Offering



Web Portal

- Provider Directory (yellow-pages)
<http://bellashousecn.org/listing/>
- Searchable Event Calendar
<http://bellashousecn.org/event/>
- Articles
<http://bellashousecn.org/article/>
- Classifieds
<http://bellashousecn.org/classified/>
- Forum
<http://bellashousecn.org/forum/>
- Job Board
<http://bhcn.jobamatic.com/bhcn>

Magazine

Monthly Magazine :
(in print & online)

- Events for kids & families
- Events for parents
- Monthly support meetings
- Disability description
- Book review
- Articles

Social Networking:

Facebook Page – 60 “Fans”

[BHCN Facebook Page](#)

Twitter account - 340 “Followers”

<http://twitter.com/BellasHouse>

Blog - just started...

<http://bhcn.blog.com/>

In our second month....



Website Stats

- Google Analytics (8/1 – 8/31)
 - Unique Visitors 360
 - Pages Viewed 3377
 - Average time on site 9 minutes
- Site Content
 - 832 Provider Listings
 - 77 Events
 - Traffic from entire Houston metro

Magazine Stats

Digital Distribution:

August Digital Edition - 2120

Print Distribution:

Copies sent home with special needs students in all area school districts. *(Planned)*

Copies made available at popular clinics and schools *(Planned)*

Revenue Sources



Advertising space in print /digital monthly magazine:
(Full page / 1700 , Half page / 850, Quarter page /425, Biz card / 212)

Banner advertising space on website:
*(Top 486 x 120 \$200 a month, Featured 486 x 120 \$175 a month,
Sponsored links 486 x 120 \$40 a month)*

Online classifieds – Free and Showcase:
*(Showcase :Title, Address, Photo, Contact Name, Contact Phone, Contact Fax,
E-mail, Web Link, Short Description, Detail Description, Photo Gallery,
Send to a Friend, Add to Favorites, Print. \$75 a month)*

Yearly subscription in the online provider directory – Free and Showcase:
*(Showcase: Title, Logo Image, Address, Phone, Fax, Web Link, E-Mail Link, Summary Description,
Detail Description, Send to a Friend, Add to Favorites, Print, Map, Designation Icon, Coupon,
Ratings and Reviews, Photo Gallery, Contact Form, Video Snippet. \$400)*

Job board listing through a partnership with SimplyHired:
(List a position for \$30 a month)



What is still needed?

Event updating

- Adding the events to the website

Advertising sales

- Magazine & Web

Fundraising *(so far we are unfunded!)*

- Event planning

Printing networks

- Can you print a few magazines at work?

Research

- How many families are in our area?

Content

- Articles, recipes, special education....

Resources



www.BellasHouseCN.org

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