



salt lake

about us

Now in our twelfth year, *QSaltLake Magazine* delivers news, commentary, entertainment, business, technology, style, health, fitness, and travel information to the gay, lesbian, bisexual, transgender and ally community of Utah.

Our team of editors, writers, photographers, bloggers, critics and lifestyle commentators are trusted and sought after by the community.

We have grown into this century by offering several online portals, a powerful series of social media tools, a business directory and our monthly magazine.

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

over 20,000 readers

Printing an average 15,000 copies each issue, *QSaltLake Magazine* is distributed around the 20th of each month at over 350 street boxes, restaurants, bars, cafes, coffee shops, retail businesses and community gathering spots across the Wasatch Front from Ogden to Herriman.

The print edition is also available in its entirety, ads and all, at issuu.com/qsaltlake with over 6,800 views monthly.

audience

OUR PRINT AUDIENCE 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%

EDUCATION 25+

No diploma	11.6%
High School	22.3%
Some College	25.8%
College graduate	27.7%
Postgraduate	12.6%

OTHER

In relationship	57.3%
Have children	14.2%
Have a dog	63.0%
Have a cat	44.1%
Own home	67.6%
No Mortgage	23.0%
Home \$300,000+	19.6%

SOURCE: COMMUNITY MARKETING INC 2013



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

—BRANDIE BALKEN,
EXECUTIVE DIRECTOR,
EQUALITY UTAH

WHY REACH THE GAY AND LESBIAN MARKET IN SALT LAKE?



BY AND LARGE, OUR READERSHIP IS

**double income
no kids**

MEANING THEY HAVE A HIGH DISCRETIONARY INCOME

AND EVEN IN THESE TIMES

they spend it

GAY AND LESBIAN PEOPLE:

- Dine out at least twice a week (85%)
- See more than two movies per month
- Spend at least \$5,000 per year on travel
- Make regular purchases online (95%)
- Are five times more likely to have a college degree
- Are three times more likely to be professionals or managers
- Are twice as likely to have a Mastercard or VISA
- Are 14 times more likely to be in a frequent flyer program

SOURCE: MARKETRESEARCH.COM, W/ WITECK-COMBS COMM.

“Gay men and lesbian own more homes and cars, travel more, spend more on electronics and have the largest amount of disposable income per capita of any ‘niche’ market. And it’s a sizeable segment: LGBT consumers make up 5 to 10 percent of the U.S. consumer market.

—THOMAS ROTH, PRESIDENT
COMMUNITY MARKETING, INC.

“Research indicates that merely delivering a gay-tailored message is enough to create a long-term relationship. According to the Outright survey, more than one-third of gays and lesbians claim that tailored advertising in gay media will foster their loyalty to a brand — regardless of the quality relative to other brands.

—TIME MAGAZINE



SIMMONS MARKET RESEARCH BUREAU ESTIMATES THAT THE GLBT MARKET IN UTAH HAS A COMBINED SPENDING POWER OF APPROXIMATELY

\$317 million



“Don’t leave home, gay, without it!

—MICHAEL SANDERS, OWNER,
NOW & AGAIN

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

—YANA WALTON, UTAH PRIDE CENTER

INCREDIBLY REASONABLE PRINT AND ONLINE RATES

print ad rates

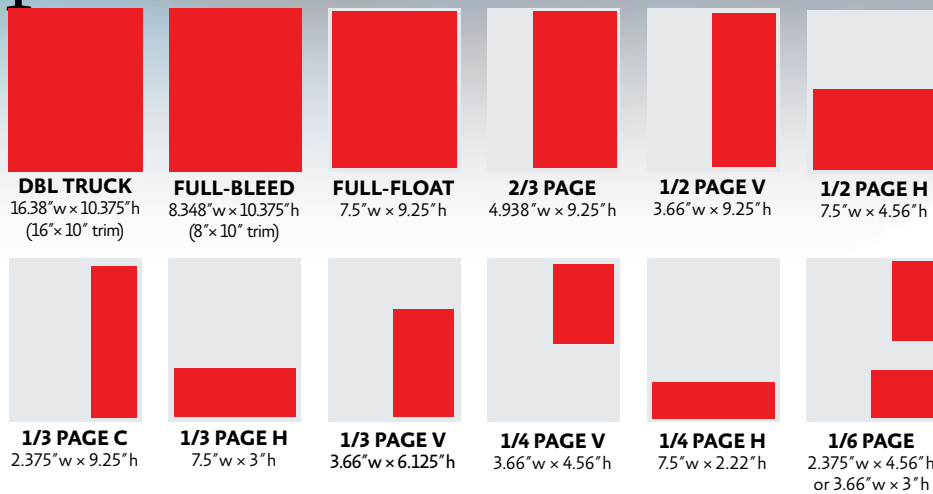
print ad sizes

GLOSSY PAGES

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

INSIDE PAGES

	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.



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

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.

