

# 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 ]



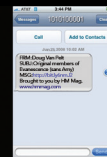
### Twitter campaign

[ 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 ]