

Rates [NEW NET RATES]

BLACK & WHITE	1X	3X	6X
Full Page	\$574	556	539
1/2 Page	\$412	400	387
1/3 or 1/4 Page	\$302	293	283
1/6 Page	\$194	188	182
Full Page Spread	\$1255	1218	1179
4-COLOR	1X	3X	6X
Full Page	\$1100	1067	1034
1/2 Page	\$757	734	711
1/3 or 1/4 Page	\$627	608	589
1/8 Page	\$135	130	127
Full Page Spread	\$2417	2344	2271
PREMIUM POSITIONS	1X	3X	6X
Cover 2	\$2047	1985	1924
Cover 3	\$1869	1812	1756

Deadlines

ISSUE #	ISSUE DATE	SPACE	ART DUE	STREET	THEME
142	MAR/APR 2010	1/20	1/27	2/16	READERS' POLL
143	MAY/JUNE 2010	3/24	3/31	4/20	GRAMMUSIC GEAR
144	JUL/AUG 2010	5/19	5/26	6/15	25TH ANNIV. ISSUE
145	SEP/OCT 2010	7/21	7/28	8/17	FASHION
146	NOV/DEC 2010	9/23	9/30	10/19	GIFT GUIDE

FREQUENCY DISCOUNTS

Discounted prices are offered to those clients that commit to a "frequency contract," which specifies that client will run X-number of ads within a 12-month period. This gives them the corresponding reduced price/ad (3X, 6X, etc). All frequency agreements are binding and may not be cancelled without paying the difference from ads reserved (full price of ad less freq discounted price) immediately upon cancellation.

APPROVAL

HM Magazine reserves the right to refuse any ad for any reason, even if previously approved.

CANCELLATION

Orders may only be withdrawn in writing on or before the space reservation closing date. Orders withdrawn after space deadline will be subject to full charge as if the order had not been withdrawn and the advertising had run.

ARTWORK FILE TYPES

HM prefers PDF or other image files at 300 dpi.

