



# Q MEDIA

group

- QSaltLake Magazine
- QPages Directory
- UtahGayWeddings.com
- GaySaltLake.com
- Q Event Group

2019  
media kit



801-997-9763  
sales@qmedia.group

# Salt Lake City, is America's 7<sup>th</sup> gayest city

According to Gallup polling, the Salt Lake City metropolitan area has the 7th highest percentage of the adult population who identify as lesbian, gay, bisexual or transgender (LGBT) of any of the top 50 U.S. metropolitan areas, higher than Los Angeles and Denver.

“The ranking of Salt Lake City in the top 10 may seem surprising because Utah is one of the most conservative states in the country. However, the state recently passed a law prohibiting discrimination based on sexual orientation and gender identity in employment and public accommodation, the first state to do so since 2007. The majority of states still do not have such laws on the books,” Gallup reported.



SOURCE: GALLUP

“Yes, Salt Lake IS a great place for the LGBTQ Community. As the liberal capital of a conservative-heavy state, Salt Lake recently celebrated the election of the city’s first openly gay mayor, Jackie Biskupski, who has been an unparalleled proponent for integrating the diverse aspects of the local culture. Salt Lake has fully embraced the gay community.”

—VISIT SALT LAKE



Simmons Market Research Bureau estimates that the LGBT market **IN UTAH** has a combined spending power of approximately

**\$8.18 billion**

**100,000** people attend the Utah Pride Festival and Parade each year. The parade is the second-largest in the state.

**2,400** people support the annual Equality Utah Allies Dinner, making it the largest annual benefit dinner in the state

“The gay and lesbian population has more expendable income on average than the heterosexual market. With ad space inexpensive in the paper and focused on a niche market, advertising in QSaltLake can be a savvy business move.”

—JOSH EWING, OWNER,  
OUT FRONT COMMUNICATION,  
SALT LAKE CITY

“I rely on QSaltLake to keep me “in the know” on political, entertainment and community stories that affect many LGBT people in the great state of Utah.”

CLINTON MOBLEY,  
SALT LAKE CITY

# You want Q Media Group's audience

**92%** purchased from a business *because it advertises in QSaltLake*

**67%** consider purchasing from *QSaltLake* advertisers *even if the price is higher*

**85%** recommend *QSaltLake* advertisers to others

## In the last 12 months:



### home and garden

- 68% own their own home
- 33% own a home valued between \$300K and \$1M
- 46% of homeowners plan to remodel
- 76% purchased furniture or household appliances



### arts & entertainment

- 80% attended a theatre or dance production
- 74% attended a concert
- 93% purchased a cd or album download
- 88% purchased a dvd



### beauty/apparel/accessories

- 67% exercise at least once per week
- 73% spent more than \$500 on spa, hair care, massage
- 65% spent more than \$500 on apparel and/or shoes
- 47% purchased jewelry



### drinking & dining

- 64% drink wine
- 81% consume alcohol at least once per week
- Go to bars and clubs an average of 4.5 times/month
- Dine out an average of 5.2 times per week



### technology

- 92% own a computer
- 71% own a smart phone
- 86% purchased a major electronic item
- 85% make online purchases



### travel

- 76% flew round-trip
- 32% plan to take a cruise in the next year
- Las Vegas and Palm Springs are favorite get-aways

## audience

Our print readership is:

Under 25	7.3%
26-35	23.9%
36-45	25.2%
46-55	28.0%
56-65	9.2%
Over 65	7.3%

## household income

	Q READERS	(UTAH)
Average	\$72,122	\$45,726
Under \$25,000	16.5%	22.6%
\$25-50,000	21.6%	32.3%
\$50-75,000	19.3%	22.6%
\$75-100,000	19.7%	11.3%
\$100-150,000	13.3%	3.8%
\$150-250,000	4.6%	1.0%
Over \$250,000	1.4%	0.8%

## race

White	78.8%
Hispanic	12.9%
Black	2.2%
Asian	3.9%

## gender/sexuality

Lesbian/bisexual woman	22%
Gay/bisexual man	67%
Transgender	3%
Queer	6%
Questioning	.5%
Straight woman	5%
Straight man	2%
Other	1%

## education 25+

No diploma	12%
High School	22%
Some College	26%
College graduate	28%
Postgraduate	13%

## other

In relationship	57%
Have children	14%
Have a dog	63%
Have a cat	44%
Own home	68%
No Mortgage	23%
Home \$300,000+	37%

SOURCE: 2018 READER SURVEY

# About Q Media Group

Since 2004, *QSaltLake* has published award-winning print and online publications, produced successful events and supported hundreds of community groups, events and projects.

