



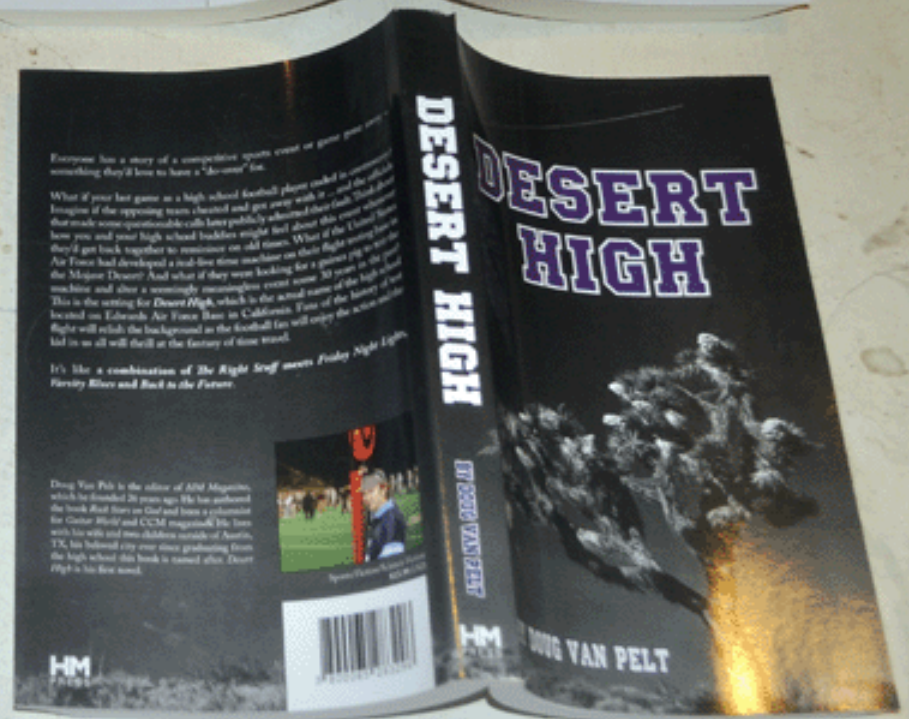
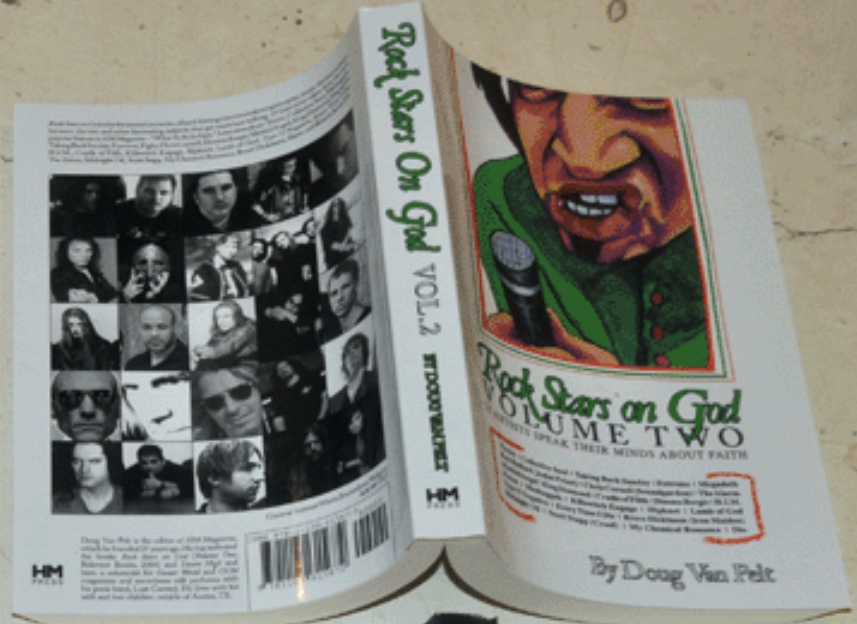
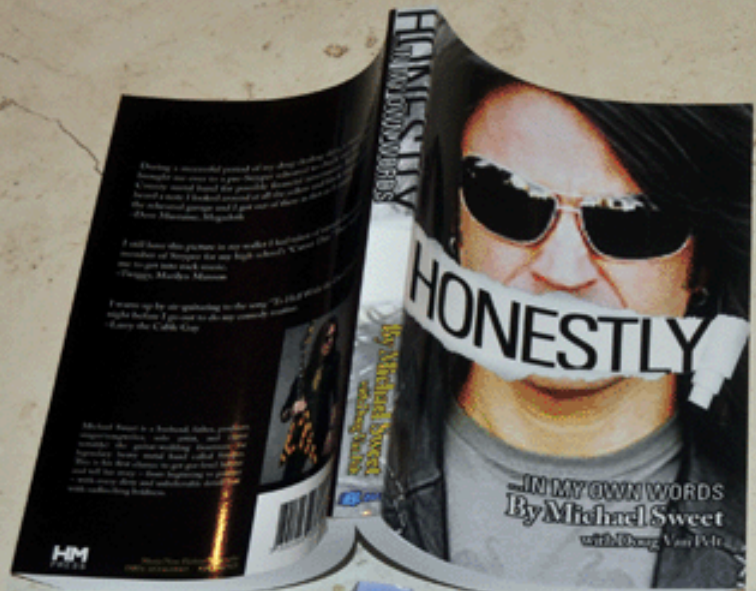
DOUG VAN PELT PORTFOLIO FALL '12

