

BEVERLY HILLS

MAGAZINE

BUSINESS PLAN

www.BeverlyHillsMagazine.com

Beverly Hills Magazine TV

BUSINESS NAME: Beverly Hills Magazine

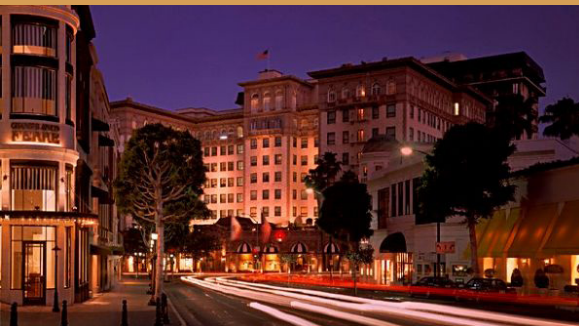
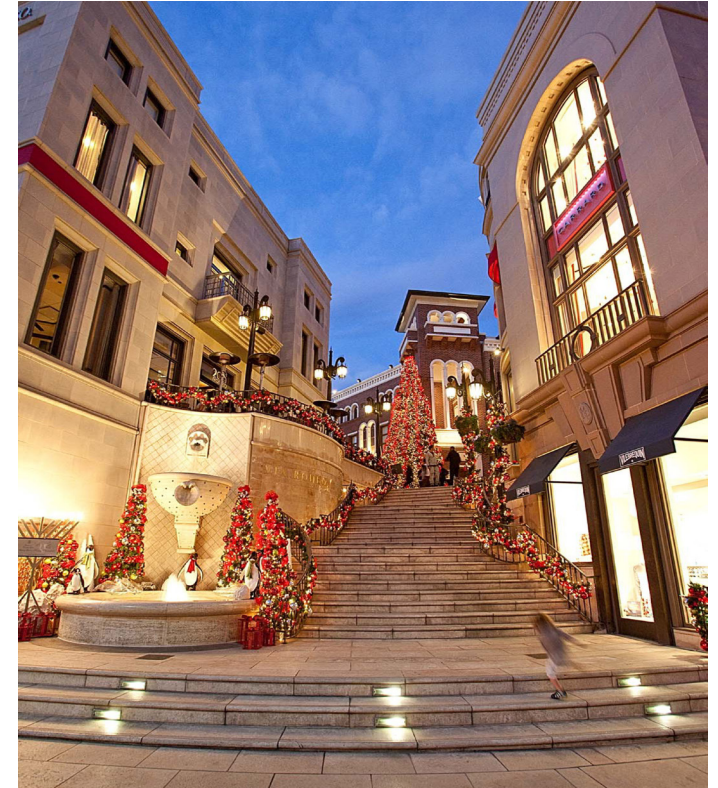
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<https://www.BeverlyHillsMagazine.com>

DATE OF FORMATION: 8/2/2012

WHAT WE DO: Shine light on the best of the best, bringing international audiences into the exclusive world of Hollywood's rich and famous.

BUSINESS MODEL: Utilize television, online, and social media platforms to build the Beverly Hills Magazine brand reaching global consumer audiences while capitalizing on a broad and diverse network of advertisers.





MEET THE FOUNDER:
Jacqueline Maddison

FOUNDER EXPERIENCE:

Originally from South Africa, an innovative and strong willed entrepreneur, Jacqueline Maddison, has forged business relationships along the way that have allowed full development of each of her professional visions. With a streamlined plan of action and relentless focus, her business plans flourish. She is an impeccable business woman, with excellent communication skills and a sharp intuition that guides her way.

Prior to forming the company, as a licensed real estate broker, Jacqueline spent over 10 years in luxury real estate sales in San Diego and Los Angeles, California. This valuable experience has enabled her to implement effective marketing strategies that she has applied to her publishing business. She started her first national magazine in 2008 called KASANOVA, a lifestyle publication for men, which achieved significant success, interviewing Hugh Hefner as a Featured KASANOVA, the magazine quickly became known as the "Next Playboy." Despite its public brand success, she vehemently stayed away from creating a nude publication, instinctively knowing it would work against the luxury brand.

She decided to move away from high sex appeal in her ventures, in 2011 Jacqueline started Rancho Santa Fe magazine, an affluent publication in the upscale community in North County San Diego. Jacqueline successfully launched a digital flip book publication achieving in excess of 10,000 readers per issue within a small community of just 6,000 residents.

With fierce drive and unrelenting ambition, Jacqueline went searching for an opportunity that would allow for even greater growth. In 2012 she formed Beverly Hills Magazine and set out to create the world's most famously branded publication. She launched the magazine from scratch with a content website and has been publishing for over 4 years. Now she's ready for its next phase of growth.



THE COMPANY

BUSINESS ENTITY: LLC CORP

INDUSTRY: Advertising , Media Publishing, and Production

BUSINESS MISSION: To become a global advertising leader in Hollywood Magazines showcasing exclusive interviews with today's biggest names in movie making, from Jennifer Lawrence to Steven Spielberg while integrating luxury brands, businesses, products and services across multiple media platforms including but not limited to online magazine, television, mobile apps, print magazines, and digital flip books.

OUR SERVICE: Marketing & Advertising

▶ Advertisers can promote their businesses, brands, products, and services to an exclusive international audience across our diverse platforms including but not limited to online magazine website, mobile apps, television, print and digital flip books.

4 YEAR ACHIEVEMENTS:

▶ Since its inception, the company has successfully become branded as the Official Beverly Hills Magazine across all major social media platforms reaching 250,000 monthly readers and growing.

BUSINESS HISTORY:

▶ Starting with just one article at a time, with over 6,500 published articles to date and a multitude of high profile celebrity interviews we are fast becoming the go to resource for all things fashion, beauty, luxury, and Hollywood. In 2014 we hit a milestone spike of over 100,000 readers to the online magazine in just one month. This was a positive anomaly; however our consistent traffic measures today are just over 1.7 Million readers a year across all our platforms.

