

Unlock Your Magazine's Partnership Potential

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TENNIS
MAGAZINE

SPIN

Unlock Your Magazine's Partnership Potential

Where We're Going

- 1. Subscription Partnerships Defined**
- 2. Subscription Partnership Models**
- 3. Partnerships Step-by-Step**
- 4. Examples, Examples, Examples!**

Unlock Your Magazine's Partnership Potential

Subscription Partnerships Defined

Working with outside companies to leverage their sales processes, services and communication channels to acquire new, high quality subscribers for magazines.

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Subscription Partnership Models

Partnership Deductible

Offered when a consumer is purchasing a specific one-time item. The subscription is “bundled” with the purchase. Price of subscription is “deductible” and a refund mechanism is provided.

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Subscription Partnership Models

Club/Association Membership Deductible & Non-Deductible

Subscription is included with dues for membership in a club or association. Price of subscription is either “deductible” from dues and a refund mechanism is provided, or is “non-deductible” from dues.

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Subscription Partnership Models

Sponsored Individual

A direct-to-consumer company “sponsors” a free subscription to customers as a thank you or purchase incentive. Sponsor pays a qualifying price to publisher of .01 cent or more “net of all considerations”.

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Subscription Partnership Models

Verified (Individually Requested)

Consists of copies designated to individual users who have an affinity for the publication. All recipients must be afforded an option to 'opt-out' of receipt on an annual basis.

(Note: This presentation covers subscription partnerships, so Verified Public Place is not addressed herein)

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Subscription Partnership Models

Co-Marketing Sales

Sometimes called “partnerships” these marketing arrangements with outside companies produce individual net paid subscriptions through upsells or cross-sells at point of sale. These upsells can occur at retail, on the telephone, through print or direct mail, or online.

Benefits of these programs include quality subscriptions (that will be reflected on pink sheets) and value-added programs for advertisers.

