

What can I tell you about marketing...

That you don't
already know?



Probably not much ... so I'll just let you know the latest and all the details of what we have available.

By the way, if you've read the little "Editor's Note" in the latest issue,* you are aware that I've taken all advertising and marketing duties back in-house. If you're wondering whether or not having just one guy handle all editorial decisions and advertising decisions means you can buy your way on the cover ... I'm afraid I have some disappointing news. Sorry. If, on the other hand, you're worried about the journalistic integrity you've come to trust in at HM is in jeopardy, then my news is good. We plan on continuing the magazine with a great passion for truth and great music.

STAND-ALONE ITEMS:

(I'll share our ad packages in another, follow-up email)

PRINT ADS. You know all about these. Note our new trim size: 8" x 10.5"

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.

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(6***), 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.

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.

BANNER ADS. With our new website re-design (which will be unveiled on 8/1/9), we are adding a brand new size to our banners -- the 125x125 banners (two in the sidebar of every post) -- joining our larger 468x60 banner (in the upper right-hand corner of every page). 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.

TWITTER. We will post a link to your song (preferably from your myspace or purevolume page) or 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).

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.

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.

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).

...And don't forget the following opportunities for further exposure:

1. EDITORIAL COVERAGE. If you're not a record company, this idea may not have crossed your mind.
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,
as long as it somehow relates to the scene we're covering (including movies, games, apparel, causes, books).

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***)

Thanks for your time!

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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