▶ This is based on a strictly organic growth with no budget to expend toward SEO, Pay-Per Click or other marketing strategies.

▶ With a grass roots approach, the online magazine has been meticulously custom built from day one with an in depth SEO campaign integrated into each and every article post optimizing potential traffic capture. With sufficient marketing capitalization, we foresee online magazine audiences to reach in excess of 1 million monthly.

WHAT MAKES US UNIQUE: We interview the "Who's Who" in Hollywood and in the Fashion World, with all the extra content bells and whistles of luxury lifestyle, travel, health, beauty, business, and more. Beverly Hills is globally synonymous with fashion, and it truly is the heartbeat of Hollywood, where all the deals are done. We hold the key to the golden door of the Fashion World and the real Hollywood behind the scenes. With our high profile, fashion concentration, and exclusive celebrity appeal, luxury brands will want to align themselves with the world's most famous magazine to stay in the consumers eye as today's hottest trend.

WHAT WE ARE SEEKING: Financing for Beverly Hills Magazine property to include <https://www.BeverlyHillsMagazine.com/> and Beverly Hills Magazine, and Beverly Hills Magazine TV



BUSINESS STRENGTHS

- ▶ Our greatest strength and asset is the founder of the company, Jacqueline Maddison, whose drive and tenacity will ensure the success of this venture. Despite any and all obstacles or setbacks, she is an entrepreneur determined to succeed.
- ▶ We are by name and trademark the official Beverly Hills Magazine for the world famous city of Beverly Hills, California.
- ▶ We have been building the SEO website and publishing online for over 4 years laying the foundation for our next phase of growth, with respect to traffic growth and monetization, and launching into television.
- ▶ Synonymous with fame and fortune, Beverly Hills branded businesses, products and services attract viewers and consumers in excessive numbers. Some examples of other successful Beverly Hills brands, include but are not limited to Beverly Hills, 90210, Housewives of Beverly Hills, DR. 90210, Beverly Hills Chihuahua (The "Beverly Hills" branded Films- made over \$100 million at the box office), Beverly Hills Polo Club clothing, Beauty Hills Beauty cosmetics, to name a few.
- ▶ The leader in Hollywood magazines presenting content of the highest quality including; personal, professional and celebrity interviews, luxury real estate, business & wealth management, fine automobiles, health & fitness, beauty, fashion & style, jewelry & watches, travel and luxury lifestyle. No other niche market publication delivers authoritative coverage of the elite lifestyle of the world's rich and famous.

BUSINESS WEAKNESSES:

Our primary weakness is lack of sufficient capitalization to effectively grow our pre-built SEO magazine website to astronomical traffic numbers to monetize through multiple available revenue streams.

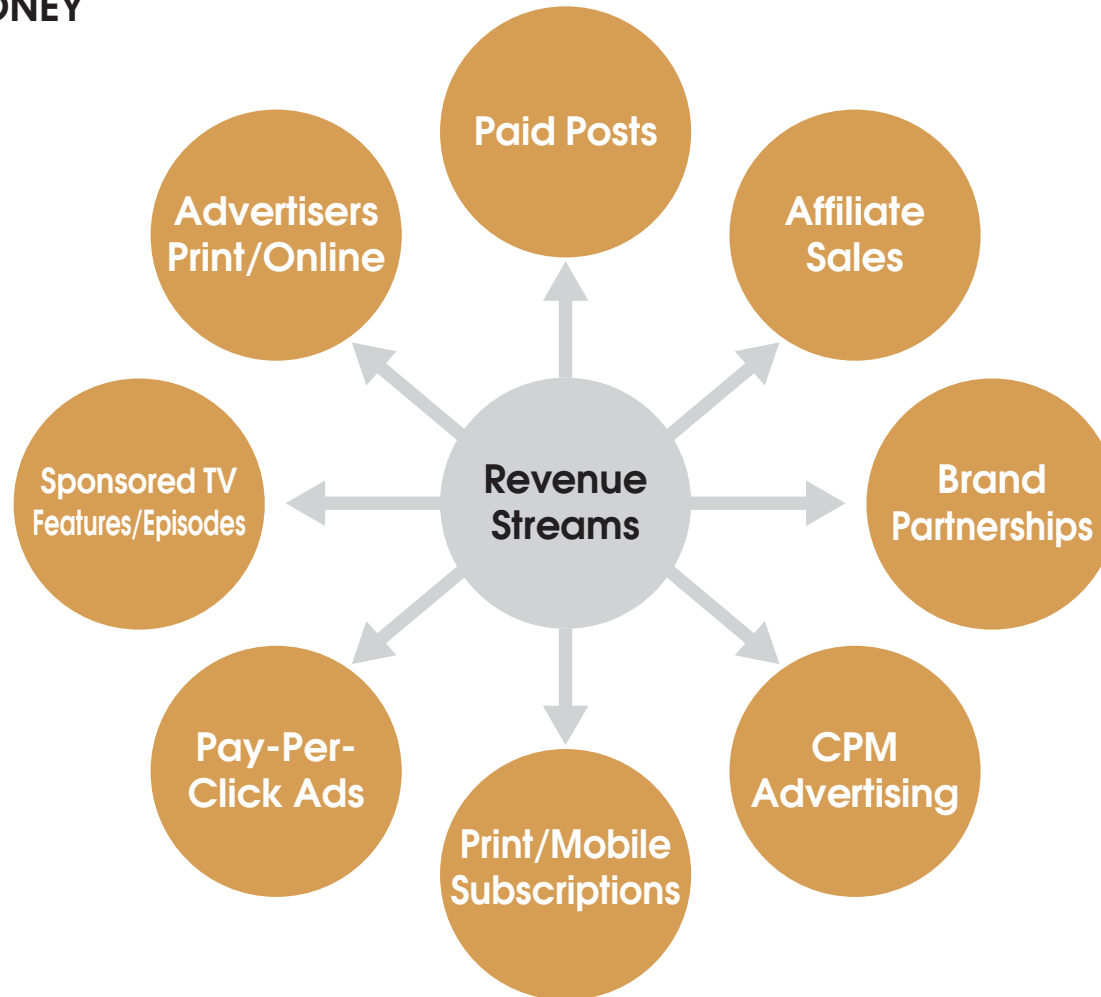
WHO WE ARE THE LEADER IN HOLLYWOOD MAGAZINES