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Partnerships Step-by-Step

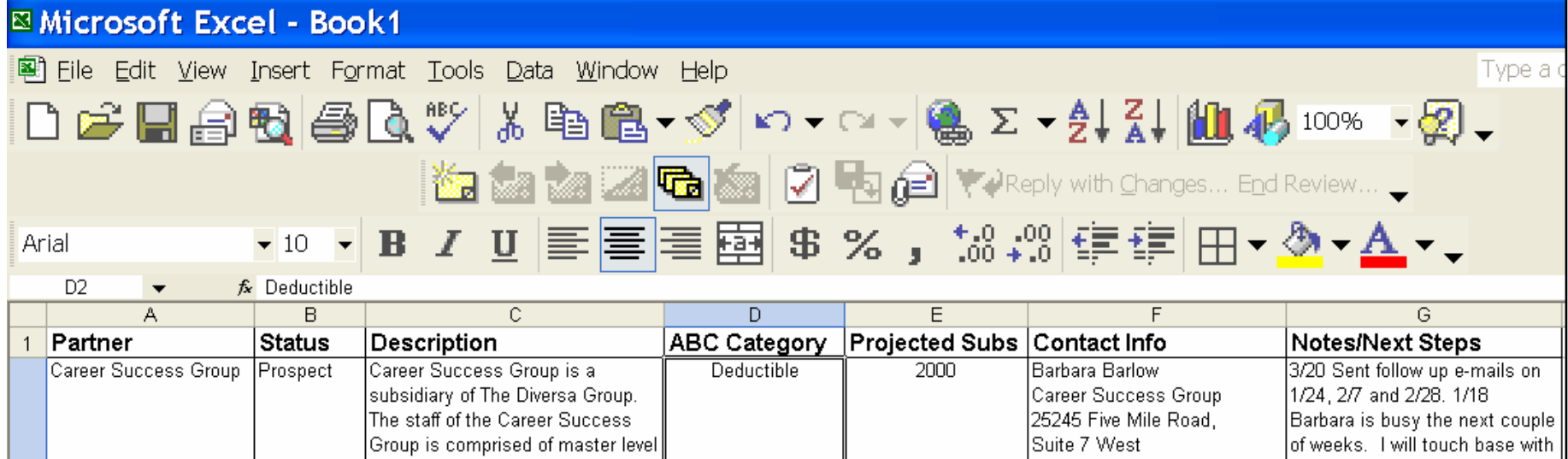
STEP 1: Brainstorm

- 1. Advertisers**
- 2. Advertiser's Competitors (get permission from publisher)**
- 3. Your List Rental Customers**
- 4. Your Competitors List Rental Customers**
- 5. Edit Credits In Your Magazine**
- 6. Use Search Engines**
- 7. Hoover's**
- 8. Brainstorm With Colleagues (editors, publisher, sales reps, etc.)**

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Partnerships Step-by-Step

STEP 2: Create a prospect list



The screenshot shows a Microsoft Excel spreadsheet titled "Microsoft Excel - Book1". The menu bar includes File, Edit, View, Insert, Format, Tools, Data, Window, and Help. The toolbar contains various icons for file operations, editing, and formatting. The spreadsheet has a header row with columns A through G. The data row (row 1) contains the following information:

	A	B	C	D	E	F	G
1	Partner	Status	Description	ABC Category	Projected Subs	Contact Info	Notes/Next Steps
	Career Success Group	Prospect	Career Success Group is a subsidiary of The Diversa Group. The staff of the Career Success Group is comprised of master level	Deductible	2000	Barbara Barlow Career Success Group 25245 Five Mile Road, Suite 7 West	3/20 Sent follow up e-mails on 1/24, 2/7 and 2/28. 1/18 Barbara is busy the next couple of weeks. I will touch base with

1. Start by searching company website for company & contact information.
2. Sites like Hoover's will give you key people in the organization.
3. Sites like Spoke.com and Whois.com can give you format of email address.

Partnerships Step-by-Step

STEP 3: Prioritize

- 1. Scale – projected number of subs**
- 2. ABC Category – how it's reflected on your pink sheet**
- 3. “Best Fit” with your title – are they your target audience**
- 4. Ease of implementation – how much time/effort will it require**

(tip: online partnerships are usually the easiest and cheapest)

Partnerships Step-by-Step

STEP 4: Make Contact - Sell it & Assess Viability

- 1. Introduction by Email first works best. Include BRIEF information about your title and ask to set-up a quick phone call to discuss a potential partnership.**
- 2. Do Your Homework – know the company's channels of sales and how you intend to implement the subscription offer.**
- 3. Sell the Benefits – present the ways a subscription offer could enhance their marketing programs.**
- 4. LISTEN to what the partner has to say and find out what their goals are and how you could help meet those goals – make it a win-win.**
- 5. Get as much information as you can in order to assess viability – sales volume, membership size, demographic, order processes, etc.**

Partnerships Step-by-Step

STEP 5: Create Contracts & Promotional Material

- 1. Contracts should include what is expected of both parties and outline how the program will be executed.**
- 2. How is the program going to be promoted? Ads, Circulars, Online, Point of Sale, Packaging.**
- 3. How is the customer information collected?**
 - A. Partner collects information and passes to publisher (yields larger volumes).**
 - B. Customer must complete and return a response vehicle such as a BRC. (yields lower volumes).**
- 4. Be sure that all the necessary language to be compliant with ABC is included – and that the partner is aware that this is necessary.**

Partnerships Step-by-Step

STEP 6: Obtain ABC Approval

- 1. Create an order flow with screen shots and submit to your ABC representative.**
- 2. Complete “Program Evaluation Form” available on ABC website www.accessabc.com**
- 3. Be sure that the partner implements the program as approved by ABC. If any changes to the program are made – go back to ABC for re-approval to be safe.**

