

qlife

MEDIA KIT



qlifemagazine.com/mediakit

In 2017, everything you thought you knew about the LGBTQ market is going to change.

Why? **Because we're changing it.**

Introducing **qlife** magazine

QLife is revolutionizing LGBTQ media.

Built from the ground up on an all new digital platform, backed by a global infrastructure, QLife combines custom content, advertising, web, social media, email, and analytics with the largest regional LGBTQ lifestyle and entertainment audience ever.

Technology marketing, demand generation, lead management, and engaging content all focused around one of the highest-valued, brand-loyal consumer demographics—delivered when, where, and how they want it?

Yes, please.



Three publications. Three markets. One brand.

The trend is in our favor. Last year, surveyed LGBTQ readers demonstrated a 32% increase in visits to LGBTQ websites and blogs, while print media saw a modest 14% increase. 67% read an LGBTQ website or blog in the last 30 days, compared to 45% reading a local LGBT publication. Only 20% read a national LGBT publication.

(Source: CMI)

The LGBTQ consumer craves both local content and digital content.

Local content appealing to local readers combine with general interest content with mass appeal to create a destination publication with

QLife Las Vegas officially replaces QVegas and Gay.Vegas as the city's leading LGBTQ magazine and destination website.

local and global appeal.

With a focus on lifestyle and entertainment, QLife original content will feature current interests to the LGBTQ reader across music, theater, fashion, dining, and recreation. Topics of general interest across healthcare, social and political topics will evolve with our readership.

Editorial content will be published **across multiple digital platforms**, including web, social media, and email.

General interest content will be shared across editions, while local contributors provide regional-specific content.

QLife Los Angeles and QLife New York fill the void created by the loss of legacy publications serving these regions. We anticipate QLife to rapidly gain reader traction in 2017,

The QLife brand represents the full spectrum of the LGBTQ community.

Over the past 40 years, we have seen terminology change and morph from homosexuals to queens to queers to fags and dykes to gays & lesbians to GLBT to LGBT to LGBTQ to LGBTQIIA. Instead of borrowing from this alphabet soup of ever-changing terms, QLife seeks to represent the entirety of what LGBTQ represents now and in the future. Our 'q' doesn't identify as queer or queen or questioning. **It represents the dynamic identity of our vibrant community.**

The digital publication model is broken.

We fixed it.

Advertising with **qlife**

Print media has limited real estate. Publishers have to balance content and advertising to create an appealing product for consumers, while satisfying the needs of advertisers. Far-front/right-read becomes meaningless on a web page, and the value of the coveted back cover ad evaporates in an online flipbook.

Meanwhile, bloggers and websites fill their pages with as many ads as possible, hoping for a stray click to generate pennies in revenue—praying for an intentional tap to generate conversions.

Our advertising model is simple. We have one affordable ad size. **You submit a full page ad, we take care of the rest.** Successful ads focus on the brand, not the click.

Why? Because out of all the ads our readers see on the hundreds of sites they visit in any given week, we're not gambling on the off chance that we're the lucky site that converts our visitor to your customer.

We build brand awareness and brand loyalty for you. We connect you to our readers, just like traditional media. Only we measure it like no one else can.

■ Ad Size with Bleed: 8.5 x 11

■ Trim Size: 8.25 x 10.75

Safe Zone: 8 x 10.5

RGB or CMYK at 300dpi

PDF preferred.

Rasterized PNG or JPEG accepted.

Your ad is seen across web, social, mobile, email, flipbook, downloadable PDF, and print-on-demand. Our digital imaging technology automatically optimizes your ad for each delivery size, so you only have to worry about ad size.

Our analytics system measures true impressions and clicks for you, providing you with what we refer to as your **Total Digital Impression (TDI)**.

We also support popular ad and tag management systems that work with your in-house reporting.



You get points for hotels,
airlines, and coffee.

Why not advertising?

The **qlife** Rate Card

When you advertise with QLife, you earn points for every dollar you spend. Use your points right away for instant savings, or bank them for future use.

Special Introductory Offer!

Now through March 31st

Earn a 3x point multiplier for QLife Las Vegas and a 4x point multiplier for QLife Los Angeles and QLife New York.

Get a full page ad for as low as \$500 per edition, per month

You earn points and miles on hotels, airlines, and coffee. Why not advertising? Our new QLife Points program helps you budget media buys while rewarding loyal advertisers. You'll earn bonus points with every point purchase and every ad insertion. Accumulate points for free email blasts or social media posts, or apply your points to future advertising.



Members of local LGBTQ chambers of commerce and NGLCC certified businesses receive free QLife Points every month, and can use those points toward a free directory listing, or accumulate points for future advertising needs.

Full Page Ads

We only have one size ad—full page. Ads run for a calendar month and are placed in web, social, email, flipbook, downloadable PDF and print-on-demand versions of QLife. Artwork is due by the 27th day of the month prior to publication.

Event Flyers

Event flyers appear for up to 21 consecutive days in web and social versions. Depending on insertion date, event flyers may also appear in email versions. Event Flyers can be placed any time. They take 1-2 business days to process.

Email Blasts

Reach our growing database of readers through dedicated email blasts.

Social Media Posts

We'll share your post or event to our network of over 50,000 social media followers.

Social Boosts

Reach our extended social media audience on Facebook or Twitter with social boosts. You pre-pay the Facebook or Twitter lifetime budget plus a 30% premium and we'll boost your ad to our social followers. The lifetime budget must be pre-paid, but your point balance can be applied to the 30% premium. Plus, you'll earn points for the total spend.

Directory Listing

Publish your business in our online directory that's been optimized for SEO and social media.

Get a 4x multiplier when you place your ad in QLife Los Angeles or QLife New York

$\$500 \times 4 = 2,000$ points

Ad Type	Las Vegas	Los Angeles	New York
Full Page Ad	1500 pt	2000 pt	2000 pt
Event Flyer	750 pt	1000 pt	1000 pt
Email Blast	1 pt/10 email addresses	1 pt/5 email addresses	1 pt/5 email addresses
Social Media Posts	500 pt	600 pt	600 pt
Directory Listing	600 pt/yr	800 pt/yr	800 pt/yr

Get a 3x multiplier when you place your ad in QLife Las Vegas

$\$500 \times 3 = 1,500$ points



Special Offer!
Get 12 Months in Las Vegas, Los Angeles and New York
66,000 points for \$24,000 — Save over 60%

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