We Get The Interviews Nobody Else Does, Up Close and Personal with Hollywood Producers, Powerful Directors, Successful Writers, Behind The Scenes Access To Today's Biggest Films, and The World's Most Famous Celebrities in Music & Entertainment...All Filmed For Television Distribution and Additional Revenue Generating Online Video Content Maximizing ROI.



HOW WE MAKE MONEY



WHAT WE DO

OUR PRIMARY BUSINESS OBJECTIVE:

Integrate advertisers, sponsorships, and brand partnerships with luxury brands, products and services across all our platforms globally.

Beverly Hills Magazine Online - Multi-stream revenue opportunities including display banner ads, paid custom posts, pay-per-click ads, CPM, affiliate sales, and brand partnership integration. This platform will become an international marketplace allowing product purchase directly within our pages through affiliate sales links.

Beverly Hills Magazine TV - Multi-stream revenue opportunities including sponsored episodes, brand partnership web series, and presented by content. Additionally, web streaming service annual subscription business model at \$9.95 monthly, or \$99.95 annually.

Beverly Hills Magazine Print Edition - Special annual print edition magazine allows consumers to purchase a printed hard copy magazine for \$49.95 per year, direct mailed. Our annual print magazine will tap into a much larger advertiser base of print media buyers and brands that spend billions of dollars a year in regional and national print publications to maintain their brand appeal.

Beverly Hills Magazine Mobile - Mobile app available for free download with in-purchase flipbook magazine for \$14.95 a year. Additional brand sponsorship integration within the app.

The World Will Be Watching

Beverly Hills Magazine TV

▶ With class and style, Jacqueline Maddison, will take viewers into the exclusive world of fame and fortune like it's never been seen before, bringing all the elements of the magazine to the screen.

▶ Each episode showcases the world's most luxurious brands, products and services, while giving the audience a glimpse into the extravagant lifestyle enjoyed around the world.

▶ From exclusive restaurants, to opulent hotels and upscale venues, exotic cars, yachts and private jets, the most sought after fashion and style for him and her, one of a kind jewelry, the best in health & beauty, once in a lifetime travel destinations and experiences, plus up close and personal interviews with the biggest names in music and entertainment.

BEVERLY HILLS

MAGAZINE



MARKET ANALYSIS

Publishing, Advertising, and Television

In the publishing world, consumer magazines have three different revenue streams: Advertising, Single Issue Purchase, and Subscriptions. In addition, incorporation of Digital Advertising, Affiliate Marketing, and Television into our business model is imperative for our expansion on a global scale. Advertiser revenue is the driving force to our growth across all platforms. We will capitalize on the current marketplace and dominate in all available sectors.

TAM= TOTAL AVAILABLE MARKET

▶ **Internet Advertising: TAM = \$261 Billion**

Display Internet advertising comprises revenues from traditional ads placed on web pages in many forms, including banner ads and branded content/native advertising. Other Internet advertising formats (affiliates, rich media, and email) are also included.

▶ **Television Advertising: TAM = \$80 Billion**

Electronic home video through OTT/streaming services comprises revenue from stand-alone services (such as Netflix) whose filmed entertainment content is accessed via a broadband or wireless Internet connection and is viewable on a PC, TV, tablet, smart phone, or other device which bypasses TV subscription providers. These services are split between transactional video on demand (TVOD) and subscription video on demand (SVOD). TVOD services (such as iTunes) deliver filmed entertainment content via the open Internet and do not require a subscription. SVOD services (such as Netflix) are also delivered over the open Internet, but require a subscription.

▶ **Magazine Advertising: TAM = \$ 23 Billion**

This segment considers advertising spend for both consumer and trade magazines in both traditional print and through digital online magazines – either direct through a magazine website, or magazines distributed directly to a connected device such as a PC or tablet.

▶ **Affiliate Marketing: TAM=\$4.5 Billion**

A significant revenue driver for us allows creation of a marketing arrangement by which an online retailer pays a commission to an external website for traffic or sales generated from its referrals. Essentially we will create an online marketplace for our audience to purchase products, within the realm of interest of our content, directly through our platform.

TOTAL TAM= \$368.5 Billion

SAM= Served Available Market (Portion of TAM We Will Target)

We have a unique product that will allow us to tap into every available target market in the global marketplace, with the exception of children. However, we are confident we will capture the youth and gain their loyalty throughout their maturation over time via aggressive social media and digital market capture strategies where they dwell.

***Our **primary target market** will be female consumers, age range 18-65, with interest in fashion, beauty, health, lifestyle, culture, and entertainment.



“I love Beverly Hills Magazine. It’s my go to fashion and beauty resource. Plus I get up close and personal with my favorite celebrities, online, on my phone, in print, and on TV. Wherever I want!” ~ Female Preferred Consumer Ideology

***Our **secondary target market** will be male consumers, age range 18-65, with interest in business, cars, fashion, fitness, culture, and entertainment.



“I love Beverly Hills Magazine. It’s my go to business and luxury resource. Plus I gain valuable insights from top business leaders and fitness experts. The fashion tips definitely help me too.” ~ Male Preferred Consumer Ideology

Currently Vogue, InStyle, Elle, and Glamour hold the authority in the consumer magazine and digital space incorporating similar content which captures our primary target market. GQ, Men’s Health, and Forbes magazine currently captures our secondary target market with both print and digital components to their strategies as well.