Partnerships Step-by-Step

STEP 6: Fulfillment Set-up

- **Involve fulfillment team as early in the process as possible.**
- **Assign promotion key.**
- **Notify ABC reporting department at fulfillment house of promotion key and ABC category.**
- **Do you want these placed in their own model source?**
- **Do you want these placed in their own renewal source?**
- **For partnership deductible - where are refunds being sent and who is handling refund fulfillment? (this information is included on promotional materials).**

Partnerships Step-by-Step

STEP 7: Bill Partner & Maintain Back-up

- 1. Invoice partner and collect payment within 4 months of order date if required (sponsored)**
- 2. Keep copies of invoice and payment for ABC.**
- 3. Partner must be able to provide access to proof of order and proof of payment.**
- 4. Keep copies of all contracts and ABC approvals.**

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Examples, Examples, Examples!

Deductible Partnership

TENNIS Magazine subscription offer is promoted via email and on the homepage of ATS Sports.



LIMITED TIME OFFER!

Included with your purchase of \$25 or more is a subscription to TENNIS Magazine (\$9.99 value) – simply because you are a valued ATS Sports customer. Offer will be presented at checkout for qualifying orders over \$25.

[CLICK HERE](#) for offer details



Links to offer details box shown on next slide – opens in a separate window.



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Examples, Examples, Examples!

Deductible Partnership

Step 1 2 3 4


Review the items in your cart and enter a promo code if you have one.

Item	Price	Special	Qty.	Total	Remove
Prince Team Triple (SP3B-11) orange / silver, each <i>Ship to \$5.75 Flat Rate Group</i>	\$31.95		<input type="text" value="1"/>	\$31.95	<input type="checkbox"/>
Subtotal:				\$31.95	<input type="button" value="Update Cart"/>

Receive News on Special Offers, Events Information, and More! Sign up Today!

Step 1 2 3 4

With your purchase over \$25 we are including a one year subscription to TENNIS Magazine. A \$9.99 value! There are no hidden charges and your credit card will not be shared with the publisher.



Magazine subscription offer is added to the ATS checkout screen. Customer is offered the opportunity to "opt-out" of the offer.

NOTE: Rebate details are included for TENNIS to count the subscriptions as valid. TENNIS is responsible for the dollar value and fulfillment of the rebate requests. Requests are sent to TENNIS directly.

Your paid order over \$25.00 includes a 1 year subscription to TENNIS Magazine (\$9.99 value).

At no time will your credit card number be shared - this is a paid subscription with no hidden charges, obligations or automatic renewals. You will not pay one penny more than your ATS Sports purchase price to participate in this magazine offer.

As an added benefit to shopping at ATS Sports, if you decide that you do not want a magazine subscription, and would like a rebate instead, simply send a copy of your order confirmation within 30 days of placing your order, along with the form below to TENNIS Magazine - ATS Program, 1918 Main Street, 3rd Floor, Santa Monica, CA 90405 and you will receive a rebate of \$9.99. Make sure to include a copy of your confirmation email. Your purchase authorizes ATS Sports to forward your name and address to TENNIS Magazine for fulfillment of your subscription. Benefit available to "US Households Only." One per household. Please use this form:

Name: _____
Address: _____
City/State/Zip: _____

*If you have trouble printing this page from your browser, you can copy and paste the contents in a new document. From there you should be able to print without a problem.

Step 1 2 3 4

With your purchase over \$25 we are including a one year subscription to TENNIS Magazine. A \$9.99 value! There are no hidden charges and your credit card will not be shared with the publisher.

Check here if you **DO NOT** want this offer.

Get [DETAILS](#) on rebate instructions



Unlock Your Magazine's Partnership Potential

Examples, Examples, Examples!

Deductible Partnership

TENNIS Magazine subscription offer is promoted via email and on the homepage.