hoodie, compact disc retail packaging

Worship
AT FULL VOLUME



stickers, credit cards, business card, iPhone case, iPhone case, laminated pass



paperback book covers

HIM

THE WHOLE KITCHEN SINK

Let's face it - the advertising world out there for print mags is brutal. You are fighting back - and you need to back with effectiveness. You need to be seen, heard and read. You need to be the one who gets the job done.

HIM

THE HARD MUSIC MAGAZINE

Advertise in HIM
 The Hard Music Magazine
 1111 W. 14th St.
 Portland, OR 97204
 Tel: 503.241.1111
 Fax: 503.241.1112

Market

Market	1A	6A	6K
BLACK & WHITE	8,074	1,000	1,000
Full Page	1,000	1,000	1,000
1/2 Page	5,000	500	500
1/4 Page	10,000	1,000	1,000
1/8 Page	20,000	2,000	2,000
1/16 Page	40,000	4,000	4,000
1/32 Page	80,000	8,000	8,000
1/64 Page	160,000	16,000	16,000
1/128 Page	320,000	32,000	32,000
1/256 Page	640,000	64,000	64,000
1/512 Page	1,280,000	128,000	128,000
1/1,024 Page	2,560,000	256,000	256,000
1/2,048 Page	5,120,000	512,000	512,000
1/4,096 Page	10,240,000	1,024,000	1,024,000
1/8,192 Page	20,480,000	2,048,000	2,048,000
1/16,384 Page	40,960,000	4,096,000	4,096,000
1/32,768 Page	81,920,000	8,192,000	8,192,000
1/65,536 Page	163,840,000	16,384,000	16,384,000
1/131,072 Page	327,680,000	32,768,000	32,768,000
1/262,144 Page	655,360,000	65,536,000	65,536,000
1/524,288 Page	1,310,720,000	131,072,000	131,072,000
1/1,048,576 Page	2,621,440,000	262,144,000	262,144,000
1/2,097,152 Page	5,242,880,000	524,288,000	524,288,000
1/4,094,304 Page	10,485,760,000	1,048,576,000	1,048,576,000

Demographics

Age	18-24	25-34	35-44	45-54	55-64	65+
18-24	45%	35%	25%	15%	10%	5%
25-34	35%	45%	35%	25%	15%	10%
35-44	25%	35%	45%	35%	25%	15%
45-54	15%	25%	35%	45%	35%	25%
55-64	10%	15%	25%	35%	45%	35%
65+	5%	10%	15%	25%	35%	45%