VOGUE Revenues: \$460 Million

InStyle Revenues: \$363 Million

Elle Revenues: \$325 Million

Glamour Revenues: \$334 Million

GQ Revenues: \$190 Million

Men’s Health Revenues: \$139 Million

Forbes Revenues: \$95 Million

Not one of them has incorporated a consistent syndicated television show with international distribution. This being said, we are powerfully positioned to leverage our platform and command the authority in the global marketplace, over and above existing publications.

***Additional TAM calculable revenues include internationally distributed syndicated television shows, such as, E News!, Entertainment Tonight, Access Hollywood, and Extra TV.

KEY POINT: Total syndicated television revenues exceed \$1.2 Billion

TOTAL SAM= \$3.2 Billion

SOM= Share of the Market (Portion of SAM We Will Capture)

Primary focus of growth will be capturing and commanding authority within the US and global marketplace of digital/print advertising, syndicated television, print/mobile subscriptions and integrated affiliate marketing sales.

We are confident in our breadth of content and already established platforms that with the implemented growth strategies outlined in this business plan and necessary funding, we will effectively capture 10% of TAM, with a positive expectation of \$300 Million in revenues minimum.

Our Target Demographic Profile (Consumers, Male/Female, Age Range 18-65)

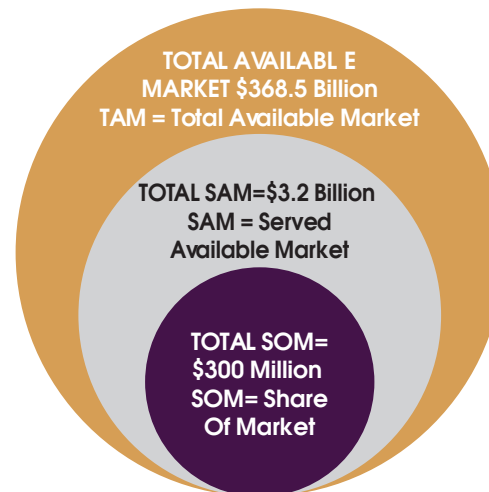
Aspirers – people who are materialistic and driven by acquisition. Aspirers respond to texts that offer a vision of their ideal life. They have a desire to improve their status through signifiers of wealth and power.

Succeeders – people who, unlike aspirers, already have wealth and status. Succeeders often occupy positions of responsibility within society and the will value established products with prestige and will often reward themselves for their hard work by purchasing high-end, exclusive and expensive products.



“Digital platforms are increasingly attractive to advertisers who demand accountability and want compelling, innovative programs that make consumers pay attention,” ~ InStyle Publisher

TOTAL SOM= \$300 Million



GROWTH AND OUTLOOK

What We Can Expect

By comparing current figures of our top competitors in the marketplace, we analyzed the print circulation numbers as well as digital monthly unique visitors. These actual numbers allow us to have a true gauge of the potential of our similar platform and what we can expect, without the added consistent audience development emphasis from our television initiatives, which our competitors lack.

PRINT CIRCULATION: Paid Subscribers

VOGUE: 1,267,754

InStyle: 1,745,697

Elle: 1,029,170

Glamour: 2,397,508

GQ: 942,624

Men's Health: 1,413,854

Forbes: 6,700,000

ONLINE READERS: Monthly Unique Visitors

VOGUE.com: 11,058,165

InStyle.com: 10,000,000

Elle.com: 8,400,000

Glamour.com: 8,200,000

GQ.com: 4,590,000

MensHealth.com: 14,900,000

Forbes.com: 46,000,000

Pessimistic: In the event, the global marketplace does not find interest as expected in our publication and its content, we still expect a moderate growth in the US with print subscribers to surpass 250,000 annually and monthly unique visitors to exceed 1,000,000 annually. We will still generate significant revenue through advertisers and affiliate sales with this less than ideal audience base. These projections are based on our competitor's USA circulation numbers and a targeted SEO campaign to capture our audience. Digital and television strategies will increase these projections significantly.

Optimistic: By successfully launching our brand magazine across all platforms, we will effectively capture our primary and secondary target markets, drawing from the current audience base of our competitors while garnering new interest through additional mediums, like TV. We expect our paid print subscribers to exceed 1,000,000 annually and our monthly unique visitors to exceed 20,000,000. With our global initiatives, however, these are highly conservative projections.

INVESTMENT

INVESTMENT AMOUNT REQUESTED: \$10,000,000

INVESTMENT REPAYMENT SCHEDULE: TO BE DISCUSSED

PURPOSE OF BUSINESS INVESTMENT:

To immediately initiate the pre-built marketing campaigns across all web channels and social media platforms to ensure site traffic growth to implement Pay-Per-Click Ad campaigns, CPM, affiliate marketing and banner ad sales while simultaneously building video and television content for global distribution with ad integration thereby increasing all possible revenues for the company.

MARKETING ALLOCATION:

- ▶ Majority of funds will be allocated to initiate the already built in Digital and Social Media campaigns in order to significantly drive traffic to the online magazine across multiple ad networks.
- ▶ We will initiate aggressive Social Media campaigns via Facebook, Twitter, LinkedIn, Pinterest, Tumblr and more to ensure the highest market penetration for our brand.
- ▶ Upon implementation of all of our marketing strategies, we will effectively attract a global audience into the multi-millions monthly. This will activate all revenue generators on a massive scale.

INVESTMENT

STAFFING ALLOCATION:

▶ Some of the capitalization will fund an active sales force by offering a sales draw to each member of the sales team while they build the business relationships with paying advertisers for online banner ads, video and television ad integrations. We will also hire social media and SEO experts to ensure effective management of all of our online marketing campaigns. Additional funds will be allocated to our in house creative design team for web and print.