The screenshot shows the Ace Authentic website homepage. At the top, there is a navigation bar with links for Home, News, Affiliates, and Contact Us. Below this is a yellow banner with the Ace Authentic logo and a list of categories: TRADING CARDS, PHOTOS, POSTERS, MEMORABILIA, AUCTION, FIGURINES, MATCH USED ITEMS, and OTHER. A search bar labeled "BROWSE BY PLAYER" is visible, with a dropdown menu for "Choose a player". The main content area features a "LIMITED TIME OFFER!" for a TENNIS Magazine subscription, which is included with purchases of \$25 or more. The offer details are: "Included with your purchase of \$25 or more is a subscription to TENNIS Magazine (\$9.99 value) – simply because you are a valued Ace Authentic customer. Offer will be presented at checkout for qualifying orders over \$25." A link "CLICK HERE for offer details" is provided. Below the offer, there are sections for "MAILING LIST", "MEMORABILIA REGISTER", and "FEATURED ITEMS". The featured items section includes profiles for Rafael Nadal, Andre Agassi, Maria Sharapova, Andy Roddick, and Roger Federer, each with a "View Items" link. A red circle highlights the same "LIMITED TIME OFFER!" for the TENNIS Magazine subscription, which is also present in a smaller version at the bottom of the page.



LIMITED TIME OFFER!
Included with your purchase of \$25 or more is a subscription to TENNIS Magazine (\$9.99 value) – simply because you are a valued Ace Authentic customer. Offer will be presented at checkout for qualifying orders over \$25.

[CLICK HERE](#) for offer details

Links to offer details box shown on next slide – opens in a separate window.

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Examples, Examples, Examples!

Deductible Partnership

ACE AUTHENTIC

Product	Quantity	Price	Amount
#111-001 - Tennis Racket	1	49.99	49.99
			Subtotal
			49.99
			Shipping
			11.00
			TOTAL
			60.99

All prices are in US Dollars

... International Shipping ... Due to the increased cost of shipping internationally, Ace Authentic reserves the right to add extra shipping costs to the total bill on orders shipped outside the United States.

Required fields are in **BOLD**

Billing details

Full name
Company
Address
City
State or Province
Postal or ZIP code
Country
Telephone
Fax
E-mail
Where did you hear about us?
MORE

Shipping address (if different)

Full name
Company
Address
City
State or Province
Postal or ZIP code
Country
Telephone

Magazine subscription offer is added to the Ace Authentic checkout screen. Customer is offered the opportunity to "opt-out" of the offer.

NOTE: Rebate details are included for TENNIS to count the subscriptions as valid. TENNIS is responsible for the dollar value and fulfillment of the rebate requests. Requests are sent to TENNIS directly.

Your paid order over \$25.00 includes a 1 year subscription to TENNIS Magazine (\$9.99 value).

At no time will your credit card number be shared - this is a paid subscription with no hidden charges, obligations or automatic renewals. You will not pay one penny more than your Ace Authentic purchase price to participate in this magazine offer.

As an added benefit to shopping at Ace Authentic, if you decide that you do not want a magazine subscription, and would like a rebate instead, simply send a copy of your order confirmation within 30 days of placing your order, along with the form below to TENNIS Magazine - Ace Program, 1918 Main Street, 3rd Floor, Santa Monica, CA 90405 and you will receive a rebate of \$9.99. Make sure to include a copy of your confirmation email. Your purchase authorizes Ace Authentic to forward your name and address to TENNIS Magazine for fulfillment of your subscription. Benefit available to "US Households Only." One per household. Please use this form:

Name: _____
Address: _____
City/State/Zip: _____

*If you have trouble printing this page from your browser, you can copy and paste the contents in a new document. From there you should be able to print without a problem.

With your purchase over \$25 we are including a one year subscription to TENNIS Magazine. A \$9.99 value! There are no hidden charges and your credit card will not be shared with the publisher.

Check here if you **DO NOT** want this offer.

Get [DETAILS](#) on rebate instructions

Remember my name and address for my future purchases

CONTINUE

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Examples, Examples, Examples!