Gender

Gender	Male	Female
Male	75%	25%
Female	25%	75%

Income

Income	Under \$10,000	\$10,000-\$19,999	\$20,000-\$29,999	\$30,000-\$39,999	\$40,000-\$49,999	\$50,000-\$59,999	\$60,000-\$69,999	\$70,000-\$79,999	\$80,000-\$89,999	\$90,000-\$99,999	\$100,000+
Under \$10,000	15%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
\$10,000-\$19,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$20,000-\$29,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$30,000-\$39,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$40,000-\$49,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$50,000-\$59,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$60,000-\$69,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$70,000-\$79,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$80,000-\$89,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$90,000-\$99,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$100,000+	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

Education

Education	High School	Some College	College	Postgraduate
High School	45%	35%	25%	15%
Some College	35%	45%	35%	25%
College	25%	35%	45%	35%
Postgraduate	15%	25%	35%	45%

Internet Usage

45% use the Internet at least once a week. 15% use it daily. 25% use it several times a week. 10% use it once a week. 5% use it less than once a week. 20% do not use the Internet.

Information Hungry

65% use the Internet to find information. 35% use it for entertainment. 15% use it for shopping. 10% use it for news. 5% use it for travel. 5% use it for education. 5% use it for health. 5% use it for sports. 5% use it for music. 5% use it for movies. 5% use it for books. 5% use it for games. 5% use it for social media. 5% use it for email. 5% use it for instant messaging. 5% use it for video. 5% use it for audio. 5% use it for images. 5% use it for text. 5% use it for voice. 5% use it for data. 5% use it for graphics. 5% use it for animation. 5% use it for interactive. 5% use it for multimedia. 5% use it for digital. 5% use it for online. 5% use it for web. 5% use it for internet. 5% use it for computer. 5% use it for network. 5% use it for communication. 5% use it for information. 5% use it for knowledge. 5% use it for learning. 5% use it for research. 5% use it for study. 5% use it for work. 5% use it for business. 5% use it for industry. 5% use it for profession. 5% use it for career. 5% use it for job. 5% use it for employment. 5% use it for occupation. 5% use it for vocation. 5% use it for avocation. 5% use it for hobby. 5% use it for leisure. 5% use it for recreation. 5% use it for entertainment. 5% use it for amusement. 5% use it for fun. 5% use it for pleasure. 5% use it for enjoyment. 5% use it for recreation. 5% use it for entertainment. 5% use it for amusement. 5% use it for fun. 5% use it for pleasure. 5% use it for enjoyment.

HIM

THE WHOLE KITCHEN SINK

Age

Age	18-24	25-34	35-44	45-54	55-64	65+
18-24	45%	35%	25%	15%	10%	5%
25-34	35%	45%	35%	25%	15%	10%
35-44	25%	35%	45%	35%	25%	15%
45-54	15%	25%	35%	45%	35%	25%
55-64	10%	15%	25%	35%	45%	35%
65+	5%	10%	15%	25%	35%	45%

Gender

Gender	Male	Female
Male	75%	25%
Female	25%	75%

Income

Income	Under \$10,000	\$10,000-\$19,999	\$20,000-\$29,999	\$30,000-\$39,999	\$40,000-\$49,999	\$50,000-\$59,999	\$60,000-\$69,999	\$70,000-\$79,999	\$80,000-\$89,999	\$90,000-\$99,999	\$100,000+
Under \$10,000	15%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
\$10,000-\$19,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$20,000-\$29,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$30,000-\$39,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$40,000-\$49,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$50,000-\$59,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$60,000-\$69,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$70,000-\$79,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$80,000-\$89,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$90,000-\$99,999	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
\$100,000+	10%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

Education

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Some College	35%	45%	35%	25%
College	25%	35%	45%	35%
Postgraduate	15%	25%	35%	45%

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media kits [inserts + business card, embossed foil stamped]

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THE HARD MUSIC MAGAZINE

Feed your love for metal all year long for the price of a large pizza. \$10 subscribe tonight.