CONTENT ALLOCATION

▶ Majority of funds will be utilized to build relevant content to our brand and audience interests, this includes but is not limited to covering Fashion Week in Paris, Berlin, Tokyo, Interview fashion icons like Donatella Versace, Donna Karen, Giorgio Armani, Ralph Lauren, Tom Ford, Calvin Klein, Christian Louboutin, the list goes on and on ...Interview Movie Stars, Producers, Directors, Studio Executives, etc. and Music Superstars.... Plus high profile Red Carpet Event Coverage/Interviews from Emmy's, Oscars, SAG Awards, Sundance, Cannes, etc. All this will require travel, equipment, and staffing.

▶ Additional funds will be utilized to pay freelance writers and contributors, as well as additional sources to ensure a steady flow of new and relevant written content to the site daily pertaining to beauty, health, fitness, fine automobiles, travel, luxury lifestyle, business, and more.

BUSINESS OPERATIONS:

▶ Some of the funds will allow the founder to maintain an operations office while aggressively pursuing the business goals from its home base.



BEVERLY HILLS
MAGAZINE

Financial Proforma

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www.BeverlyHillsMagazine.com

PROFORMA YEAR 1

BeverlyHillsMagazine

12 Months

Gross Revenue \$80,362
Net Profit (EBITDA) -\$32,643

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Total	
Income													
0 Google AdSense	0	0	100	100	100	100	100	100	100	100	100	1,000	
0 PPC/CPM	0	0	0	0	0	0	0	0	0	0	0	0	
0 Banner Ads	0	0	0	0	0	0	0	0	0	0	0	0	
0 Affiliate Sales	0	0	150	150	150	150	150	150	150	150	150	1,500	
0 Brand Partnerships	0	0	0	0	0	0	0	0	0	0	0	0	
0 BH Mag Advertisers	0	5,000	6,000	6,000	6,000	6,000	7,000	8,000	8,000	8,500	8,500	77,000	
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	
0 Subscriptions	0	0	0	0	0	0	62	0	0	300	500	862	
Gross Revenue	0	5,000	6,250	6,250	6,250	6,250	7,250	8,312	8,250	8,250	9,050	9,250	\$80,362
COS													
Commissions													
Agency 1	0	0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
Agency 2	0	0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
Total COS	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Total Income	0	5,000	1,250	1,250	1,250	1,250	2,250	3,312	3,250	3,250	4,050	4,250	30,362
Total Expenses	2,225	2,175	3,175	4,075	4,616	5,007	5,007	5,007	15,007	5,007	5,733	5,975	63,005
Net Income	-2,225	2,825	-1,925	-2,825	-3,366	-3,757	-2,757	-1,695	-11,757	-1,757	-1,683	-1,725	-32,643
Expenses													
General													
Lease	0	0	0	0	0	0	0	0	0	0	0	0	0
Utilities	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Phone													0
AT&T													
Office Supplies	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Insurance	50	50	50	50	50	50	50	50	50	50	50	50	600
Security	0	0	0	0	0	0	0	0	0	0	0	0	0
Postage	0	0	0	0	0	0	0	0	0	0	0	0	0
Printing			0	0	0	0	0	0	10,000	0	0	0	10,000
Carbonite	50												50
Content	200	200	200	200	200	500	500	500	500	500	500	500	4,500
Legal	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment													0
Accounting	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Tech/Production													0
Hosting/Server	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Production Supplies	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Software Costs	150	150	150	150	150	150	150	150	150	150	150	150	1,800
BH MAG TV	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1550	1500	1500	1500	1500	1800	1800	1800	11800	1800	1800	1800	30,150

PROFORMA YEAR 2

BeverlyHillsMagazine

24 Months

Gross Revenue \$533,000
Net Profit (EBITDA) \$184,969

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
0 Google Adsense	300	300	300	600	600	800	1,000	1,500	1,500	1,500	1,500	1,500	11,400
0 PPC/CPM	200	200	200	500	500	500	500	500	1,000	1,000	1,000	1,000	7,100
0 Banner Ads	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
0 Affiliate Sales	2,000	2,000	2,000	3,000	3,000	3,000	3,000	5,000	5,000	5,000	7,500	7,500	48,000
0 Brand Partnerships	5,000	5,000	5,000	5,000	5,000	5,000	10,000	10,000	10,000	10,000	10,000	15,000	95,000
0 BH Mag Advertisers	10,000	10,000	12,000	12,000	12,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	161,000
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	0
0 Subscriptions	3,000	5,000	6,000	7,000	8,000	9,000	10,000	15,000	15,000	20,000	25,000	25,000	148,000
0 BHM TV Advertisers	0	0	0	0	0	2,000	2,500	5,000	5,000	10,000	10,000	10,000	10,000
Gross Revenue	22,000	24,000	27,000	29,600	30,600	36,800	43,500	53,500	54,000	64,000	71,500	76,500	\$533,000
COS													
Commissions													
Agency 1	0	0	0	0	0	0	0	0	0	0	0	0	0
Agency 2	0	0	0	0	0	0	0	0	0	0	0	0	0
Total COS	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Income	22,000	24,000	27,000	29,600	30,600	36,800	43,500	53,500	54,000	64,000	71,500	76,500	533,000
Total Expenses	18,635	18,535	19,535	21,235	24,123	27,623	24,546	25,756	75,766	25,766	25,766	40,746	348,031
Net Income	3,365	5,465	7,465	8,365	6,478	9,178	18,954	27,744	-21,766	38,234	45,734	35,754	184,969
Expenses													
General													
Lease	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Phone													0
AT&T													
Office Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Security	75	75	75	75	75	75	75	75	75	75	75	75	900
Postage	10	10	10	10	10	10	10	10	20	20	20	15000	15,140
Printing			0	0	0	0	0	0	50000	0	0	0	50,000
Carbonite	100												100
Content	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Legal	0	0	0	0	0	3500	0	0	0	0	0	0	3,500
Equipment	0												0
Accounting	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Tech/Production													0
Hosting/Server	300	300	300	500	500	500	500	500	500	500	500	500	5,400
Production Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Software Costs	250	250	250	250	250	250	250	250	250	250	250	250	3,000
BH MAG TV	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	7385	7285	7285	7485	7485	10985	7485	7485	57495	7495	7495	22475	157,840