Deductible Partnership

NEW PRODUCT

Microsoft® Money 2004 Premium

\$20 Rebate

Offer expires December 31, 2004. Offer limit one (1) rebate per household, valid in 50 U.S. DC, US military bases that contain valid APO/FPO addresses with counting proof of purchase. Rebates available only on full version product. Rebates available only on full version product. May not be combined with other Microsoft offers or rebates. ©2003 Part No. X09-55568

- Organize Finances
- Track Checkbook & Spending
- Convert from Quicken®2
- Manage Investments & Taxes
- Budget & Reduce Debt
- Manage Financial Goals
- Optimize Investment Portfolio*
- Maximize Tax Savings†
- Monitor Capital Gains

Includes a year of money magazine (Details inside)
Valid in U.S. only through Sep. 1, 2004, for full version product acquired at retail.

Best Value
Over \$365 in Financial Services

FREE

- Two Years Online Bill Pay
- Capital Gains Tax Optimizer
- Online Tax Filing
- Credit Report & Monitoring
- In-Person Financial Consultation

(See side of box for details)

Includes a year of money magazine (Details inside)
Valid in U.S. only through Sep. 1, 2004, for full version product acquired at retail.

Subscription to Money Magazine is included with purchase of Microsoft Money software. Promoted on outside of box and BRC included on the inside with offer details.

GET A YEAR OF money

Complete and mail this card today to receive your one-year subscription to MONEY magazine.

Your copy of Microsoft® Money includes a one-year subscription to MONEY (valued at \$10.00*). Just send in this card. Or, if you'd prefer, get a year of BUSINESS 2.0 magazine or 6 months of FORTUNE magazine. Microsoft Money gets you more!

Name (please print) _____

Address _____

City _____ State _____ Zip _____

Select one: MONEY 13 issues FORTUNE 13 issues BUSINESS 2.0 12 issues

0603 Part No. X09-91183


ECAH1P5
FOANG28
MOBGBM6

MONEY is published 13 times a year, BUSINESS 2.0 monthly, and FORTUNE biweekly, except for two issues combined periodically into one and occasional extra, expanded, or premium issues. Combined, expanded, and premium issues count as two subscription issues. *If you do not wish to receive the magazine subscription, you can obtain a \$10 refund by completing this card (originals only—no copies) and sending it, along with the original Microsoft Money sales receipt and original cover from the enclosed booklet, within 30 days of purchase to the following address: MONEY, PO Box 60001, Tampa, FL 33660. Allow 8-12 weeks for order processing. Valid in U.S. only until Sep. 1, 2004

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Examples, Examples, Examples!


Deductible Partnership



ORGANIC BOUQUET

PRODUCT SEARCH: [GO](#)

NEWSLETTER SIGN-UP
MY ACCOUNT
MEMBER BENEFITS
SHOPPING BASKET




ECO BOUQUET

HOLIDAY | FLOWERS | ROSES | OCCASIONS | GIFT BASKETS | CHOCOLATES | WREATHS | GIFT CLUB

Click **Remove** to delete an item from your shopping basket, click **Continue Shopping** to add more items, or click **Checkout** to complete your purchase.

Note: At this time deliveries are only made inside the United States.

PRODUCT	DELIVERY DATE	QTY	PRICE	REMOVE ITEM
 <p>Thanksgiving Centerpiece Bouquet + add 1 more to basket Add Ons: Includes a 1-year subscription to Organic Gardening magazine-\$10 value.</p>	12/01/2006	1	\$59.95	remove
			Subtotal: \$59.95	CHECKOUT ▶
				CONTINUE SHOPPING ▶

 **BUY FAST. FEEL SECURE. PAY LATER!**™
Subject to credit approval

SIGN UP FOR EXCLUSIVE OFFERS: [GO](#)

 **HACKER SAFE**
TESTED 01-NOV

Orders by Phone: (877) 899-2468

© Copyright 2006 Organic Bouquet, Inc

SPECIAL OFFER
View Now ▶

ORANGE BLISS
\$49.95 ▶

OCCASIONS & SENTIMENTS

ANNIVERSARY BIRTHDAY SYMPATHY
HOUSEWARMING GIFTS FOR HIM GET WELL
CORPORATE GIFTS AUTUMN GIFTS MORE ▶

 **BUY FAST. FEEL SECURE. PAY LATER!**™
Subject to credit approval

SIGN UP FOR EXCLUSIVE OFFERS: [GO](#)

 **HACKER SAFE**
TESTED 01-NOV

Orders by Phone: (877) 899-2468



© Copyright 2006 Organic Bouquet, Inc

One year subscription to Organic Gardening is included with purchase at Organic Bouquet.

