

# Media Pack



2010



# About the magazines

QS Magazine was launched in Scotland in March 2008 with major success. Now seen as the main LGBT guide for Scotland, QS has grown from strength to strength with a combined print and online readership of over 190,000 per issue. QS Prides itself on being a major part of the Scottish LGBT community, something we continue to build upon by liaising with the venues, charities and community groups. The magazine is rich in content, fuelled by our desire to be best free LGBT guide in our field.

## Content

QS is a regular supply of what is unique, fashionable, provocative and witty in today's UK gay culture. Each issue we provide our readers with the freshest blend of lifestyle and community features that will not compromise on standards and that is always one step ahead of the competition. Our content is brought to you by leading industry writers covering topics such as fashion, music, motoring, celebrity interviews and gossip. We pride ourselves in having the best team of writers who make sure they engage with our readers. We aim to stimulate our reader's desires and inform their lifestyle choices.





## Readership

QS is one of the few free LGBT magazines with a focus on both male and female readers. Aimed at a younger audience we actively engage with the readers to ensure we keep on course, it is because of this our readership grows each issue. Primarily our readership is gay males and females aged 16-35. Our readers are high earners who like to enjoy life to the full. QS magazine contains no sexual material which ensures we can be distributed throughout colleges and universities and many LGBT youth groups in Scotland. Our readers are market leaders, products savvy and expect a high quality read from each issue, something we always deliver.



## Distribution

As the publishers of free magazines it is our top priority to ensure every copy we print gets into the hands of our readers. We achieve this by distributing via a network of gay venues, high street stores, hotels, universities, youth groups and retail outlets. We regularly monitor our distribution network to make sure we have the right amount of copies delivered to the right places. QS is distributed in over 300 outlets throughout Scotland and also various parts of England in order to promote Scotland as an exciting LGBT travel destination. Exact distribution figures and percentages available upon request. QS has a monthly print run of 25,000 copies.



## Online focus

In today's market the need for a good online presence is huge. The magazine can be downloaded for free from our official website [www.qslifestyle.com](http://www.qslifestyle.com) and many partner sites. We also recognise the need to engage with our online readers and we do this by having an active presence on all social network sites including facebook and bebo. Not only does this ensure us further brand awareness but allows us to gain valuable feedback from readers in which we can base future editorial campaigns. Being in constant contact with our readers is a high priority for us. QS has a download readership of over 115,000 which grows on a monthly basis. QS has numerous partner gay scene websites where we can get your brand or product noticed, please ask for further information.

## Partnerships

We work alongside many venues and charity organisations. QS Was the proud sponsor of Glasgow pride which allowed us to gain valuable brand awareness and engage with readers directly. Each LGBT venue we distribute to allows us to promote ourselves by having our logo on screens and on many of their promotional material including flyers, posters and menus. This has been an invaluable way to strengthen our brand and ensure our magazines are never far away from our reader's eyes. We sponsor many events and club nights including charity events. We believe it is due to these strong partnerships that have led to the success of the magazines. We are constantly building new partnerships with energetic, driven companies. Would you like to be one of them?



## Advertisers

Our existing partners have long recognised our strong position as leading titles in the LGBT market place. Our advertisers range from small independent companies to leading brands. Restaurants, hair salons, gay venues, hotels groups, and many more have enjoyed further success because they advertise with us. Leading brands such as Smirnoff, premier hotels and others know the benefits of advertising in our publications. A full list of our past and current advertisers is available upon request or in the advertising section of [www.qlifestyle.com](http://www.qlifestyle.com)



## Why choose us?

With so Many advertising options available you need to make sure your money gets you a good return. We will work alongside you to ensure maximum exposure for your brand or company. We will create a bespoke ad package that is right for you and within your budget. We like to think outside the box , we can mix your print ads with online options. We can also suggest possible partnerships for you from our vast network of clients. When you choose to work with ourselves we will assign you a direct sales agent who will work with you and your ideas. You will always find us professional, focused and we even have a sense of humour.



## Added Extras

Not only can we bring you a great platform for you to advertise your company to the LGBT market but we can also create a custom made design and print package to suit your needs. The parent company behind QS is Ignite concepts. If you would like a stunning graphic design thats no problem, we can source you the cheapest prices for any print job you might have. At ignite we also create cost effective, creative and bespoke websites for all types of business. No job is too big or too small, all we ask is a chance to quote. If you have an idea lets talk about it, that wont cost you a penny as all first consultancies are free of charge.



## Advertising Rates

Advert layout	Dimensions	Cost
DPS	420mm x 297 +3mm Bleed	£1900
Covers	210mm x 297mm +3mm Bleed	£1300
Inside Full page	210mm x 297mm +3mm Bleed	£1000
Half Page	193mm x 137mm	£600
Quarter Page	93mm x 127mm	£400
Eighth Page	93mm x 63mm	£200
Strip	210mm x 30mm +3mm Bleed	£100



## Deadlines

Issue	Artwork Deadline	Street Date
April	11 March	25 March
May	13 April	27 April
June	13 May	27 May
July	10 June	24 June
August	15 July	29 July
September	12 August	26 August
October	16 Sept	30 Sept
November	14 October	28 October
December	11 November	25 November

**Contact us TODAY to ensure  
a great Deal qith QS**

**sales@qslifestyle.com**

**www.qslifestyle.com**