Labor													
Executive													
CEO	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
VP	0	0	0	0	0	0	0	0	0	0	0	0	0
Controller	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
Sales													
Ad Sales Manager	500	500	1000	1500	1500	1500	1500	1500	1500	1500	1500	1500	15,500
Accounts Receivables	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Executive Editorial Assistant	0	0	500	500	500	500	500	500	500	500	500	500	5,000
Bookkeeping	150	150	150	150	150	150	250	250	250	250	250	250	2,400
	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing													
Social Media Manager	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Graphic Designer (print/web)	250	250	250	250	250	250	500	500	500	500	500	500	4,500
PPC	1000	1000	1000	2000	2000	2000	2000	3000	3000	3000	3000	3000	26,000
Optimization	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Facebook Campaign	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24,000
Pinterest Campaign	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12,000
LinkedIn Campaign	500	500	500	500	500	500	500	500	500	500	500	500	6,000
VK.com Campaign	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	11250	11250	12250	13750	13750	13750	14100	15100	15100	15100	15100	15100	165,600
							2888	2888	2961	3171	3171	3171	24,591

PROFORMA YEAR 3

BeverlyHillsMagazine

36 Months

Gross Revenue \$1,504,250
Net Profit (EBITDA) \$994,091

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
0 Google Adsense	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
0 PPC/CPM	1,250	1,300	1,300	1,300	1,300	1,800	1,800	1,800	1,800	2,200	2,200	2,200	20,250
0 Banner Ads	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
0 Affiliate Sales	8,000	10,000	12,000	14,000	15,000	17,000	20,000	22,000	24,000	26,000	28,000	30,000	226,000
0 Brand Partnerships	15,000	15,000	25,000	25,000	25,000	25,000	35,000	35,000	35,000	45,000	45,000	45,000	370,000
0 BH Mag Advertisers	17,000	17,000	18,000	18,000	18,000	21,000	21,000	24,000	25,000	25,000	30,000	35,000	269,000
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	0
0 Subscriptions	30,000	30,000	30,000	35,000	35,000	36,000	38,000	40,000	42,000	45,000	46,000	48,000	455,000
0 BHM TV Advertisers	25,000	25,000	25,000	25,000	25,000	35,000	35,000	35,000	35,000	50,000	50,000	50,000	415,000
Gross Revenue	100,750	77,800	90,800	97,800	98,800	140,300	120,300	127,300	132,300	197,700	155,700	164,700	\$1,504,250
COS													
Commissions													
Agency 1	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Agency 2	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Total COS	0	0	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	100,000
Total Income	100,750	77,800	80,800	87,800	88,800	130,300	110,300	117,300	122,300	187,700	145,700	154,700	1,404,250
Total Expenses	26,525	23,525	23,525	24,725	28,327	28,327	32,037	31,654	96,554	31,654	31,654	31,654	410,160
Net Income	74,225	54,275	57,275	63,075	60,474	101,974	78,264	85,646	25,746	156,046	114,046	123,046	994,091
Expenses													
General													
Lease	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Phone													0
AT&T													
Office Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Security	75	75	75	75	75	75	75	75	75	75	75	75	900
Postage	100	100	100	100	100	100	100	100	15000	100	100	100	16,100
Printing			0	0	0	0	0	0	50000	0	0	0	50,000
Carbonite	500												500
Content	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Legal	2500		0			0	2500		0			0	5,000
Equipment	0												0
Accounting	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Tech/Production													
Hosting/Server	300	300	300	500	500	500	500	500	500	500	500	500	5,400
Production Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Software Costs	250	250	250	250	250	250	250	250	250	250	250	250	3,000
BH MAG TV			0			0			0			0	0
Total	10375	7375	7375	7575	7575	7575	10075	7575	72475	7575	7575	7575	160,700

PROFORMA YEAR 1

BeverlyHillsMagazine
Updated September 1, 2022

12 Months

Gross Revenue \$80,362
Net Profit (EBITDA) -\$32,643

	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Total	
Income													
0 Google AdSense	0	0	100	100	100	100	100	100	100	100	100	1,000	
0 PPC/CPM	0	0	0	0	0	0	0	0	0	0	0	0	
0 Banner Ads	0	0	0	0	0	0	0	0	0	0	0	0	
0 Affiliate Sales	0	0	150	150	150	150	150	150	150	150	150	1,500	
0 Brand Partnerships	0	0	0	0	0	0	0	0	0	0	0	0	
0 BH Mag Advertisers	0	5,000	6,000	6,000	6,000	6,000	7,000	8,000	8,000	8,500	8,500	77,000	
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	
0 Subscriptions	0	0	0	0	0	0	62	0	0	300	500	862	
Gross Revenue	0	5,000	6,250	6,250	6,250	6,250	7,250	8,312	8,250	8,250	9,050	9,250	\$80,362
COS													
Commissions													
Agency 1	0	0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
Agency 2	0	0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
Total COS	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Total Income	0	5,000	1,250	1,250	1,250	1,250	2,250	3,312	3,250	3,250	4,050	4,250	30,362
Total Expenses	2,225	2,175	3,175	4,075	4,616	5,007	5,007	5,007	15,007	5,007	5,733	5,975	63,005
Net Income	-2,225	2,825	-1,925	-2,825	-3,366	-3,757	-2,757	-1,695	-11,757	-1,757	-1,683	-1,725	-32,643
Expenses													
General													
Lease	0	0	0	0	0	0	0	0	0	0	0	0	0
Utilities	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Phone													0
AT&T													
Office Supplies	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Insurance	50	50	50	50	50	50	50	50	50	50	50	50	600
Security	0	0	0	0	0	0	0	0	0	0	0	0	0
Postage	0	0	0	0	0	0	0	0	0	0	0	0	0
Printing			0	0	0	0	0	0	10,000	0	0	0	10,000
Carbonite	50												50
Content	200	200	200	200	200	500	500	500	500	500	500	500	4,500
Legal	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment													0
Accounting	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Tech/Production													0
Hosting/Server	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Production Supplies	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Software Costs	150	150	150	150	150	150	150	150	150	150	150	150	1,800
BH MAG TV	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1550	1500	1500	1500	1500	1800	1800	1800	11800	1800	1800	1800	30,150