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Examples, Examples, Examples!

Deductible Partnership

ORGANIC BOUQUET  PRODUCT SEARCH: **GO** NEWSLETTER SIGN-UP MY ACCOUNT MEMBER BENEFITS SHOPPING BASKET **ECO BOUQUET** 

HOLIDAY | FLOWERS | ROSES | OCCASIONS | GIFT BASKETS | CHOCOLATES | WREATHS | GIFT CLUB

[Home](#) > Rodale - Organic Bouquet Offer

Congratulations! Your order for \$77.55 was successfully processed. For your records your order number is #909306. Thank you for shopping with Organic Bouquet.

With this order you could have received 78 Eco-Points that are good towards free purchases in the future! [Click here](#) for details on how to enroll in our Eco-Points Program.

PRINT ORDER ▶

CONTINUE SHOPPING ▶

Organic GARDENING

BOLDER & BRIGHTER MUMS
Your Cure for the Common Landscape

Step into the Nutrient Pool

CHEF'S GARDEN
Cook Like a Pro

Plant More Seeds
Start Your Own
Get Your Hands
on Inspiration
The Perfect
Plant-Powered Meal
Are Your Tools or Pests?

Because you are a valued customer, your purchase includes a one-year subscription to Organic Gardening Magazine valued \$10.00. There are no hidden obligations and you will not receive any bills. Your name and mailing address will be forwarded to the publisher for the purpose of fulfilling your magazine subscription. Please allow 4-6 weeks for your first issue to arrive. If you do not wish to receive Organic Gardening, please call 800-813-8070 or send a paper request to Rodale, c/o Organic Bouquet Promotion, 400 South 10th Street, Emmaus, PA 18098-0099. You will need to include your name, address and a copy of your order receipt. Once received and verified a refund will be sent to you in 6-8 weeks for any unserved copies remaining on your subscription.

BillMe Later BUY FAST. FEEL SECURE. PAY LATER!™
Subject to credit approval

SIGN UP FOR EXCLUSIVE OFFERS: **GO**


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Offer details and refund instructions included with confirmation.


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Examples, Examples, Examples!

Club/Membership Deductible



American
Community
Gardening
Association





What's New | About ACGA | Publications | Programs | Conferences & Events

About ACGA

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[Board](#)
[Membership](#)

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Links
Contact
Join ACGA Email List
Email Archives
Make a Donation
Join or Renew

Corporate Sponsors:

LIVE YOUR WHOLE LIFE™


© 2004 American Community Gardening Association

Join ACGA or Renew Online



Prior to submitting your payment for membership, please complete the membership form below. Once you have filled out the membership form, you may then complete your online transaction.

If you should have any questions about making payment online please contact Betsy Johnson at betsyjohnson@communitygarden.org.

Note to New and Renewing Members
*Included in your membership will be a one-year subscription to **Organic Gardening**, valued at \$10. There are no hidden obligations and you will not receive any bills. Your name, mailing address and email address will be forwarded to the publisher for the purpose of fulfilling your magazine subscription. Please allow 4-6 weeks for your first issue to arrive. If you do not wish to receive **Organic Gardening** please call 800-666-2206 or send a paper request to Rodale,(ACGA) 400 South 10th St. Emmaus, PA 18098-0099. You will need to include your name, address, and a copy of your membership order receipt. Once received and verified a refund will be sent to you in 6 to 8 weeks for any unserved copies remaining on your subscription.*

First Name:

Last Name:



Subscription to Organic Gardening is included with new and renewal membership to the American Community Gardening Association (ACGA). Offer details included with online sign-up form.