Salt Lake City has one of the largest LGBT communities per capita and has been wildly successful at legislation, elections and developing a thriving community.

We've expanded our media family to include:



## QSaltLake Magazine

PRINT > ONLINE > IPAD > SMARTPHONE > ISSUU

We started publishing *QSaltLake* during the fight over Utah's constitutional Amendment 3, which defined marriage as between one man and one woman. Since then we have covered the LDS Church's involvement in Prop 8, the battle for same-sex marriage, led by Utah plaintiffs, as well as community issues like drug use, events, the arts, lifestyle and more.



## QPages

PRINT > ONLINE > IPAD > SMARTPHONE > ISSUU

25,000 copies of our annual business directory are distributed at over 350 locations across the state, showcasing locally owned businesses who welcome LGBT customers and clients. Also available at [QPages.com](http://QPages.com) for desktop and laptop computers, smartphones and tablets.

## Q Events

For over 10 years, we have been creating events such as *QSaltLake* Lagoon Day which draws over 2,500 people, the Fabby Awards which celebrates the best of Utah LGBT-friendly businesses, Gay Wedding Expos that promote wedding suppliers that love to help with same-sex weddings and, the Big Gay Fun Bus to West Wendover, Nevada and new this year, monthly *QSaltLake* launch parties.

## UtahGayWeddings.com

An online directory of local wedding suppliers who would love to help make the same-sex wedding of your dreams.



## Q Event Sponsorships

A variety of sponsorship opportunities are available for all *QSaltLake* events. Contact us to find out how your business can be involved.

### Gay Wedding Expo

Fifty booths available, as well as sponsorships of the bar, the fashion show and the overall expo.

### FABBY Awards

Our annual show with a largely business owner and organization leader audience. Food tasting with full kitchen and overall event sponsorship available.

### Lagoon Day

An estimated 3,000 people attend our annual day at the amusement park. Overall event sponsorship available, as well as stage sponsorship and logo placement on official Lagoon Day t-shirts.

### Big Gay Fun Bus

Five day-trip buses per season, October through April. Prize sponsorship for bingo games available for each bus.

### Monthly Q Launch Parties

Scheduled the weekend our issues hit the streets, this traveling party will feature after-work cocktails and hors d'oeuvres and door prizes.

*"QSaltLake has created a venue for specific news, community events and personal narratives for our community."*

—BRANDIE BALKEN, EXECUTIVE DIRECTOR, EQUALITY UTAH

*"Don't leave home, gay, without it!"*

—MICHAEL SANDERS, OWNER, NOW & AGAIN

*"The best advertising I do."*

—JAY HALLSTROM, AAA HEATING & COOLING, INC

*"We LOVE Michael Aaron and all the staff at QSaltLake — they are a truly high-quality publication!"*

—YANA WALTON, UTAH PRIDE CENTER

*"QSaltLake is one of the most informative, and supportive publications in Utah. They are always on point with information, and have been the only LGBTQ specific publication in Salt Lake that I can think of. They are hands down one of Utah's BEST publications."*

—MATTHEW SPENCER, RESTORE OUR HUMANITY



PROUD MEMBER OF:



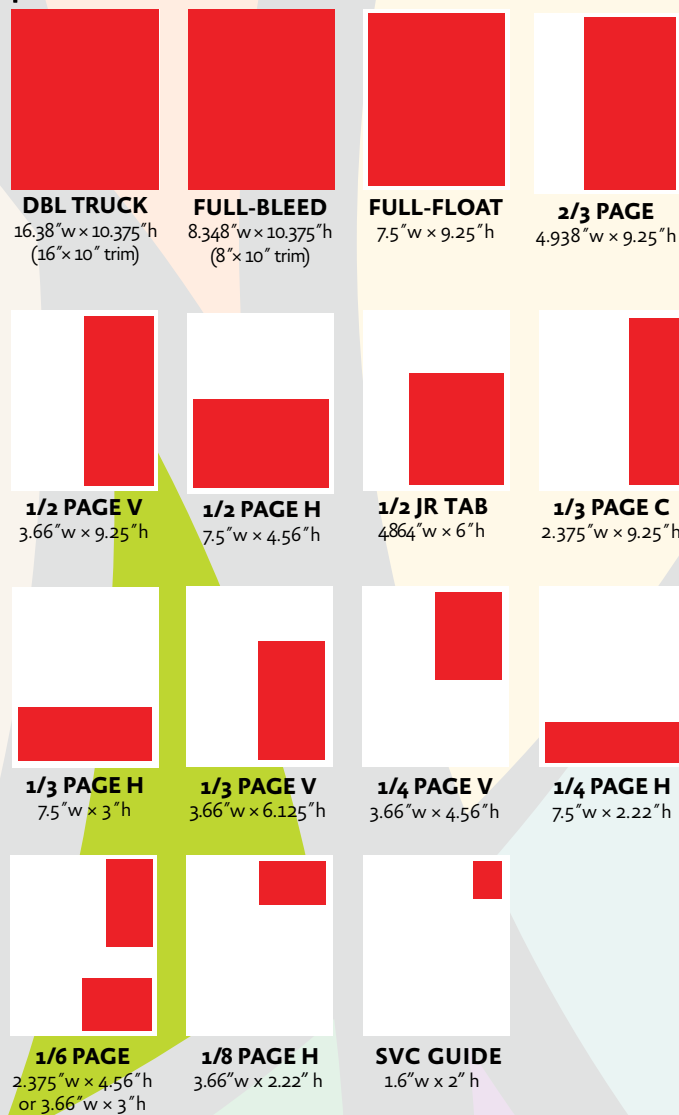
# 2019 editorial calendar

Reserve your ad space and provide artwork by 5pm on the deadline date

DATE	ISSUE P/O	FEATURE	RESERVE	ART
<b>Dec. 20</b>	290  	<b>Person of the Year</b> ‡ <i>Queer Guide to Sundance</i>	12/15	12/17
<b>Jan. 3</b>	291 	<b>Year in Review</b> ‡ <i>Fitness</i>	12/29	12/31
<b>Jan. 17</b>	292  	<b>Wedding Issue</b> ‡ <i>Park City Guide</i>	1/12	1/14
<b>Jan. 31</b>	293 	<b>Literary Issue</b> ‡ <i>Valentines Gift Guide</i>	1/26	1/28
<b>Feb. 14</b>	294  	<b>Love Issue</b> ‡ <i>Utah's Most Eligible</i>	2/9	2/11
<b>Feb. 28</b>	295 	<b>Health</b> ‡ <i>Mother's Day Gift Guide</i>	2/23	2/25
<b>Mar. 21</b>	296  	<b>Spring Arts Guide</b> ‡ <i>Leg. Wrapup</i>	3/16	3/18
<b>Apr. 4</b>	297 	<b>Spring Home ‡ Garden</b> ‡ <i>Day of Silence, Pride Travel Guide</i>	3/30	4/1
<b>Apr. 18</b>	298  	<b>Pride Preview</b> ‡ <i>Youth Issue</i>	4/13	4/15
<b>May. 2</b>	299 	<b>Anniversary Issue ‡ Sports Issue</b> ‡ <i>Harvey Milk Day</i>	4/27	4/29
<b>May. 23</b>	300  	<b>Utah PRIDE</b> ‡ <i>Fathers Day Gift Guide</i>	5/18	5/20
<b>Jun. 6</b>	301 	<b>Post-Pride Wrap-Up</b> ‡ <i>Summer Music Fests</i>	6/1	6/3
<b>Jun. 20</b>	302  	<b>50 Years of Stonewall</b> ‡ <i>Damn These Heels</i>	6/15	6/17
<b>Jul. 4</b>	303 	<b>Summer Festivals</b> ‡ <i>Summer Styles</i>	6/29	7/1
<b>Jul. 18</b>	304  	<b>Pet Issue</b> ‡ <i>Senior Living</i>	7/13	7/15
<b>Aug. 1</b>	305 	<b>Ogden PRIDE</b> ‡ <i>Q Lagoon Day</i>	7/27	7/29
<b>Aug. 22</b>	306  	<b>Logan PRIDE</b> ‡ <i>Fall Arts Guide</i>	8/17	8/19
<b>Sep. 5</b>	307 	<b>Moab PRIDE</b> ‡ <i>Bi+ Awareness</i>	8/31	9/2
<b>Sep. 19</b>	308  	<b>FABBY Awards</b> ‡ <i>Fall Home and Garden</i>	9/14	9/16
<b>Oct. 3</b>	309 	<b>History Month</b> ‡ <i>National Coming Out Day</i>	9/28	9/30
<b>Oct. 17</b>	310  	<b>Allies Issue, Ally of the Year</b> ‡ <i>Intersex Awareness</i>	10/12	10/14
<b>Oct. 31</b>	311 	<b>Transgender Awareness</b> ‡ <i>Genderrevolution</i>	10/26	10/28
<b>Nov. 21</b>	312  	<b>Holiday Gift Guide</b> ‡ <i>World AIDS Day</i>	11/16	11/18
<b>Dec. 5</b>	313 	<b>Holiday Gift Guide 2</b> ‡ <i>Worship Guide</i>	11/30	12/2
<b>Dec. 19</b>	314  	<b>Person of the Year</b> ‡ <i>Queer Guide to Sundance</i>	12/14	12/16