PROFORMA YEAR 2

BeverlyHillsMagazine
Updated September 1, 2022

24 Months

Gross Revenue \$533,000
Net Profit (EBITDA) \$184,969

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
0 Google Adsense	300	300	300	600	600	800	1,000	1,500	1,500	1,500	1,500	1,500	11,400
0 PPC/CPM	200	200	200	500	500	500	500	500	1,000	1,000	1,000	1,000	7,100
0 Banner Ads	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
0 Affiliate Sales	2,000	2,000	2,000	3,000	3,000	3,000	3,000	5,000	5,000	5,000	7,500	7,500	48,000
0 Brand Partnerships	5,000	5,000	5,000	5,000	5,000	5,000	10,000	10,000	10,000	10,000	10,000	15,000	95,000
0 BH Mag Advertisers	10,000	10,000	12,000	12,000	12,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	161,000
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	0
0 Subscriptions	3,000	5,000	6,000	7,000	8,000	9,000	10,000	15,000	15,000	20,000	25,000	25,000	148,000
0 BHM TV Advertisers	0	0	0	0	0	2,000	2,500	5,000	5,000	10,000	10,000	10,000	0
Gross Revenue	22,000	24,000	27,000	29,600	30,600	36,800	43,500	53,500	54,000	64,000	71,500	76,500	\$533,000
COS													
Commissions													
Agency 1	0	0	0	0	0	0	0	0	0	0	0	0	0
Agency 2	0	0	0	0	0	0	0	0	0	0	0	0	0
Total COS	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Income	22,000	24,000	27,000	29,600	30,600	36,800	43,500	53,500	54,000	64,000	71,500	76,500	533,000
Total Expenses	18,635	18,535	19,535	21,235	24,123	27,623	24,546	25,756	75,766	25,766	25,766	40,746	348,031
Net Income	3,365	5,465	7,465	8,365	6,478	9,178	18,954	27,744	-21,766	38,234	45,734	35,754	184,969
Expenses													
General													
Lease	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Phone													0
AT&T													
Office Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Security	75	75	75	75	75	75	75	75	75	75	75	75	900
Postage	10	10	10	10	10	10	10	10	20	20	20	15000	15,140
Printing			0	0	0	0	0	0	50000	0	0	0	50,000
Carbonite	100												100
Content	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Legal	0	0	0	0	0	3500	0	0	0	0	0	0	3,500
Equipment	0												0
Accounting	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Tech/Production													0
Hosting/Server	300	300	300	500	500	500	500	500	500	500	500	500	5,400
Production Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Software Costs	250	250	250	250	250	250	250	250	250	250	250	250	3,000
BH MAG TV	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	7385	7285	7285	7485	7485	10985	7485	7485	57495	7495	7495	22475	157,840

Labor													
Executive													
CEO	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
VP	0	0	0	0	0	0	0	0	0	0	0	0	0
Controller	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
Sales													
Ad Sales Manager	500	500	1000	1500	1500	1500	1500	1500	1500	1500	1500	1500	15,500
Accounts Receivables	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Executive Editorial Assistant	0	0	500	500	500	500	500	500	500	500	500	500	5,000
Bookkeeping	150	150	150	150	150	150	250	250	250	250	250	250	2,400
	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing													
Social Media Manager	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Graphic Designer (print/web)	250	250	250	250	250	250	500	500	500	500	500	500	4,500
PPC	1000	1000	1000	2000	2000	2000	2000	3000	3000	3000	3000	3000	26,000
Optimization	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Facebook Campaign	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24,000
Pinterest Campaign	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12,000
LinkedIn Campaign	500	500	500	500	500	500	500	500	500	500	500	500	6,000
VK.com Campaign	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	11250	11250	12250	13750	13750	13750	14100	15100	15100	15100	15100	15100	165,600
							2888	2888	2961	3171	3171	3171	24,591