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Examples, Examples, Examples!

Association Non-Deductible



1. The associations list TENNIS Magazine as a benefit of membership in their promotions with a stated value of \$10, non-deductible from dues.
2. The associations forward the names/addresses of all new/renewed members to TENNIS Magazine for fulfillment.
3. Members continue to receive TENNIS until their membership expires.



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Examples, Examples, Examples!

Sponsored Individual

COACHELLA
BUY TICKETS | EVENT INFO | VISITOR INFO

Buy Tickets

Tickets for 2007 Coachella are on sale now at all Ticketmaster retail centers, online or charge by phone.

All Tickets are General Admission
3-Day passes SOLD OUT

3-Day passes: **\$249.**
(+ 3 to charity & applicable service charges/fees)
Each person who buys a 3-day pass online will receive a special promo code for a FREE 1 year subscription to Spin Magazine. Keep your eye out for a separate email from us containing that code and your invitation to join our special micromunity.

Single day passer
are **\$85** (very limited)
(+ 1 to charity & applicable service charges/fees)
You must specify what day you want to buy at ticketmaster.

SPIN

CLAIM YOUR FREE 1-YEAR SUBSCRIPTION TO SPIN MAGAZINE - COMPLIMENTS OF COACHELLA

Your Coachella 3-day ticket purchase entitles you to a FREE 1-year subscription to SPIN Magazine.
Please enter your promotional code below.
Each promotional code may only be used once.

Coupon:

If you don't have a valid coupon and would like to subscribe, [click here.](#)

GET 12 FREE ISSUES OF SPIN

Your Coachella 3-day ticket purchase entitles you to a FREE 1-year subscription to SPIN Magazine, compliments of Coachella. Simply fill out the form below and submit.

Subscription Information:
Email (example: johndoe@aol.com):

Name:

Address:

City:

State/Province:

Zip/Postal Code:

Country:

May we contact you regarding your SPIN subscription and occasionally, other exclusive SPIN offers? Yes No

Please allow 4-5 weeks for delivery.

1. Coachella uses a SPIN Magazine subscription to promote the sale of 3-day ticket passes.
2. An email is sent to all 3-day ticket purchasers with a promo code to redeem subscription at www.spin.com/coachellaoffer.
3. Consumer enters name/address info and submits.
4. SPIN invoices and collects payment from Coachella at the end of the promotion.

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Examples, Examples, Examples!

Sponsored Individual

1. Ubisoft uses a SPIN Magazine subscription to promote the sale of its new video game "Jam Sessions".
2. Redemption card is given to all customers who purchase the game at point of sale.
3. Customer completes and mails response card.
4. SPIN invoices and collects payment from Ubisoft at the end of the promotion.

CLAIM YOUR FREE SPIN MAGAZINE SUBSCRIPTION!

Your purchase of Jam Sessions entitles you to a FREE 1-year (12 issue) subscription to SPIN Magazine, compliments of Ubisoft Jam Sessions

JUST COMPLETE AND RETURN THIS POSTAGE-PAID CARD. OFFER EXPIRES MARCH 10TH 2008.

Name (please print) _____ MGAME

Address _____

City/State/Zip _____

Email _____

Check here if you don't want email regarding your SPIN subscription or Ubisoft.

Please allow 4-6 weeks for delivery of first issue. SPIN is published 12 times per year. Offer valid for US residents only.



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Examples, Examples, Examples!

Sponsored Individual

1. Silver Jeans uses a SPIN Magazine subscription to promote the sale of Silver Jeans.
2. Redemption card is given to all customers who purchase Silver Jeans at point of sale.
3. Customer completes and mails response card.
4. SPIN invoices and collects payment from Silver Jeans at the end of the promotion.

