

The
DC Press

thedcpress.com

INVESTOR'S GUIDE

Israel Guzman, Publisher

The DC Press

1250 N Rolfe St - Suite 304 - Arlington, VA - 22209

PH 703.516.4440 - FX 703.516.4445



What is the DC Press?

- **The DC Press is a newspaper company that will be a competitor to the City Paper and the Washington Express.**
- **The DC Press will begin as a monthly for the first year with plans to develop into a weekly publication in the second or third year.**

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Why invest in DC Press?

- Advertising Included
- A speaking seat on the DC Press Board of Directors
- Repayment of investment + 2 years additional interest
- Cross-promotions with the DC Press & DCP Partners

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Newspapers? But everyone goes online or blogs

- Currently, circulation of the City Paper is 90,000 readers. The reason is local information isn't found on TV, Radio, Newspapers or even Online because those media outlets aim at national audiences with national content.

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Newspapers? But everyone goes online (part 2)

- Newspapers have lost revenues and mainstream readers to CNN, MTV, blogs, iPods, etc.
- Non-mainstream readers rely on local publications that cover DC events and happenings. Success for the City Paper, Washingtonian, DC Flyer revenues are due to their strong local content.

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Why read the DC Press?

Readers of the DC Press, rely on local publications for:

- Local News & Government, 2008 election (DC perspective)
- DC area sports, cars, gadgets
- DC restaurants, museums, theater, “off the beaten path”
- Cool areas to live, work, raise a family
- DC Music coverage (concerts, musicians, tours)
- Health coverage (exercise, eating healthy, mountain climbing)
- Tech stuff DC, Business DC, Non - Profit DC.

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How many customers will the DC Press reach?

- **The DC Press aims to have a circulation of 100,000 for the first few months. Though, the DC Press can start publishing as low as 20,000 readers per month. The goal is to surpass the City Paper and the Express, reaching a circulation of 400,000 readers.**

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How much money can my investment bring?

- **Asides from the included advertising and a speaking seat in the board of directors, your investment can bring high returns.**

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How much investment?

- \$4,500 (minimum asking price)
- Example of \$90,000 investment (a 20 percent return) of “after-expenses” profit.
- YEAR ONE: \$90,000 company profit (at 20 percent return) equals \$18,000 return.
- YEAR TWO: At \$400,000 company profit (at 20 percent return) equals \$80,000.
- Combined : \$80,000 + \$18,000 = \$98,000 total
- Since investment “payback period” was reached at \$90,000 on July 2010, the (20 percent of profits) will be continued for two years. Thus, the last month of interest returned would be July 2012. “Payback period” will be as long or short as months needed to reach “original investment” value.

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