PROFORMA YEAR 3

BeverlyHillsMagazine
Updated September 1, 2022

36 Months
Gross Revenue \$1,504,250
Net Profit (EBITDA) \$994,091

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Income													
0 Google Adsense	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
0 PPC/CPM	1,250	1,300	1,300	1,300	1,300	1,800	1,800	1,800	1,800	2,200	2,200	2,200	20,250
0 Banner Ads	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
0 Affiliate Sales	8,000	10,000	12,000	14,000	15,000	17,000	20,000	22,000	24,000	26,000	28,000	30,000	226,000
0 Brand Partnerships	15,000	15,000	25,000	25,000	25,000	25,000	35,000	35,000	35,000	45,000	45,000	45,000	370,000
0 BH Mag Advertisers	17,000	17,000	18,000	18,000	18,000	21,000	21,000	24,000	25,000	25,000	30,000	35,000	269,000
0 BH MAG TV Subscriptions	0	0	0	0	0	0	0	0	0	0	0	0	0
0 Subscriptions	30,000	30,000	30,000	35,000	35,000	36,000	38,000	40,000	42,000	45,000	46,000	48,000	455,000
0 BHM TV Advertisers	25,000	25,000	25,000	25,000	25,000	35,000	35,000	35,000	35,000	50,000	50,000	50,000	415,000
Gross Revenue	100,750	77,800	90,800	97,800	98,800	140,300	120,300	127,300	132,300	197,700	155,700	164,700	\$1,504,250
COS													
Commissions													
Agency 1	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Agency 2	0	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
Total COS	0	0	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	100,000
Total Income	100,750	77,800	80,800	87,800	88,800	130,300	110,300	117,300	122,300	187,700	145,700	154,700	1,404,250
Total Expenses	26,525	23,525	23,525	24,725	28,327	28,327	32,037	31,654	96,554	31,654	31,654	31,654	410,160
Net Income	74,225	54,275	57,275	63,075	60,474	101,974	78,264	85,646	25,746	156,046	114,046	123,046	994,091
Expenses													
General													
Lease	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60,000
Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Phone													0
AT&T													
Office Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Security	75	75	75	75	75	75	75	75	75	75	75	75	900
Postage	100	100	100	100	100	100	100	100	15000	100	100	100	16,100
Printing			0	0	0	0	0	0	50000	0	0	0	50,000
Carbonite	500												500
Content	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Legal	2500		0			0	2500		0			0	5,000
Equipment	0												0
Accounting	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Tech/Production													
Hosting/Server	300	300	300	500	500	500	500	500	500	500	500	500	5,400
Production Supplies	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Software Costs	250	250	250	250	250	250	250	250	250	250	250	250	3,000
BH MAG TV			0			0			0			0	0
Total	10375	7375	7375	7575	7575	7575	10075	7575	72475	7575	7575	7575	160,700



BEVERLY HILLS MAGAZINE

SOCIETAL BENEFIT

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MEET THE FOUNDER:
Jacqueline Maddison

Founder and Editor-in-Chief of Beverly Hills Magazine, Jacqueline Maddison, believes in the power of giving. As a born-again Christian, she has adopted the lifestyle of Christ by founding the GOD Foundation, an international Non-Profit Organization.

The God Foundation is a Charitable Judeo-Christian Church Ministry dedicated to sharing the Good News of Jesus Christ and Gifts of Devotion to the underprivileged all over the world.



SOCIETAL BENEFIT

The God Foundation mission is to nurture the underprivileged all over the world with Biblical truth, financial resources, higher education, tender love and care, and creating life changing experiences by supporting the betterment of life for men, women, and children, as well as animals.

GOD Foundation exists to help fund and support worldwide operations that exist for the purpose of sharing the Gospel of Jesus Christ, ensuring human welfare and survival in countries all over the world, including but not limited to orphanages, adoption agencies, homeless shelters, veteran organizations, and many more.

With so many causes and charities in existence, GOD Foundation was formed to act on behalf of all, to raise funds and awareness to continue to support such causes whereby through humanitarian efforts and generosity we can ensure global well-being.

100% of all donations will serve the GOD Foundation mission to enhance the lives of underprivileged men, women, children and animals around the globe, as well as continue to further the Kingdom of Heaven on earth.





"A generous person will prosper; whoever refreshes others will be refreshed."

~Proverbs 11:25

"Pure and undefiled religion before God and the Father is this: to visit orphans and widows in their trouble, and to keep oneself unspotted from the world."

~ James 1:27

" I have shown you in every way, by laboring like this, that you must support the weak. And remember the words of the Lord Jesus, that He said, 'It is more blessed to give than to receive.'"

~Acts 20:35

"But whoso hath this world's good, and sees his brother have need, and shuts up his bowels of compassion from him, how dwells the love of God in him?"

~ 1 John 3:17

"For whosoever shall give you a cup of water to drink in My Name, because ye belong to Christ, verily I say unto you, he shall not lose his reward."

~ Mark 9:41

WHO DO WE SUPPORT?

- Orphanages in Kenya
- Orphanages in Uganda
- Orphanages in India
- Orphanages in Pakistan
- Orphanages in Sierra Leone
- Poor & Needy Families in Gambia With Grocery Packages Delivered To Their Doorstep
- Poor Individuals And Families in the United States



We Fund And Support The Education Of Children, Men, And Women In Third World Countries For Their Highest Growth And Development To Help Them Reach Their Highest Potential

We Receive Many Requests For Donations From People All Over The World In Need Of A Helping Hand

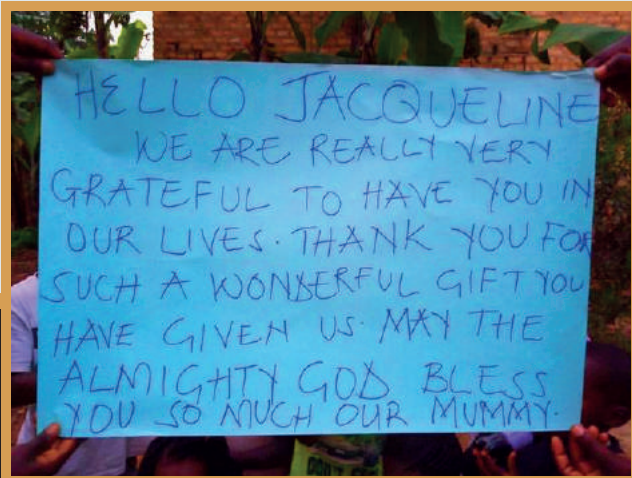
**TOGETHER WE CAN CHANGE THE WORLD
WITH OUR GIFTS OF DEVOTION**



WHY INVEST IN BEVERLY HILLS MAGAZINE?

As a corporate initiative, Beverly Hills Magazine will fund and support the GOD FOUNDATION on a Global Scale, while it also receives donations from other persons and organizations with a heart to give.

All donations will be tax-deductible to the donors, and all contributions made by Beverly Hills Magazine and its investors will be tax deductible as annual charitable contributions.





BEVERLY HILLS MAGAZINE

**“CHARITY IS THE HIGHEST VIRTUE
ON EARTH AND IN HEAVEN.”**

Jacqueline Maddison

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