



Here is the start of 2009's magazine ad campaign...goin' right for the jugular! We will run some MMA ads this Spring and then have a *Maxim's Edge New Item spot in the early mix. This is the key <u>Lightning Rods Consumer Demographic</u>.....more to follow!

*Did you know? Maxim is the most read magazine for 18-34 year old males in the world!