

HM MEDIA KIT

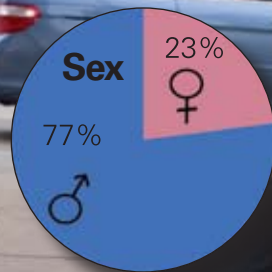
HM Magazine doesn't thrive and grow for **26** years by lagging behind trends, ignoring what our readers think, or chasing the latest musical fads. HM Magazine stays on top by knowing, living, breathing, and loving hard music.

Formed in 1985 (along with *Spin*, *Metal Edge*, and *Alternative Press*) as **Heaven's Metal Magazine**, it survived the industry shift away from the genre of 80s metal by adapting and widening its scope to include punk, alternative, indie rock, as well as majoring on all things raw, crunchy, distorted, and loud.

Covering a niche like few others, HM Magazine commands respect by loving the music it covers and caring enough to offer honest reviews of the latest new music. What other magazines gave press to P.O.D., Living Sacrifice, Underoath, and As I Lay Dying *before* they were signed?

Circulation

RATE BASE	13,000
AVG. NET SALE	13,166
SINGLE COPIES	7,191
SUBSCRIPTIONS	3,733
PASS-ALONG RATE	3



Age

13-18	39%
19-23	22%
24-29	19%
30+	20%

Buying Habits

[items purchased / month]

[QTY]	CDs	DVDs	Books	Video Games	T-Shirts	Jeans	Body Jewellery	BMX/Skate	Movies	Concerts
1-2	43%	70%	57%	46%	50%	50%	36%	19%	39%	57%
3-4	34%	12%	16%	6%	18%	10%	3%	4%	28%	17%
5-6	15%	1%	8%	1%	5%	2%	3%	0%	11%	7%
7+	8%	0%	8%	3%	5%	1%	1%	1%	9%	3%

Internet Usage

HM readers use the internet...a lot.
42% spend more than an hour a day online.

They own mp3 players.
32% download an avg of 15 songs a month.

They're tech savvy.
9% already subscribe to satellite radio
[60% to XM / 40% to Sirius]

Information Hungry

Here's where HM readers go for their music info:

purevolume.com	43%	AP	14%	other	42%
myspace.com	28%	CCM	19%	Relevant	26%
hmmag.com	15%	internet	78%	Revolver	8%
band websites	23%	Magnet	1%	Spin	8%
other	8%				

Musicians

For a consumer magazine, musicians make up an amazing 76% of our readers.

It's true: the rock stars of tomorrow are reading HM Magazine today.

Guitar	44%
Drums	29%
Keys	15%
Bass	23%
Horns	8%
Other	18%

28% of these musicians regularly play in a band. 71% of these rockers are unsigned and 42% of them are in a worship band.



More Habits

89% of HM Magazine readers admit that **print advertising influences** their purchasing decisions [the other 11% are probably lying].

HM readers are being added to the fold every day
 [32% have been reading HM less than one year]
and our readers usually remain loyal
 [31% have been reading HM for 5 or more years].

91% read from 2/3 to every single page of each issue of HM Magazine.
 85% check out the bands highlighted in the "Pick of the Litter" section.

Reader Facts

- 20% in college
- 56% that plan to attend college
- 33% are youth workers
- 40% regularly give to world relief
- 85% would consider a short-term missions trip

Music Purchases

HM readers purchase most of their music from CBA labels. When asked in our 2005 Readers' Survey to estimate the "percentage of music purchased from a CBA label," 44% responded that 80% of their purchased music came from the CCM industry. 23% bought 100% of their music from these record labels.

HM readers regularly purchase their music from the following outlets:

Indie Store	30%	CBA Store	69%
Chain Store	73%	Other	22%
Internet	65%		

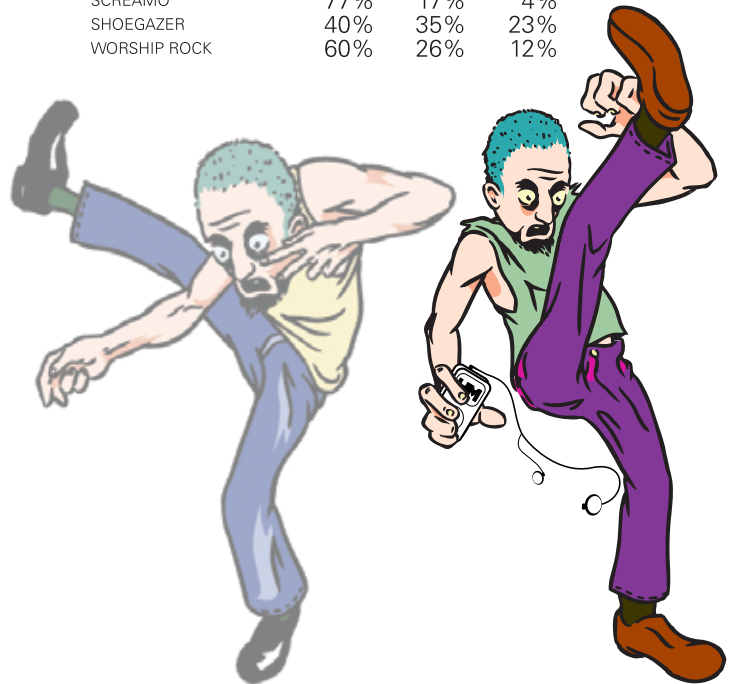
Books

While we take great care in making HM Magazine visually appealing, we know that our readership does more than just look at the pictures. Based on our 2005 Readers' Survey, here's what types of books they're checking out:

Bible Study	71%	Christian Living	36%
Biographies	33%	Sci-Fi	36%
Fiction	59%	Sports	23%
Devotions	51%	Other	42%

Musical Tastes

	Like	Dislike	Unsure
ALTPROG	40%	20%	39%
AMBIENT ROCK	47%	30%	20%
BLACK METAL	61%	28%	8%
DEATH METAL	54%	32%	11%
EMO	60%	29%	9%
GARAGE ROCK	53%	28%	17%
GRASSROOTS	30%	58%	10%
HAIR METAL	47%	40%	11%
HARDCORE	82%	13%	4%
HARD ROCK	76%	17%	6%
INDIE ROCK	64%	22%	12%
INDUSTRIAL	67%	23%	9%
METALCORE	84%	11%	4%
NU-METAL	58%	32%	9%
POP PUNK	59%	31%	8%
PROG ROCK	37%	30%	30%
PUNK	61%	28%	9%
RADIO MODERN	50%	41%	8%
RAP ROCK	30%	62%	6%
RETRO ROCK	51%	32%	14%
SCREAMO	77%	17%	4%
SHOEGAZER	40%	35%	23%
WORSHIP ROCK	60%	26%	12%



Print Ad Rates [NET]

*[includes the whole kitchen sink]

BLACK & WHITE	1X	2X	4X
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



[DETAILS ON OTHER SIDE]

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.

Deadlines

ISSUE #	ISSUE DATE	SPACE	ART DUE	STREET	THEME
148	APR/M/J 2011	3/9	3/23	4/8	TBD
149	JUL/A/S 2011	6/8	6/15	7/8	SUMMER FESTS
150	OCT/N/D 2011	9/7	9/21	10/7	GIFT GUIDE
151	JAN/F/M 2012	11/30	12/14	12/30	TBD
152	APR/M/J 2012	3/14	3/28	4/13	TBD
153	JUL/A/S 2012	6/6	6/13	6/29	SUMMER FESTS



HMM

THE WHOLE KITCHEN SINK

Let's face it – the advertising world out there for print mags is brutal.

We are fighting back – and we're fighting back with effectiveness and more, more, more.

We're still pushing print ads and we're basically throwing in everything and the kitchen sink with any print ad buy. That's right – any size! When you book any size print ad (from two-pg spreads to an 1/8 pg) we'll throw in every new media promotional tool we have. That means you'll have a two-month banner ad, an email blast, a podcast mention, spot and/or song play, our "Twitter Campaign" (with Facebook commenting), our text messaging service, link sponsorship of a web page and a comparably-sized online/digital issue ad. If you're into math or accounting, that's \$1,554 worth of highly effective, interactive and trackable new media ad buys for free ... all of which you could be getting for the price of a \$135 eighth-page color ad.

We have other ways to market to our readers – like iPhone app placements, sponsoring an entire podcast episode and a large vertical banner next to our online/digital edition browser. We have another couple of changes coming, too. We're developing a new app for the iPhone, iPad, Android and Blackberry ... and we also changed the frequency of our publication from bi-monthly to quarterly.



Podcast

[song, spot or mention]



Banner ad

[125x125 or 468x60]



Email blast

[8,800+ esubscribers]



Twitter campaign

[4 tweets to 1,400+ followers]



Facebook

[where 4,100+ friends comment on the tweets/posts]



Text mssg

[175+ subscribers]

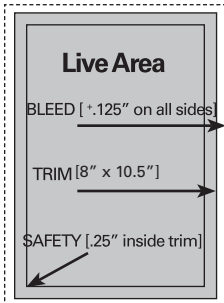


Webpage sponsorship

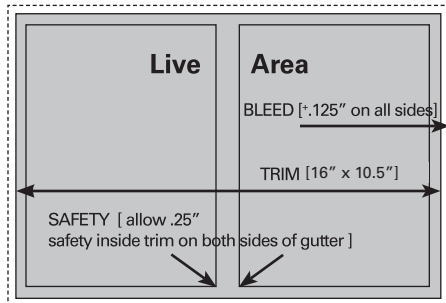
[115,000+ monthly unique visitors]