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

2015 schedule

ISSUE	STREET FRIDAY	RESERVE FRIDAY	ART MONDAY	COVER STORY
Jan	12/19	12/12	12/15	Person of the Year / Sundance
Feb	1/23	1/16	1/19	Gay Wedding Issue
Mar	2/20	2/13	2/16	Spring Arts Guide
Apr	3/20	3/13	3/16	Summer Sports
May	4/17	4/10	4/13	Fabby Awards
Jun	5/22	5/15	5/18	Gay Pride Guide
Jul	6/19	6/12	6/15	Summer Music
Aug	7/24	7/17	7/20	Pet Issue
Sep	8/21	8/14	8/17	Fall Arts Guide
Oct	9/18	9/11	9/14	Allies Issue
Nov	10/23	10/16	10/19	Dining Guide
Dec	11/20	11/13	11/16	Holiday Shopping Guide
Jan	12/18	12/11	12/14	Person of the Year / Sundance

we are social

Our flagship website, **GaySaltLake.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 and **QStore.com** for deal purchases. Our monthly magazines are also 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 and Youtube. Our contacts are not just friends and followers. They are Q Evangelists who appreciate that advertisers make **QSaltLake** possible.

online rates

GAYSALT LAKE.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

EMAIL OR FACEBOOK/TWITTER BLASTS

\$150 per blast, 1 per week max.

THEQPAGES.COM LISTING

\$149/\$199/\$299 per year, Featured status \$50 per mo.

UTAHGAYWEDDINGS.COM LISTING

\$149/\$199/\$299 per year, Featured status \$50/mo

QUANTITY DISCOUNTS

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

call 801-649-6663





QPAGES DIRECTORY

best of all worlds —
print, online,
mobile

Our *QPages Directory* is highly sought-out, as Utah's gay, lesbian, bisexual, transgender and ally community wants to buy from businesses and services they know support them and will treat them with the respect and dignity they deserve. We've all read the horror stories of same-sex couples being rejected by those who won't sell to them. Using the *QPages* helps people stay away from the trauma such rejection causes.

We print 25,000 copies that we distribute from Logan to Provo and are online at qpages.com

2015 rates

LISTINGS

Basic Listing \$195.

Q Pages
222 S Main St Ste 500 801-649-6663

Bold Listing 245.

Q PAGES
222 S Main St Ste 500 801-649-6663

Bold Listing with Web 295.

Q PAGES
☎ TheQPages.com ✉ info@theqpages.com
222 S Main St Ste 500 801-649-6663

Bold Listing w/Description 350.
includes 4 lines. Add'l lines \$35 each

Q PAGES
☎ TheQPages.com ✉ info@theqpages.com
Advertise to the very loyal gay and lesbian community and watch your profits rise.
222 S Main St Ste 500 801-649-6663

The Screamer 450.
Includes one line of super-large type, Add'l \$95.
Also includes lines above and below listing,
4 Lines of description. Add'l lines \$35 each.
Italic copy \$35/line.

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 500 801-649-6663

Bold with Logo & Lines 450.
Includes 1/2" logo and 4 lines.
Add'l lines \$35 each.

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 500 801-649-6663

DEADLINES

Reservation deadline: 5pm, March 30, 2015
Artwork deadline: 5pm, March 30, 2015
Payment deadline: 5pm, March 30, 2015

CAMERA-READY ARTWORK

Files may be in the following formats:
• Adobe Acrobat .pdf files (embed fonts)
• Adobe Illustrator .ai or .eps files (outline fonts)
• Adobe Photoshop (or equivalent) .jpg .psd .tif (min 300 dpi)

DISPLAY ADS

PRICES INCLUDE FREE BOLD LISTING
OR \$175 CREDIT ON UPGRADED LISTING

Black & White

1/6 Page	\$495.
1/4 Page	545.
1/3 Page	645.
1/2 Page	695.
2/3 Page	795.
Full Page	995.

Color

1/6 Page	595.
1/4 Page	645.
1/3 Page	745.
1/2 Page	850.
2/3 Page	1075.
Full Page	1265.

Color Glossy Pages

1/2 Page	\$1295.
Full Page	1995.

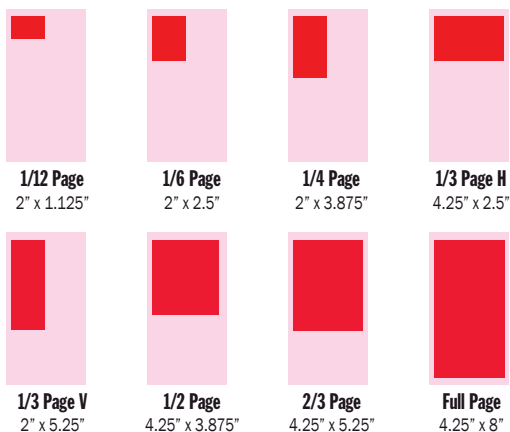
Cover

Front Cover 1/3	\$4500.
Back Cover	4500.
Inside Front Cover	2995.
Inside Back Cover	2995.

- **Additional listings** and/or display ads in separate categories are at half these rates (except covers and gloss section).
- All ads also include **free listings** on **TheQPages.com** through April 15, 2016.

GET STARTED TODAY!
CALL 801-649-6663

ad sizes



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 or stuffed with Stuffit.
All artwork or copy produced by Salt Lick Publishing, LLC remains property of Salt Lick Publishing, LLC

PAYMENT

All advertisement payments are due on invoice and must be paid by April 15, 2015.