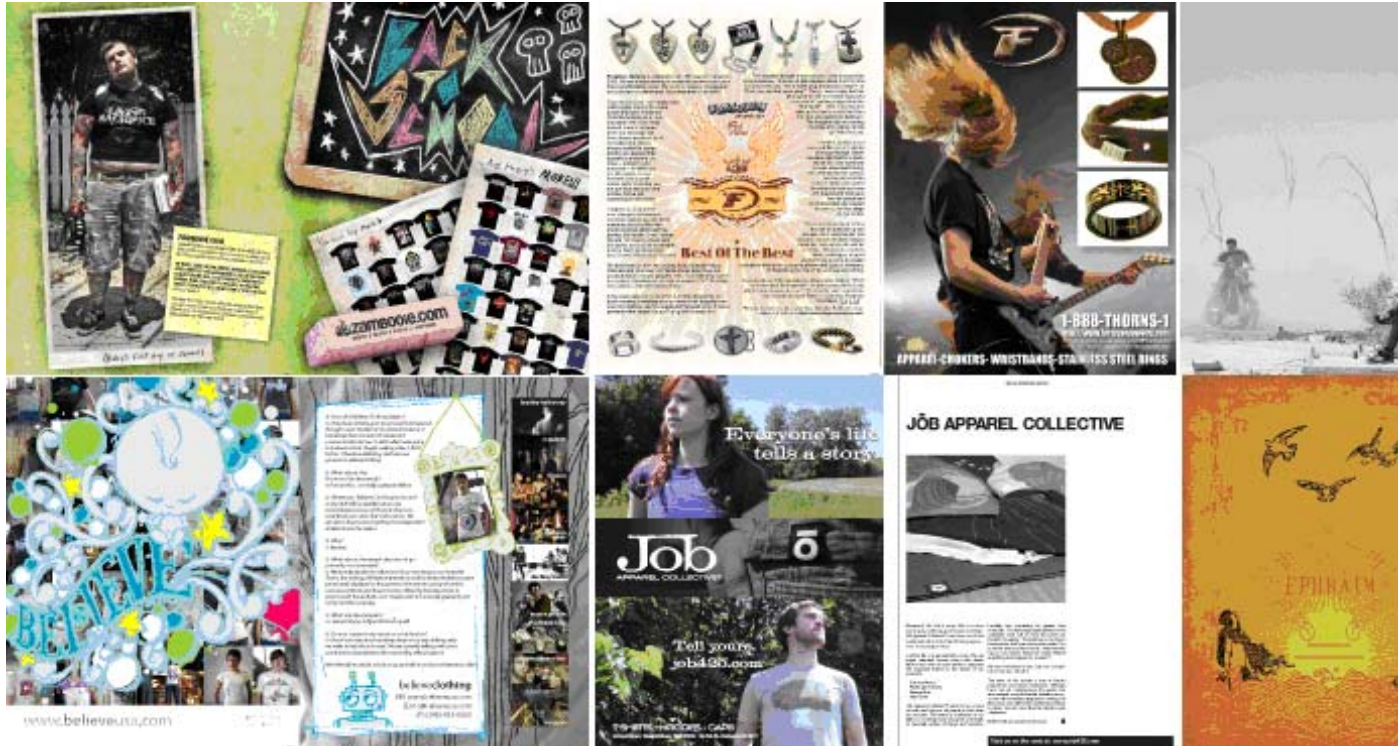


Greetings!

We've started a really cool tradition the past three years -- with a special advertising section that focuses on fashion. This is a section of the magazine that focuses strictly on apparel. The concept (which seems to have caught on -- especially in this genre) is: this is an opportunity for you to tell **YOUR STORY**. (samples below)



Your full-page ad garners you an extra full page of "advertorial" (all images and text are supplied by you), effectively giving you a full two-page spread to make an impact in our Sep/Oct "back to school" issue, which streets in mid-August. We are also adding a few things to this year's Fashion Focus, which include a web page devoted to trends in fashion and, if you're so inclined, a contest where we give away one (or as many as you'd like) of your fashion items, which will be promoted across all of our platforms -- HM print magazine, online edition, hmmag.com website, Twitter, HM's facebook and MySpace pages.

This package is \$1243.

To confirm, contact me about ad payment and artwork deadline (we'll also need separate image+text for the fashion web page), which is July 22.

We also have black & white packages (for \$645), as well as half-page options (with a half-page ad + half-page "advertorial") for \$851

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P.S. Check out: the HM Commercial Spots #1, #2 and #3 at www.hmmag.com/etc/ & follow me at <http://twitter.com/dooglar> or www.facebook.com/HM.Magazine