



H&M

MAGAZINE

MEDIA KIT 2009

Presenting H&M Magazine – the global inspiring and exciting fashion magazine

With more than 1,700 stores in more than 33 countries, H&M is one of the largest fashion companies in the world. H&M Magazine is our own fashion and lifestyle magazine. Our enthusiastic customers in Europe, North America, Asia and the Middle East are its target group.

In February 2006, H&M Magazine was launched in its current format. It is now one of our strategic longterm commitments. With a total circulation of 2.6 million copies, H&M Magazine reaches a large number of readers, all around the globe.

With a main focus on fashion, trends and lifestyle,

H&M Magazine aims to inspire and excite its readers. Our content ranges from fashion to travel, music, culture and design.

Each issue is produced to excellent editorial standards, in text and photography. The fashion section is created in collaboration with the world's top photographers and stylists.

H&M Magazine is published quarterly to a strong distribution network of over 1,700 stores around the world. Current issues are always displayed in custom-made display stands with at least one stand per store, in an attractive and visible position.

H&M Magazine is always available at H&M store launches and events. It is also distributed to our 68,000 employees, and to all H&M pressrooms, insuring that it is read by influential journalists, stylists and thousands of other key players in the fashion industry.



PUBLICATION SCHEDULE 2009

ISSUE	PUBLICATION DATE	MATERIAL DATE
Spring	March 2nd	December 17th
Summer	May 11th	March 13th
Fall	August 17th	July 1st
Winter/Christmas	November 23rd	September 28th

ADVERTISING FORMATS

SPREAD 450 x 290 mm



FULL PAGE 225 x 290 mm



SIZE 84 pages or more
PAPER 100 grams WFC coated + 200 grams WFC coated (cover)

ADVERTISING SPACES 2 spreads and 6 full single pages available

CIRCULATION & DISTRIBUTION 2009









COUNTRY	QUANTITY
DE (Germany, Austria, Switzerland)	550,000
US (USA)	450,000
GB2 (Greece, Finland, Portugal, Netherlands, Norway)	350,000
PL (Poland)	250,000
FR (France, Belgium, Switzerland)	150,000
CAEN (Canada)	150,000
SE (Sweden)	150,000
GB1 (Great Britain, Ireland)	100,000
DK (Denmark)	100,000
GB4 (Middle East)	65,000
CNI (China)	60,000
GB5 (Hong Kong)	50,000
BEFL (Belgium)	40,000
ES (Spain)	40,000
CAFR (Canada)	40,000
JP (Japan)	25,000
GB3 (Slovakia, Hungaria, Czech Republic, Slovenia)	20,000
IT (Italy, Switzerland)	15,000
TOTAL:	2,605,000

