



Special Christmas Gift Guide Issue

Every year we feature a special "Christmas Gift Guide" where your product can be featured with **your IMAGE, your TEXT** (75-125 words) **and your LINK**. An additional page in this issue features a "Dear Mom, This is what I really want for Christmas" **CHECKLIST FORM**. This form has a listing of the product, company name and website url.



In addition to the exposure in HM Magazine's **DIGI-EDITION and APP**, we are also posting a corresponding "Online Gift Guide" **WEB PAGE** with the product images and links to your site or favorite online retail store -- see this link for reference: <http://www.hmmagazine.com/2009/07/hm-gift-guide>.

We will also throw in a **PODCAST** mention (either a 30-second spot you produce, a script you give us that we read or a full-length song if it's music that you're marketing).

- Gift Guide Features YOUR product in YOUR own words, with YOUR picture and YOUR link.
- Digi-Mag Gift Guide Feature (Image, Text, Link)
- Online Gift Guide web page
- Podcast Spot
- **All this for only \$500.**

This issue of the magazine will be FREE online. We will be promoting this to our audience multiple times including:

Direct Email	Two to 8,800 email subscribers
Web Banner	50,000 views over 2 mos.
Social Media	Weekly posts to 6,600+ fan followers
Podcast	Weekly mention to our 800+ listeners

"I really like this once-a-year feature and believe it's probably the best exposure for your money that we offer." says Doug Van Pelt, HM Publisher.

DROP DEAD DATE for space and art is NOV 11 or when sold out. Space will go on a first-come, first-served basis, so please let us know if you'd like to buy a spot (or 2) in the Gift Guide...

Streets Thanksgiving Week!

Reserve thru your FrontGate Media Promotions Manager
949.429.1000 www.FrontGateMedia.com





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WHY HM?

Formed in 1985, HM has been often called the *Rolling Stone* of the Christian market, covering Christian themes in music, books, movies and more while living a Christian life in the pop culture environment.

HM has thrived for 26 years by being ahead of trends, and listening to their subscribers and members. In 2011, the publication made the transition to the all-digital magazine format, fully embracing the "digi-magazine" it started in 2007.

What other media outlets provided coverage to artists like P.O.D., Living Sacrifice, Underoath, As I Lay Dying, Sixpence None the Richer, or Sufjan Stevens before they were signed?

With **115,000 uniques per month** on the web site, from alternative and indie rock to punk and metal; from Bob Dylan to P.O.D., HM has earned the respect of its readers by caring enough to offer honest reviews, the latest news, and commentary on Christian living in our media savvy, internet wired, social media frenzied, entertainment driven pop-culture.

In short, HM is like *Relevant* meets *Rolling Stone*.



READER FACTS

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

BUYING HABITS: ITEMS PURCHASED PER MONTH!

(QTY)	BOOKS	CDS	DVDS	VIDEO GAMES	T-SHIRTS	BODY JEWELRY	BMX/SKATE	MOVIES	CONCERTS
1-2	57%	43%	70%	46%	50%	36%	19%	39%	57%
3-4	16%	34%	12%	6%	18%	3%	4%	28%	17%
5-6	8%	15%	1%	1%	5%	3%	0%	11%	7%

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Based on our Readers' Survey, here's what types of books they're checking out:

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

Age

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

Gender

- Male 77%
- Female 23%

Musicians

The HM audience includes an amazing 76% who are musicians! The rock stars of tomorrow are involved with HM today.

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

71% of these musicians are unsigned
42% of them are in a worship band

"HM is one of the most successfully 'Christian' media outlets I've ever seen. They are a model for what it means to be in the world, but not of it." - Scott A. Shuford, Founder & President, FrontGate Media, & HM reader since 1989.



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HM's KITCHEN SINK OFFER

We're excited to bring you an AWESOME offer in HM!

This Kitchen Sink Deal includes your...

- Direct Email 8,800 email subscribers
- Digi-Magazine 2,300+ paid subscribers
- Web Banner 50,000 views
- Social Media 5,500+ fan followers
- Podcast 30s spot 800+ listeners

Kitchen Sink Discounted Pricing

Same impressions, prices based on size of digi-mag ad.
68,500 Impressions!

