

8.5. 2013

Dear Mr. Nee,

Thank you for copying me on your letter regarding the Rolling Stone Magazine cover. I agree with the point of your letter. When I first read it I thought it was a mistake and that we hadn't advertised in the issue. But sure enough there were two ads that featured Walmart. The ads were placed by our vendors but that's not an excuse because we have guidelines that, if they had been followed, would have pulled us out of this publication — so they weren't followed. We are tightening our processes and thank you for the feedback. All the best, Stephen Quinn