Bruce Fitzhugh

LIVE TOURING SUBSCRIPTION SPECIAL

The Downward Hardcore Endeavor THAT GOES UP TO FAR

HIM MAGAZINE SUBSCRIPTION FORM

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[AND CITY]

PERIODICITY: _____

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Bruce Fitzhugh
LIVING SACRIFICE

Guitarist, vocalist and founding member of Living Sacrifice, Bruce originally formed LS in Little Rock, AR in 1989 with friends Lance Garvin (drums) and DJ (Darron Johnson, bass/vocals). The thrash metal band added Jason Truby on second guitar later and recorded the *Not Yielding to Ungodly* cassette demo, which garnered a favorable review in *Heaven's Metal Magazine* #27. Bruce took over on lead vocals after DJ left the band, which was first heard on '97's *Reborn* album.

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Feed your love for metal all year long for the price of a large pizza. \$10 subscribe tonight.

Lance Garvin

"HIM has evolved into one of the best authorities on underground metal, hardcore and heavy music in general."
-Andrew Schwartz, Project 86

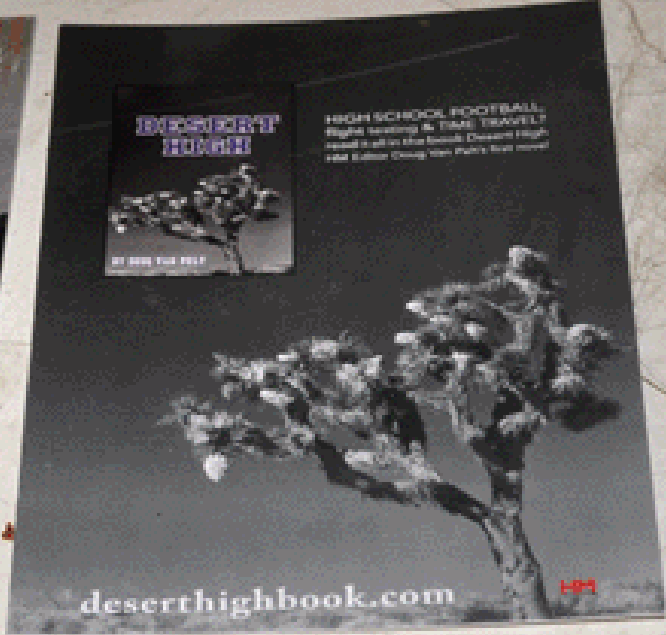
"HIM Magazine is the only Christian magazine worth reading if you're into hardcore ... don't ever try anything else!"
-Tom McLaughlin, Unleashed

LIVE TOURING SUBSCRIPTION SPECIAL

perforated cards [UV coating on display side, writable surface on reverse]



silicone wristbands, ceramic coffee cups



4" x 6" postcards

Pit Moves



#1: THE WINDMILL
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a green shirt and blue pants performs a windmill move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



#121: THE TWO-STEP
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a grey shirt and green pants performs a two-step move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



#3: CLEARING COBWEBS
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a blue shirt and brown pants performs a clearing cobwebs move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



#4: THE ROUNDHOUSE
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a purple shirt and blue pants performs a roundhouse move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



#5: PICKING UP CHANGE
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a grey shirt and red pants performs a picking up change move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



#2: THE SLAM
 FOR WIND TO USE AND TO USE WIND
 Description: A skater in a blue shirt and green pants performs a slam move. The skater is in a wide stance with one leg raised and bent, and the other leg extended to the side. The skater's arms are bent at the elbows, with one hand on the hip and the other on the knee of the raised leg. The skater is looking towards the viewer with a determined expression.



Doug Van Pelt

Hard copy portfolio samples avail. on request.

[dougvanpelt@gmail.com]