**CLAIM YOUR
FREE SPIN
MAGAZINE SUBSCRIPTION!**

Your purchase of a regular priced pair of Silver Jeans entitles you to a FREE 1-year (12 issue) subscription to SPIN magazine compliments of Silver Jeans.

**JUST COMPLETE AND RETURN THIS POSTAGE-PAID CARD.
OFFER EXPIRES MARCH 10TH 2008.**

Name (please print) _____ MJEAN

Address _____

City/State/Zip _____

Email _____

Check here if you don't want email regarding your SPIN subscription or the Silver Jeans.

Please allow 4-6 weeks for delivery of first issue. SPIN is published 12 times per year. Offer valid for US residents only.



SPIN
UP ALL NIGHT WITH
AMY WINEHOUSE
THE DANGEROUS
NEW QUEEN OF
SOUL
BY STEVE HANDELL
PHOTO BY TERRY RICHARDSON
+ CAREER
COUNSELING
FROM
SCOTT WEILAND
REALITY
SPECIAL REPORT
**IS ROCK BAD
ENVIRONMENT?**

THE RISE OF
RAUNCHY
INDIE RAP
ART BRUT
GET TO
THIRD
BASE
PATTON
OSWALT
ON THE
ILLEST
PUNK
EVER

**50
CENT**
THE SPIN
INTERVIEW



SILVER JEANS®

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Sponsored Individual



**Free Subscription to
Premiere Magazine**
(One Year / 10 issues)

when you buy \$13.99 in
Movielink downloads

HERE'S HOW:

1. Purchase \$13.99 or more in Movielink downloads (not valid for rentals)
2. Within 24 hours, you'll get a redemption email.
3. Follow the instructions to get your Free Premiere magazine subscription.

Offer valid through
4/15/2007 or while
supplies last.

The screenshot shows the Movielink website interface. At the top left is the Movielink logo. The main heading reads "Free Subscription to Premiere Magazine (One Year / 10 issues) when you buy \$13.99 in Movielink downloads". To the right is a thumbnail of the Premiere magazine cover. Below the heading is a "HOW TO GET YOUR FREE SUBSCRIPTION:" section with three numbered steps: 1. Purchase \$13.99 or more in Movielink downloads (not valid for rentals); 2. Within 24 hours, you will receive an email with redemption instructions (separate from your Order Confirmation email); 3. Follow the instructions to get your Free Premiere magazine subscription. Offer valid through 4/15/2007 or while supplies last. Not valid for rentals, coupons, or promotional offers. Terms and conditions apply. Below the text is a "Browse Movies" button. At the bottom, it says "Now available at Movielink:" followed by four movie thumbnails: "V for Vendetta", "RV", "Friends with Money", and "Passion".

Subscription to Premiere Magazine included when customers purchase \$13.99 worth of Movielink downloads. Movielink uses the offer to promote purchasing movies instead of rentals and increase average order value.

Movielink pays Premiere a qualifying price of .01 cent or more per qualifying purchase made.

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Verified (Individually Requested)

SPECIAL OFFER

**FREE ONE-YEAR
Home® MAGAZINE
SUBSCRIPTION!**

HOME provides expert remodeling and makeover solutions to help you create luxurious surroundings while maximizing value, comfort, efficiency and style. Smart decorating and building projects, practical tips and affordable retail products enable you to shape a better, more beautiful home.

FREE HOME PRODUCT INFORMATION!

To receive information from home product suppliers who advertise in this magazine, circle the numbers below that correspond to the products that interest you (see the listing on page i-1). Then complete both sides of this survey. Manufacturers will send product information directly to you. Remember to include your name and mailing information!

PRODUCT DIRECTORY FOUND ON PAGE i-1

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

D1. What type of dwelling is your current primary residence?

- A. Single-family home C. Townhome/duplex/triplex
 B. Apartment/condominium D. Other: _____

D2. Do you currently own or rent your primary residence?

- A. Own B. Rent C. Other: _____

D3. How long have you lived in your current home?

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