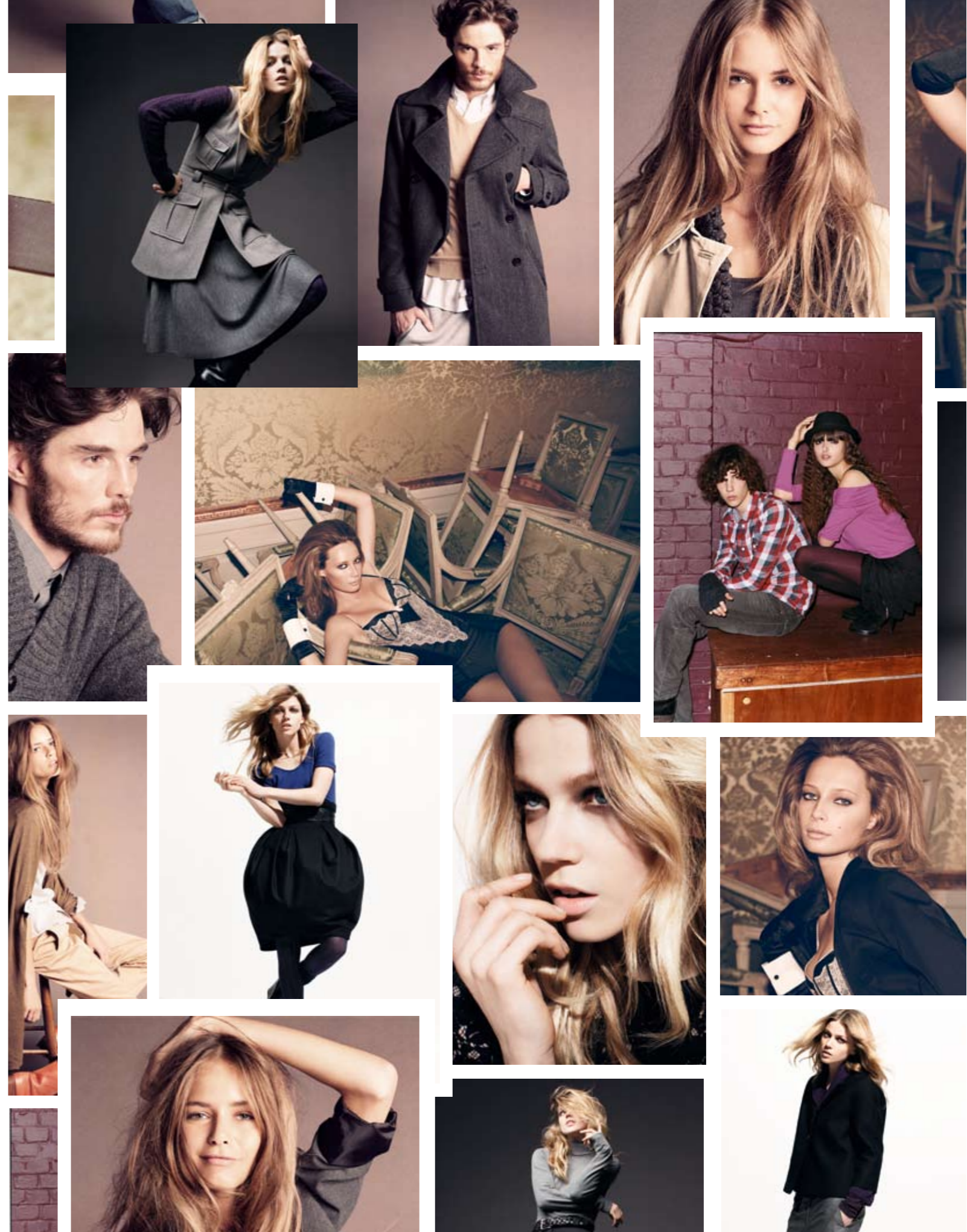
Audited ABC Circulation 2007

2,415,300



ADVERTISING RATES

<p>GLOBAL EDITION </p>	<p>DANISH EDITION (DK) </p>
<p>ALL EDITIONS</p> <p>Stores 1,600</p> <p>Circulation 2,605,000 cps</p> <p>Full page 24,900 EUR</p> <p>Spread 39,900 EUR</p> <p>1st Spread 39,900 EUR</p>	<p>Language Danish</p> <p>Stores 65</p> <p>Circulation 100,000 cps</p> <p>Full page 39,000 DKK</p> <p>Spread 59,000 DKK</p> <p>1st Spread 69,000 DKK</p> <p><i>H&M Magazine is also sent directly to selected H&M Club members in Denmark.</i></p>
<p>FRENCH EDITION (FR) </p>	<p>GERMAN EDITION (DE) </p>
<p>Language French</p> <p>Stores 104</p> <p>Circulation 150,000 cps</p> <p>Full page 3,900 EUR</p> <p>Spread 5,900 EUR</p> <p>1st Spread 6,900 EUR</p>	<p>Language German</p> <p>Stores 327</p> <p>Circulation 550,000 cps</p> <p>Full page 5,900 EUR</p> <p>Spread 8,900 EUR</p> <p>1st Spread 9,900 EUR</p>
<p>NETHERLANDS EDITION (GB2) </p>	<p>SWEDISH EDITION (SE) </p>
<p>Language British English</p> <p>Stores 94</p> <p>Circulation 100,000 cps</p> <p>Full page 2,900 EUR</p> <p>Spread 4,450 EUR</p> <p>1st Spread 4,900 EUR</p>	<p>Language Swedish</p> <p>Stores 126</p> <p>Circulation 150,000 cps</p> <p>Full page 39,000 SEK</p> <p>Spread 59,000 SEK</p> <p>1st spread 69,000 SEK</p> <p><i>H&M Magazine is also sent directly to selected H&M Club members in Sweden.</i></p>
<p>UK EDITION (GB1) </p>	<p>US EDITION (US) </p>
<p>Language British English</p> <p>Stores 138</p> <p>Circulation 100,000 cps</p> <p>Full page 3,900 GBP</p> <p>Spread 5,900 GBP</p> <p>1st Spread 6,900 GBP</p>	<p>Language American English</p> <p>Stores 157</p> <p>Circulation 450,000 cps</p> <p>Full page 7,900 USD</p> <p>Spread 11,900 USD</p> <p>1st Spread 13,900 USD</p>



SALES TERMS AND CONDITIONS

Advertising materials are kept for a maximum of six months after the ad's insertion. We only accept written notice of cancellation and this must be provided at least four weeks before material date. We

reserve the right to charge for reserved space if notice of cancellation is not received at least four weeks before material date or if we do not receive the ad materials by the close date.

TECHNICAL SPECIFICATIONS

MAGAZINE FORMAT

Full page format: 225 x 290 mm + 5 mm bleed

Full spread format: 450 x 290 mm + 5 mm bleed

INSTRUCTIONS FOR PDF-FILES

Please:

- provide 5 mm bleed
- keep crop marks 5 mm away from cut
- use CMYK colours only, no spot colour
- use 300 dpi resolution
- use correct ICC profile when creating your PDF (see below).
- use correct distiller settings when creating your pdf file (see below).

To obtain correct ICC profile and distiller settings, please e-mail: info@mods.se and it will be provided for you.

Delivery of PDF file

Press the link: https://www.fileflow.com/application/webcourier.php?u=Mods_Graphic_Studio

Follow the instructions. Select "Ads to H&M Magazine" in the scroll list.

If you have any technical questions, please email: daniel@mods.se



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