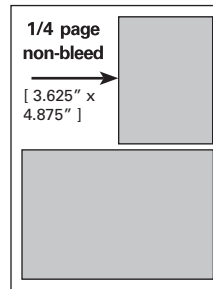
Specs [HM MAGAZINE TRIM SIZE: 8" x 10.5"]



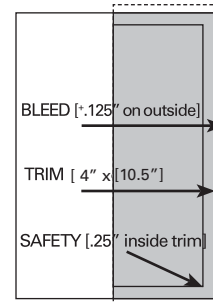
Full bleed
[8.25" x 10.75"]



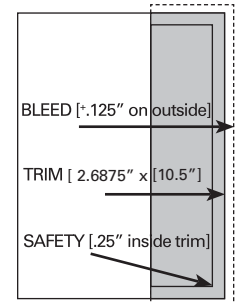
Full spread bleed
[16.25" x 10.75"]



Half pg horizontal non-bleed
[7.5" x 4.875"]



Half pg vertical bleed
[non-bleed 3.75" x 10"]
[4.125" x 10.75"]



Third page bleed
[non-bleed 2.4375" x 10"]
[2.8125" x 10.75"]

Full-Page

trim size = 8" wide x 10.5" tall
bleed area = 8.25" x 10.75"
LIVE AREA = 7.5" x 10"

Half-Page

ad size = 7.5" wide x 4.875" tall

Third-Page

ad size = 2.4375" wide x 10" tall

Quarter-Page

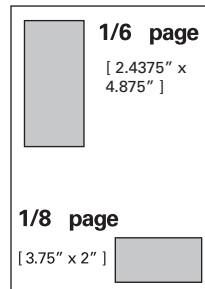
ad size = 3.625" wide x 4.875" tall

Sixth-Page

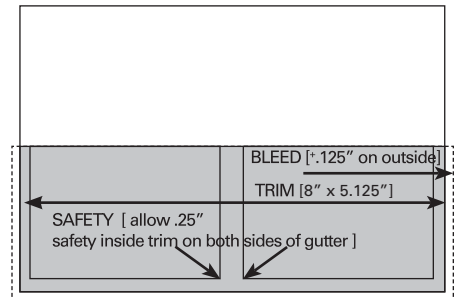
ad size = 2.4375" wide x 4.875" tall

Eighth-Page

ad size = 3.75" wide x 2" tall



1/6 & 1/8 pg non-bleed



Half page spread bleed

[16.25" x 5.25"]

HMM

THE HARD MUSIC MAGAZINE



Podcast

THE HM PODCAST ROCKS!

The new HM Magazine PODCAST is changing the way Hard Music fans listen to music! Each monthly show features over an hour's worth of full songs from the hottest new bands and classics, exclusive artist interviews, scene reports, music and book reviews, special features and more! Episodes are available as on-demand streams, or via RSS Podcasts through iTunes, AOL, Google and loads of other services. Each new episode gets pushed out to subscribers and is listened to multiple times on computers, iPods and other MP3 players. The impact is huge, and long-lasting. Each episode remains available on-line indefinitely.

ADVERTISING ON THE PODCAST

We offer several types of ads on the podcast.

Sixty Second Spots

Just like good ol' radio, you can buy 60 second spots to get the word out. You can provide this ad pre-produced or we can produce it for you (see below for pricing and details.)

CURRENT PRICE: \$250 (for thousands of listeners and rising, plus replays, extra tags at the end of the show and logo / link on the upcoming online Podcast Page.

HM DISCOUNT: Any clients with a full page ad or greater can buy a sixty-second ad for just \$199!

SPONSORSHIPS

A client can sponsor an episode of the podcast for \$499 (non-exclusive) or \$1500 (exclusive), which includes a live-read sponsorship plug at the top and bottom of the show, up to three sixty-second ads and an "advertorial" type interview feature within the podcast (all music subject to approval by HM staff).



SHOWCASES

Special five-minute showcases are available to promote a new band, album, label or book. Songs can be featured in their entirety, with brief phone interviews as well as a standard sixty-second ad spot or live-read. Showcases cost \$250 per episode, and include a dedicated HTML email blast from HM.

SPECIAL EDITIONS

"Special Edition" Podcasts will be released between full episodes and may be up to fifteen minutes long. They will include artist / author interviews, song clips and whatever else it takes to make this worth your investment. The cost for a "Special Edition" is \$1500.

PRODUCTION SERVICES

Gyroscope can produce ads for any budget. A basic live-read with a musical bed costs \$50. A more deluxe ad with multiple edits, special effects and script adapting costs \$150. Script writing and consulting fees are based on a fee structure of \$100 / hour. You may use your ads however you like outside of the HM Podcast. Contact us for examples of previous work.

Prices are subject to change.

Visit podcast.hmmag.com to have a listen