

smart
sexy
funny
contemporary

With **Q Magazine** you will reach Australia's affluent, highly educated, brand loyal gay, lesbian, bisexual and transgender (LGBT) consumers with high disposable incomes.

Australia's ONLY Gay and Lesbian magazine of its kind, **Q Magazine** has a stylish bold design and a focus on smart, sexy and fun editorials and pictorial features. This successful formula is what makes **Q** unmatched by any other gay publication in today's LGBT market.

Each issue of **Q Magazine** provides our readers with a much needed editorially focussed monthly, providing a broad range of resources; from entertainment and the scene, to fashion and travel, to health and technology, the arts, youth, cars, food, and fun.

With a readership in excess of 50 000 loyal intelligent people from all walks of life (distributed Nationally plus full downloadable versions available monthly on the internet, and a subscription service), our readers can contact us by phone, email, and sms – and from the feedback we have received, **Q Magazine** reaches far and wide – across a broad demographic.

Please contact me any time to secure your place in **Q Magazine** - Melbourne's most stylish gay and lesbian publication. Deadlines for each issue is two weeks prior to the respective month.

Contact brett.hayhoe@qmagazine.com.au or 0422 632 690 for release dates and artwork cut-off dates.

Website

www.qmagazine.com.au

Editorial

editor@qmagazine.com.au

Sales

sales@qmagazine.com.au

Further information

info@qmagazine.com.au

**MADE IN MELBOURNE
ENJOYED NATIONALLY &
INTERNATIONALLY**

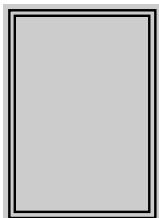
ADVERTISING RATES & SPECIFICATIONS



DOUBLE PAGE SPREAD WITH BLEED

BLEED:
299mm (width) x 213mm (height)
TRIM:
294mm (width) x 208mm (height)
TYPE:
293mm (width) x 205mm (height)

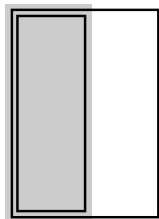
RATE: \$2200



FULL PAGE SPREAD WITH BLEED

BLEED:
151mm (width) x 213mm (height)
TRIM:
146mm (width) x 208mm (height)
TYPE:
143mm (width) x 205mm (height)

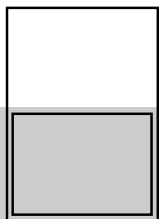
RATE: \$1320



HALF PAGE VERTICAL WITH BLEED

BLEED:
77mm (width) x 213mm (height)
TRIM:
72mm (width) x 208mm (height)
TYPE:
69mm (width) x 205mm (height)

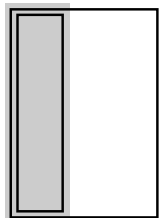
RATE: \$748



HALF PAGE HORIZONTAL WITH BLEED

BLEED:
151mm (width) x 108mm (height)
TRIM:
146mm (width) x 103mm (height)
TYPE:
143mm (width) x 100mm (height)

RATE: \$748



THIRD PAGE VERTICAL WITH BLEED (CENTERFOLD)

BLEED:
52mm (width) x 213mm (height)
TRIM:
47mm (width) x 208mm (height)
TYPE:
44mm (width) x 205mm (height)

RATE: \$550 (Centrefold price on application)

RATES

Are effective from
1 January 2004
**Prices inclusive of GST*
****Discounts may apply, enquire through our office.**

ELECTRONIC ARTWORK

Press Optimised JPEG, JPG, EPS & PDF files.
(i.e. 300 dpi)
CMYK at final print size with embedded fonts.

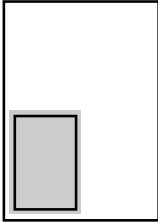
SPECIAL POSITIONS & LOADINGS

Outside Back Cover
30%
Inside Front Cover
25%
Inside Back Cover
25%
Specified position
15%

Q
MAGAZINE



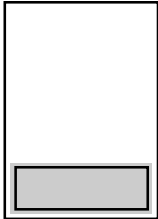
ADVERTISING RATES & SPECIFICATIONS



QUAD BLOCK VERTICAL

TRIM:
72mm (width) x 102mm (height)
TYPE:
69mm (width) x 100mm (height)

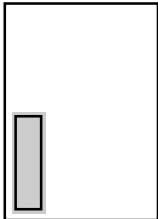
RATE: \$440



QUAD BLOCK HORIZONTAL

TRIM:
146mm (width) x 50.5mm (height)
TYPE:
143mm (width) x 47.5mm (height)

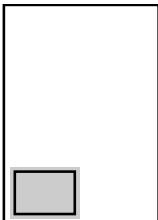
RATE: \$440



DOUBLE BLOCK VERTICAL

TRIM:
35mm (width) x 103mm (height)
TYPE:
32mm (width) x 100mm (height)

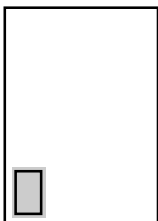
RATE: \$330



DOUBLE BLOCK HORIZONTAL

TRIM:
72mm (width) x 50.5mm (height)
TYPE:
69mm (width) x 47.5mm (height)

RATE: \$330



SINGLE BLOCK

TRIM:
35mm (width) x 50.5mm (height)
TYPE:
32mm (width) x 47.5mm (height)

RATE: \$220

RATES

Are effective from
1 January 2004
**Prices inclusive of GST*
****Discounts may
apply, ask our Sales
Manager.**

ADVERTISING SECTIONS

Lifestyle
Cuisine
Youth
Fashion
Health
Scene
Music, Film & Television
Beauty
Centre fold
And much more

ARTWORK AND DESIGN

Q Magazine's graphic
design team can
produce a great design
for your advertisement,
using the latest
computer technology
and contemporary
design. An original
copy of your company
logo, an illustration or
photograph will help us
to produce a more
interesting and eye
catching advert.

ARTWORK CHARGES

Double page \$400
Full page \$270
Half & Third page \$225
Quarter page \$180
All other sizes \$90

If you are unsure about
any details, please
contact **Q Magazine.**

ONLINE ADVERTISING RATES AND SPECIFICATIONS

Top Banner

468 x 60 pixels
ONE ONLY – Front page ONLY
\$660.00



Bottom Banner

468 x 60 pixels
ONE ONLY – Front page ONLY
\$440.00



Side mini-banners

160 x 200 pixels
(size negotiable)
\$330.00
Five ONLY



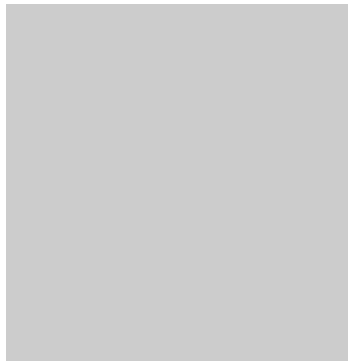
These banners appear on ALL pages except Q Links

Bottom mini-banners

200 x 200 pixels
\$220 each



These banners appear on the front page ONLY



ELECTRONIC ARTWORK

JPEG or GIF ONLY

NEGOTIATIONS

ALL prices can be negotiated on a case by case basis.

PRICES

All prices are in Australian Dollars

All prices are for a full month – no weekly rates

All prices are inclusive of GST

All prices include agency fees (where applicable)

All payments are based on either up front or strict 7 day accounts