- Two Page Spread \$1,995 (you save \$530. 20% discount)
- Full Page \$1,595 (you save \$280. 15% discount)
- Half Page \$1,495 (you save \$208. 12% discount)
- 1/3 or 1/4 Page \$1,450 (you save \$175. 10% discount)

THAT'S RIGHT: web site banner ad, direct email blast, podcast spot, a four post campaign on both Twitter & Facebook, and a digi-magazine ad: your choice of size!

Deadlines

ISSUE #	ISSUE DATE	SPACE	ART DUE	STREET	THEME
152	January 2012	12/15	12/15	1/2	New Year, New Music
153	February 2012	1/16	1/16	2/1	TBD
154	March 2012	2/15	2/15	3/1	SXSW Music, Film, Interactive
155	April 2012	3/15	3/15	4/2	TBD
156	May 2012	4/16	4/16	5/1	TBD
157	June 2012	5/15	5/15	6/1	Summer Festivals



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ADVERTORIAL SECTIONS IN EACH ISSUE:

We have debuted several lifestyle and special interest sections based on our reader input. These advertorial sections will feature your product with your write up. All product subject to approval by HM.

The sections include:

- Book Reviews
- Gadgets – Tech, Mobile & Computer
- Gear – NAMM Industry Showcase
- Film Focus
- Comics & Graphic Novels

See sample layout at:

- <http://hmmagazine.com/2011/10/books>
- <http://hmmagazine.com/2011/10/gadget>
- <http://hmmagazine.com/2011/10/gear>
- <http://hmmagazine.com/2011/10/film>
- <http://hmmagazine.com/2011/10/comics>

Product Feature Package A \$999 17,700 impressions

Includes your...

- Section slot: Product Image, Author/Title, 75-125 Word Description & Web Link
- Your Direct Email ad
- Four (4) Social Media posts.

Product Feature Package B \$525 8,900 impressions

Includes your...

- Section slot: Product Image, Author/Title, 75-125 Description & Web Link
- Four (4) Social Media posts.

Product Feature Package C \$375 2,300 impressions

- Your Book Section slot: Product Image, Author/Title, 75-125 Description & Web Link.



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DIGITAL MAGAZINE:

2300+ PAID SUBSCRIBERS

- ALL ADS ARE FULL COLOR
- ALL ADS INCLUDE [YOUR WEB LINK](#)

Two Page Spread	\$1,200	16" wide x 10.5" tall (note middle binding line)
Full Page	\$550	8" x 10.5"
Half Page	\$378	7.5" x 4.875"
Third Page	\$313	3" x 10.5"
Quarter Page	\$300	3.75" x 2"

Tower Banner Ad	\$600	120x600
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Get the permanent, exclusively attached Tower Banner Ad to one issue of HM Digital Magazine. Located to left of digi-magazine browser.

Premium Positioning: Add 10%

Full page and third page ads are with bleed

All others are NO BLEED.

A LA Carte Online Media:

<u>Promo</u>	<u>Impressions</u>	<u>Rate</u>	<u>Notes</u>
Direct Email	8,800 email subscribers	\$500	
Web Banner	50,000 views over 2 mos.	\$400	468x60 or 125x125 sizes
Web Banner	25,000 views in one month	\$250	468x60 or 125x125 sizes
Social Media	6,600+ fan followers	\$175	
Podcast	800+ listeners	\$250	30s audio spot

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Delivery Instructions:

All ads (print, banner, email blast, podcast spots, social media posts, etc) can be delivered to HM via email at advertising@hmmag.com and cc'd to Scott@FrontGateMedia.com.

FTP:

For large file sizes that you have trouble sending via email, use our printer's ftp site (or send via yousendit.com).

FTP info:

wcftpmid1.worldcolor.com

User ID: hmmag

Password: hmmag

Of course, you can deliver all media on a DVD or CD-R via mail to:

HM Magazine

21102 Boggy Ford Road #4,

Lago Vista, TX 78645.

If you have any questions about ad file delivery, don't hesitate to email advertising@hmmag.com and HM editor Doug Van Pelt will get right with you.

DESIGN: He can also assist with design if necessary.

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157	June 2012	5/15	5/15	6/1	Summer Festivals

Web Site, Email, and All Other Ads

We request 48 hours lead-time in all assets where you want a specific launch (email blast or tweets, for example). If your internal review team needs additional time, please add your time to the 48 hours.

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