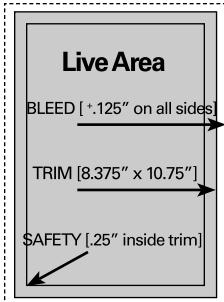


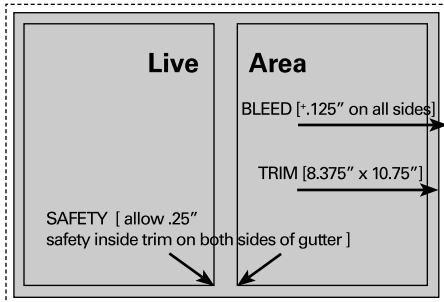


## Specs [ HM MAGAZINE TRIM SIZE: 8.375" x 10.75" ]



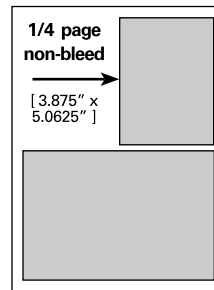
### Full bleed

[ 8.625" x 11" ]



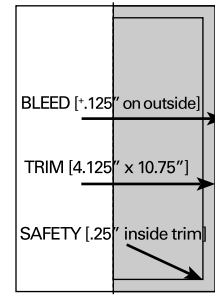
### Full spread bleed

[ 17" x 11" ]



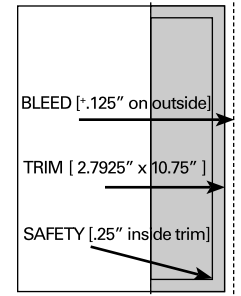
### 1/4 page non-bleed

[ 3.875" x 5.0625" ]



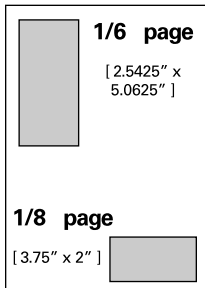
### Half pg vertical bleed

[ non-bleed: 3.875" x 10.25" ]  
[ bleed: 4.25" x 11" ]

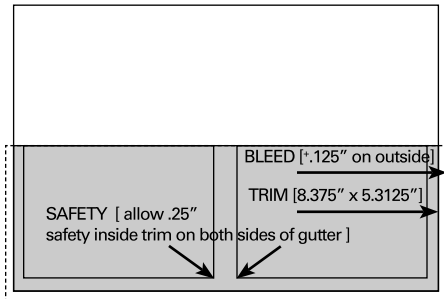


### Third page bleed

[ non-bleed: 2.5425" x 10.25" ]  
[ bleed: 2.9175" x 11" ]



### 1/6 & 1/8 pg non-bleed



### Half page spread bleed

[ 17" x 5.4375" ]

## New Media / Inserts

HM Magazine's recognized and oft-visited website, [hmmag.com](http://hmmag.com), receives an avg. of 195,000+ unique visits per month.

### Banner Ads

Your banner ad [468 pixels wide x 60 pixels tall] can hang out at [hmmag.com](http://hmmag.com) for as little as \$199/month [with a \$51 discount off the normal \$250/month price for simultaneously running a print ad in HM Magazine].



### Email Blasts

HM Magazine has a growing list of e-subscribers [9,950+ as of January 2007], to which we send an newsletter to once per week. You can reach this list with either a text+link spot in our weekly newsletter, or a stand-alone "dedicated" eblast for only \$499.



See our Podcast-specific ratecard for more info.

## Package Deals

Contact your HM Magazine Advertising Sales Rep for the latest package offers. We are glad to mix and match our marketing impressions to help you make the biggest impact with our growing reader base. Feel free to choose your level of activity/participation:

### "Gnarliest Pit Move Ever" Package

1 Full Page Color Spread Print Ad (a \$2,716 value); 3-month Banner Ad (\$750); 4 email blasts – 2 dedicated, 2 newsletter/text (\$1,996).

**Package Price: \$2,999**

### "Widen the Circle Pit" Package

1 Full Page Color Print Ad (\$1,243); 2-month Banner Ad (\$500);

2 email blasts – 1 dedicated, 1 newsletter/text (\$998).

**Package Price: \$1,499**

### "Stage Divin'" Package

1 Half Page Color Print Ad (\$851); 2-month Banner Ad (\$500); 2 email blasts – 1 dedicated, 1 newsletter/text (\$998).

**Package Price: \$999**

### "Head-bangin'" Package

1 Full Page Black & White Print Ad (\$645); 1-month Banner Ad (\$250); 1 newsletter/text email blast (\$499).

**Package Price: \$799**

### "Fist Raisin'" Package

1 Half Page Black & White Print Ad (\$464); 1-month Banner Ad (\$250); 1 newsletter/text email blast (\$499).

**Package Price: \$599**

### "In the Back w/Arms Crossed" Package

1 Eighth-Page Color Print Ad (\$152); 1 Quarter-Page B&W Print Ad in *Heaven's Metal Fanzine* – a sister publication with a paid circulation of 650 (\$70); 1 month Banner Ad (\$250); 1 newsletter/text email blast (\$499).

**Package Price: \$349**

