



HM Magazine doesn't thrive and grow for 21 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.

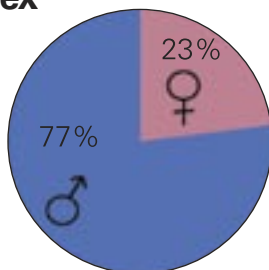
Covering a niche like few others, HM Magazine commands respect by loving the music it covers and caring enough to offer honest reviews of the latest new music. What other magazines gave press to P.O.D., Living Sacrifice, Underoath, and As I Lay Dying *before* they were signed?



## Circulation

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

## Sex



## 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%

## 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.

## 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%				

