

# TIDBITS: "THE NEATEST LITTLE PAPER EVER READ"

Idaho Falls, Idaho (serving Eastern Idaho)

## THE COMPANY

This is your chance to own an established and growing Tidbits weekly newspaper in East Idaho! While your customers have a cup of coffee, you provide the fun, light-hearted news by Tidbits Media, Inc. There is never any need to hire writers or editors to create content for your paper. The Tidbits concept allows you to focus on the part of the publishing business that makes money; advertising! You work for yourself, work from home and thus you keep your overhead costs low.



## THE STRENGTHS

Distributed weekly, Tidbits offers advertisers an attractive, affordable alternative to the daily newspaper. When you become a Tidbits Publisher you become part of a **strong national brand** and you benefit from a proven publishing concept. 40% of all advertising dollars are spent locally, and Tidbits gives small business owners affordable advertising options. The licensing agreement includes all of Bonneville, Jefferson, and Madison Counties, and the paper is distributed at approximately 118 locations. The current owner also has first right of refusal on two additional areas in Southeast Idaho as well. Tidbits was reintroduced to the area in 2015 and became one of the fastest growing papers in all Tidbits licensed areas. The current owner has introduced innovative new concepts like door hangers and restaurant guides that have been extremely popular with advertisers and readers alike.

## THE LOCATION

Tidbits is currently operated from a leased space and has a Graphic Designer and part time commissioned salesperson on staff. A new owner could easily operate as a home-based business to keep overhead low.

## THE REASON FOR SELLING

The owner is selling to pursue other business opportunities.

## THE IDEAL BUYER

The ideal buyer for Tidbits is a person with sales experience, or graphic design experience. This is the perfect opportunity to "fire your boss" and work for yourself in an industry that is in high demand. The Seller will pay the license transfer fee of \$2,500. The transfer fee includes 3 days' training at Tidbits University with included hotel accommodations. A new owner will only have to pay travel expenses to and from Montgomery, Alabama. Also included in the sale are the domains tidbitsauto.com and tidbitsclassified.com.

## ASKING PRICE

**\$65,000**

## TERMS:

Cash

## ASSETS

Furniture, Fixtures & Equipment	\$1,500
Licensing Agreement	<u>18,500</u>

**Total Assets** **\$20,000**

*All values provided by Seller*

## INCOME STATEMENT SUMMARY

2017 Gross Sales \$68,000

*Financial information provided by Seller*



## Request Additional Information:

TO RECEIVE FURTHER INFORMATION, sign and return the [Confidentiality Agreement](#) found on our web site. If you prefer, this agreement can also be requested by contacting the agent listed below.

**Chip Langerak**

Call 208-535-9905

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