

Let's talk
about
marketing...

HM has an
audience
you need
to reach.

How? When?
What?
How much \$\$?



Have you ever been in a room full of people and you realized you had something in common with practically every single person there? HM Magazine is kind of like that room. We "gather" rock and roll

music fans under the specialized, not-so-niche-anymore umbrella of "Christian hard music."

If you have a product or service (or sound) somehow related to this group of people, grabbing and holding onto their attention is of prime importance.

For 24 years, that attention has primarily been in the form of a print magazine. While times have certainly changed over the past 24 months (let alone 24 years ... remember vinyl? cassettes?), we still believe whole-heartedly in the print magazine medium. We're committed to bringing the rock

with every issue of the magazine ... but also with our website, e-newsletter and podcasts, as well as

our new "breaking news text messaging service" and our Facebook, MySpace and Twitter accounts.

As the past year has shown a huge shift in advertising priorities and spending,

I kept nagging myself with the question, "How can we better serve our advertising clients?"

If you look at the list of regular advertisers in HM (Tooth & Nail, Facedown Records, Belly Acres,

GHS Strings, Stickers & More, Rise, Retroactive, Cornerstone Fest, Creation, Rev Gen, Purple Door),
we must be bringing something valuable to have such loyal customers...
But there's got to be something more we can bring to increase the value of partnering with HM Magazine. Here's some ideas I came up with:

1. EDITORIAL COVERAGE. A Marketing 101 course will tell you that "advertising costs money, but publicity is free."
a. Every week we are sending out a dozen news items to our email list and posting this news on hmmag.com
All it takes is supplying us with news (for example, in the form of a press release) and we're likely to share it.
b. We listen to every CD that comes in here (on average, two per day). Send us your music and we'll consider your art for editorial coverage.
c. We'll give you contacts for some of our freelance writers, who keep their ear to the ground and write for numerous publications, papers, webzines, and major media outlets.
d. We keep editorial decision-making in a separate orbit from advertising/marketing, so one does not influence the other unduly. This could impact the identity and readership "trust factor" in a detrimental way.
So, this is an area where we make no promises (to any band or any label, period) in regards to advance editorial planning. That's part of what gives HM Magazine credibility.

2. CONTESTS. Added exposure. Readers and visitors get excited about that sorta thing... (who doesn't like free stuff?) Send us 5 to 10 copies of whatever you've got and we'll advertise the contest on our website, in our e-newsletter, and randomly pick a winner. (See our e-trivia contests, too) (6***)

3. ADVERTISING. The obvious way to point people to your product, your tour, your site.
All print ads include a corresponding ad in our digital/online issue. (7****)
Email me back for a rate card with all our ad sizes, specs and prices.

4. THE ROCK & ROLL TOWN HALL SECTION. This is a place where a band, label or company can "tell their story." We have a spread section (which grows in page count when we get more than 5 per issue), where you can shine a spotlight on your band, your company, your product. We print the photo/image and text you supply. We run this section, which we call "advertorial" on one spread, and the ad you buy somewhere else in the magazine. You get the "advertorial" section as a bonus when you buy a half page or quarter page ad. Details are below:

"The Rock & Roll Town Hall"

*-each band fills out a standard questionnaire / interview form**

*-each band provides a large, high resolution (300 dpi) photo or image***

-each band is prominently displayed in a spread (2 pages facing each other) section
(along with 4 other bands) called "The Rock & Roll Town Hall" with quotes* + image**
-this spread is duplicated on our online/digital issue as well, of course.
-each band is featured in that corresponding issue's website page "The Rock & Roll Town Hall" with quotes* + image**
(this will feature ALL of the band's questionnaire/interview answers, as opposed to the shorter/edited version in the print mag).
-each band buys an ad (a quarter page B&W ad for \$340; or half page B&W ad for \$464; or quarter page color ad for \$705; or half page color ad for \$851), which is located in a separate part of the magazine.

5. **THE HM MAGAZINE PODCAST.** With 18 episodes under our belt and an audience that averages 50,000+ per episode, there are many pairs of ears ready to tune in to your Podcast Spot or Mini Feature. A spot ranges from your song and an introduction to a self-produced 30 or 60-second spot; and a mini feature would include a short interview plus your song. These offers are packaged together with print/digital ads.

6. **E-NEWSLETTER.** Each week we email a newsletter to our 7,000+ e-subscribers, which features a dozen or more news briefs, questions from our editorial staff to our readers (lending our ear to what the readers think), a trivia contest*** and a few e-nouncements. One of these e-nouncements can be yours and/or you can request an html/"dedicated" email blast, which is your stand-alone email going to our list.

7. **DIGITAL/ONLINE ADS.** A little different than our banner ads, these ads are part of our online/digital edition. Because of the flash/PDF/hybrid nature of our digital/online edition, your ad can be animated (like an animated.gif or a flash file), making your ad stand out. ****

8. **BANNER ADS.** With our new website re-design (with a planned unveiling on 8/1/9), we are adding a brand new size to our banners -- the 125x125 banner -- joining our larger 468x60 banner.
Any banner ad purchase (\$249/month, as well as coupled in Ad Packages) includes log-in access, so that you can watch your stats in real-time.

9. **HEAVEN'S METAL FANZINE.** If your music is a little heavier or more concentrated in the niche genres of extreme metal, we have a "brother publication" called Heaven's Metal fanzine, which boasts a paid circulation of 700 subscribers, who are hardcore dedicated to all things metal.
We have packages that include both HM Magazine and Heaven's Metal (or just the fanzine, too).

10. **TWITTER.** We will post a link to your song (preferably from your myspace or purevolume page), video or simply your site and begin discussion about the song/video/product on my twitter, which is integrated with facebook.com/HM.Magazine as well. This includes up to 7 tweets to get the discussion going. \$59 (also coupled in Ad Packages).

11. **TEXT MESSAGING.** This is our latest and futuristic marketing arm, which is still under development (we have 118 mobile numbers signed up, but we're just starting). We are

building our mobile # list and sending out LATE BREAKING NEWS when it occurs, which obviously varies. We estimate one of these text messages about twice a month. Your message, like ours, will feature a headline, then a truncated link to your website, where more information can be shared.

Try it out for a few weeks by emailing me your # and carrier name to: news@hmmag.com.

I know I've shared a ton of information here, but wanted to give you a real glimpse of the broad spectrum of advertising/marketing exposure we can offer you. Please email or call me for more information on any or all of these areas.

Thanks for your time!

Doug Van Pelt

Editor
HM Magazine
est. 1985
512.989.7309
www.hmmag.com
PO Box 367
Hutto TX 78634

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