



## Free Information Report



# Coffee News<sup>®</sup>

"News to enjoy over coffee"



## Coffee News®

Coffee News® is the world's largest restaurant publication created in Canada in 1988. Today, Coffee News® has 800 franchises in eighteen countries with millions of readers around the world.



## What is Coffee News®?

Coffee News® is a weekly publication distributed free to restaurants, coffee shops, and other waiting areas. This single-page publication provides readers with a quick read while waiting for food or service. The light-hearted, family-friendly content in Coffee News® consists of unusual stories, jokes, trivia, amazing facts, horoscopes, and more. Coffee News® appeals to readers of all ages. Coffee News® is guaranteed to make you smile and is a refreshing alternative to the hard news of today.

## Benefits

Coffee News® offers you the opportunity for a rewarding career in your own community, knowing you are promoting a "Buy Local" philosophy while supporting small-to-medium-sized businesses.

### Advantages:

- High Yield, Low Investment
- Unlimited Income
- Be Your Own Boss
- Home-Based Business

## Targeted Local Advertising

**Affordable**  
**Effective**  
**Exclusive**  
**Weekly**  
**Fun**



**Coffee News® is a  
breath of fresh air!**



## Who Makes A Good Franchisee?

Successful Coffee News® publishers are sales driven and have a genuine interest in helping businesses in their local community grow.

### Our Top Performers:

- Have previous sales experience
- Have a passion for local business
- Enjoy networking in their community
- Have a desire to work for themselves



Coffee News® is all about making person-to-person connections! You must be a self-starter, and most importantly, enjoy working with people!

## Support

At Coffee News® we want our publishers to succeed! Our award-winning support starts with Coffee News® College, a three-day comprehensive and interactive training program. The training doesn't stop there! After you complete the program, you will receive ongoing support from Headquarters.

### Other Support Programs:

- Manual of Operations
- Webinars
- Mentoring Program
- International Conferences
- Regional Roundtables
- Online Discussion Forum
- Online Resource Center
- Free Website
- Tip of the Week
- Promotional Products & Apparel
- Ad Design & Layout
- Printing Services
- Intuit Merchant Services





**Coffee News**  
"News to enjoy over coffee"

## How Much Money Can I Make?

Each Coffee News® edition has 32 ad spaces to sell. The weekly net profit can be as much as 65%, depending upon your fixed and variable costs.

Up to **65%**  
**Profit Margin**

Your potential income is up to you. Your revenue is dependent upon how effectively you sell advertising and how many editions you own. The level of income you desire will dictate how many franchises and editions you publish.

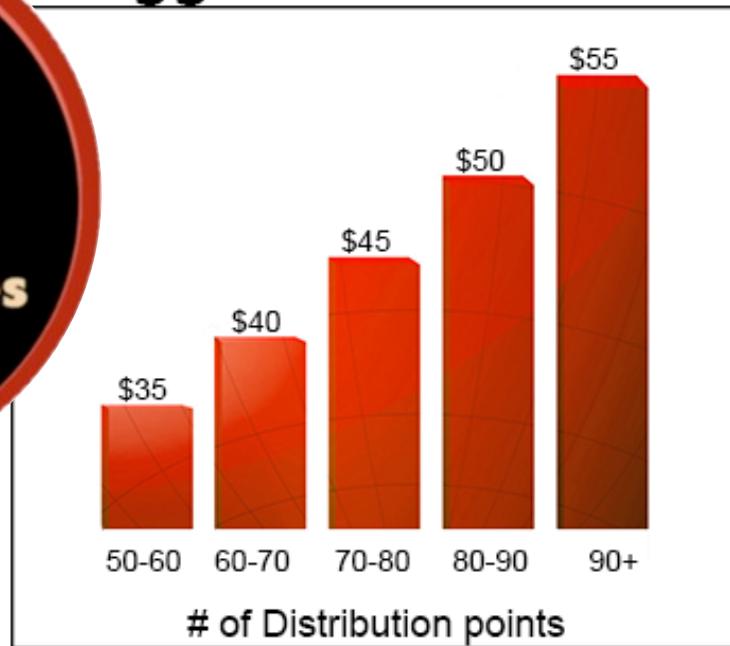
### Ad Rates

Advertising rates are determined by you, the publisher, based on the readership of Coffee News® in each area.

Distribution drives readership, which drives your ad rate. The more locations you have, the greater the readership, and the greater the value to the advertiser. This translates to a higher ad rate as a result. (See the chart below for suggested ad rates.)

Restaurants **Love**  
**Coffee News**  
because they are  
**Supporting**  
**Local Businesses**

## Suggested Ad Rates





## Costs

### Fees

Franchise licenses are sold based on population. In the United States, the cost of the first franchise is \$8,500. The first franchise includes 50,000 population. Additional franchises are \$6,000 for each additional 40,000 population. The average publisher today owns 3-5 franchises. Contact us for international pricing.

(Fees are listed in the table below.)

## Operating Expenses

### Weekly Fees

Weekly fees cover the cost of the content, as well as training and support. We provide you weekly content so you can focus on revenue-generating activities.

### Delivery

You may choose to employ delivery staff at \$1.00-\$1.25 per stop.

### Printing

Printing charges range from \$.08-.10 per copy, including shipping. The franchise standard for each edition is to print and deliver 2000 copies weekly.

### Ad Design

We offer professional ad design and layout through Coffee News® Printing. Their professional staff will work with you to create ads that meet your clients approval. We recommend passing this cost on to the advertiser as a design fee.

### Other variable costs to consider:

- Coffee News® Stands
- Vehicle/Fuel
- Office Equipment
- Networking Dues
- Cell Phone

<b>U.S. Acquisition Cost &amp; Fees</b>			
	<b>Population</b>	<b>Initial Fee</b>	<b>Weekly Fee</b>
<b>First Franchise</b>	<b>50,000</b>	<b>\$8,500</b>	<b>\$80.00*</b>
<b>Additional Franchises</b>	<b>40,000</b>	<b>\$6,000</b>	<b>\$25.00**</b>

\*Begin after 3 months \*\*Begin after 9 months

## The Next Step

If you feel that you have the skills, time and resources to be successful with Coffee News<sup>®</sup>, the next step is to schedule a phone appointment with us. A Coffee News<sup>®</sup> representative will contact you to fill you in on the details and guide you through the process. It's easy! You'll decide if becoming a Coffee News<sup>®</sup> publisher is right for you!



## What do Publishers Say?

"The Coffee News<sup>®</sup> model absolutely works...the model has been around for 27 years and it has a great history. It is a proven model. If you follow the model you will be successful!"

*-Karen Newton, Publisher, Ontario, Canada*



"My wife and I are both entrepreneurs and we've been searching for a long time for the business that fits our needs. We finally found it. Coffee News<sup>®</sup> has answered our prayers and the future looks great. Self-employed for 25 years, this is the first franchise we've ever purchased. The support that Coffee News<sup>®</sup> provides is outstanding. Our only regret is we didn't find Coffee News<sup>®</sup> sooner. Join the Coffee News<sup>®</sup> family and you will be glad you did!"

*-David and Tricia Niven, Publishers, North Carolina, USA*

**TO LEARN MORE:  
(207) 941-0860  
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