 Printed Issue  Online Issue

## print ad sizes



**DBL TRUCK**  
16.38" w × 10.375" h  
(16" × 10" trim)

**FULL-BLEED**  
8.348" w × 10.375" h  
(8" × 10" trim)

**FULL-FLOAT**  
7.5" w × 9.25" h

**2/3 PAGE**  
4.938" w × 9.25" h

**1/2 PAGE V**  
3.66" w × 9.25" h

**1/2 PAGE H**  
7.5" w × 4.56" h

**1/2 JR TAB**  
4.864" w × 6" h

**1/3 PAGE C**  
2.375" w × 9.25" h

**1/3 PAGE H**  
7.5" w × 3" h

**1/3 PAGE V**  
3.66" w × 6.125" h

**1/4 PAGE V**  
3.66" w × 4.56" h

**1/4 PAGE H**  
7.5" w × 2.22" h

**1/6 PAGE**  
2.375" w × 4.56" h  
or 3.66" w × 3" h

**1/8 PAGE H**  
3.66" w × 2.22" h

**SVC GUIDE**  
1.6" w × 2" h

### CAMERA-READY ART

Files may be in the following formats:

- Adobe Acrobat .pdf files (embed fonts)
- Adobe Illustrator .eps files (outline fonts)
- Adobe Photoshop (or equivalent) .jpg .psd .tif (min 240 dpi)

Please call for specific settings or other formats.  
Non-digital ads will incur re-creation charges.

Files must be in CMYK or grayscale.

Files may be sent to [ads@qpages.com](mailto:ads@qpages.com).

Files can be zipped.

Artwork/copy produced by Q Media Group remains our property

# QSaltLake Magazine Print Rates

## GLOSSY PAGES — PRINT + ONLINE

	OPEN	4X	8X	12X
DBL	1795.	1620.	1495.	1435.
FULL	1140.	1020.	969.	895.
1/2	695.	625.	590.	550.

## INSIDE PAGES — PRINT + ONLINE

	OPEN	4X	8X	12X
DBL	1495.	1350.	1250.	1195.
FULL	950.	850.	760.	620.
2/3	695.	625.	560.	455.
1/2	575.	525.	460.	375.
1/3	450.	400.	360.	295.
1/4	370.	335.	300.	240.
1/6	245.	225.	195.	160.

## MARKETPLACE / DINING GUIDE — PRINT + ONLINE

	OPEN	6X	12X
1/16	95.	75.	50.

## ONLINE ONLY

	OPEN	4X	8X	12X
DBL	695.	625.	560.	450.
FULL	495.	425.	375.	325.
1/2	295.	265.	225.	195.

All rates are net, based on a 12-month contract

**PAYMENT:** Payment for all new advertisers is due prior to print for at least the first 3 ads. Credit arrangements can be made afterward and full payment is due 15 days after publication. Accounts sent to collections will incur a \$95 collections fee plus 1.5% per month finance charge.

**LATE FEE:** \$20

**CANCELLATIONS:** Ads cancelled after 5pm the Friday prior to press date will be charged at 50% of the ad cost

## Web site, Social Media

Our flagship website, **QSaltLake.com**, gets over 100,000 unique visits per month. We also offer **QPAGES.com** and **UtahGayWeddings.com** as online directories of friendly businesses to the LGBT community. Our monthly magazines are available online in their entirety at **Issuu.com/qsaltlake**

Social media marketing services from *QSaltLake* are designed to reach Utah's gay and lesbian market on the sites they spend most of their time. We are reaching over 10,000 social media users through Facebook, Twitter, Youtube and Instagram. Our contacts are not just friends and followers, they are **QEvangelists** who appreciate that advertisers make *QSaltLake* possible.

## Online Rates

### QSALTLAKE.COM BANNERS

25% MINIMUM BANNER ROTATION GUARANTEED

#### RATES PER WEEK

Leaderboard	728x90	\$125
Full	468x60	\$95
Square	300x250	\$60
Skyscraper	120x600	\$95
Button	160x90	\$25

### QPAGES.COM LISTING

\$195/\$245/\$350 per year, Featured status \$50 per mo.

### UTAHGAYWEDDINGS.COM LISTING

\$145/\$195/\$295 per year, Featured status \$50/mo

### EMAIL OR FACEBOOK/TWITTER BLASTS

\$150 per blast, 1 per week max.

### QUANTITY DISCOUNTS

4 WEEKS – 15% / 8 WEEKS – 20% / 12 WEEKS – 25%

### ADDITIONAL FEES

MODIFICATION FEE: \$20

DESIGN FEE: Free for first 30 minutes, \$50/hour add'l

PREFERRED PLACEMENT: Additional 20% when able to be accommodated.

call 801-997-9763

# QPages Print Rates

## LISTINGS

**Basic Listing** . . . . . **\$195**

**Q Pages**

222 S Main St Ste 500 . . . . . 801-997-9763

**Bold Listing** . . . . . **245**

**Q PAGES**

222 S Main St Ste 500 . . . . . 801-997-9763

**Bold Listing with Web** . . . . . **295**

**Q PAGES**

📧 QPages.com    ✉ info@qpages.com

222 S Main St Ste 500 . . . . . 801-997-9763

**Bold Listing w/Description** . . . . . **350**

includes 4 lines. Add'l lines \$35 each

**Q PAGES**

📧 QPages.com    ✉ info@qpages.com

Advertise to the very loyal gay and lesbian community and watch your profits rise.

222 S Main St Ste 500 . . . . . 801-997-9763

**The Screamer** . . . . . **450**

Includes one line of super-large type, Add'l \$95.  
4 lines of description. Add'l lines \$35 each.

## Q PAGES

📧 saltlickpublishing.com    ✉ info@saltlickpublishing.com

**GIVING YOU ACCESS TO UTAH'S  
GAY AND LESBIAN MARKET.  
YOU CAN RELY ON US!**

222 S Main St Ste 500 . . . . . 801-997-9763

**Bold with Logo & Lines** . . . . . **450**

Includes 1/2" logo and 4 lines. Add'l lines \$35 ea

**Q PAGES**

📧 saltlickpublishing.com    ✉ info@saltlickpublishing.com



Publishers of "The Q Pages," Utah's gay and lesbian directory distributed in over 250 locations along the Wasatch Front and Logan to St. George.

222 S Main St Ste 500 . . . . . 801-997-9763

## DISPLAY ADS

INCLUDE FREE BOLD LISTING OR \$175 CREDIT ON UPGRADE

	B&W	COLOR	COLOR GLOSS
1/6 Page	\$495	\$595	
1/4 Page	545	645	
1/3 Page	645	745	
1/2 Page	695	850	\$1295
2/3 Page	795	1075	
Full Page	995	1265	1995

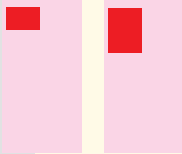
**Cover**

Front Cover 1/3 \$4500

Back Cover 4500

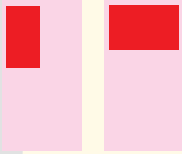
Inside Front or Back Cover 2995

**801-997-9763**



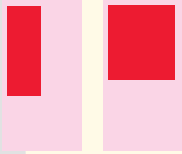
**1/12 Page**  
2" x 1.125"

**1/6 Page**  
2" x 2.5"



**1/4 Page**  
2" x 3.875"

**1/3 Page H**  
4.25" x 2.5"



**1/3 Page V**  
2" x 5.25"

**1/2 Page**  
4.25" x 3.875"



**2/3 Page**  
4.25" x 5.25"

**Full Page**  
4.25" x 8"

**Deadlines**

Reservation, Artwork and Payment deadline: 5pm, March 30, 2019

**Camera-Ready Art**

Files may be in the following formats:  
• Adobe Acrobat .pdf files (embed fonts)  
• Adobe Illustrator .eps files (outline fonts)  
• Adobe Photoshop (or equivalent) .jpg .psd .tif (min 240 dpi)  
Please call for specific settings or other formats.

Non-digital ads will incur re-creation charges.

Files must be in CMYK or grayscale.

Files may be sent to **ads@qpages.com**.

Files can be zipped. All artwork or copy produced by Salt Lick Publishing remains property of Salt Lick Publishing, LLC

**Payment**

All advertisement payments are due on invoice and must be paid by March 30, '19.