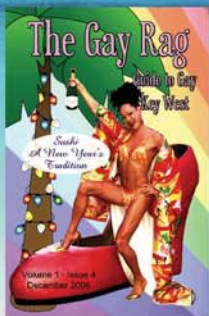


2024 Media Kit



Thank You for considering Q Magazine for your advertising needs.

Q Magazine is the only gay information magazine exclusively serving Key West.

Originally started 18 years ago as "The Gay Rag," the name was changed in 2012 to attract a broader reader base. Since the change, circulation has grown.

The target market is gay visitors looking to find information about Gay Key West. In addition, locals pick it up to keep up to date on local events, check out the pictures, and read campy columns like "Ask Nana", famous comedian Brad Loekle's column, our local "Lez Go Out" feature and "whore-o-scopes."

Q Magazine is printed monthly and distributed on the first of the month to gay guesthouses, businesses in the "pink triangle," gay bars, the Key West Business Guild, and many other businesses in town.

As an added benefit, the magazine is also available on-line. Our website averages over 70 visitors a day!

Distribution



Many visitors take a copy of the magazine home with them as a keepsake of their trip.

Some people share their issue with friends that express an interest in Key West.

Advertising is ineffective if it reaches the wrong people.

Q Magazine targets the LGBT market. Each month, we print 2500 copies and of those, 2000 copies reach this lucrative demographic.

We deliver magazines to every guesthouse identified as “gay.” We also distribute to all of the gay bars, the Key West Business Guild, and other gay friendly businesses throughout Key West.

A complete list of the venues that we deliver to can be found on our website at www.QKeyWest.com.

Q Magazine is brought to travel expos and gay events all over the country such as Gay Days in Orlando, Market Days in Chicago, San Diego Pride, Atlanta Pride, Palm Springs Pride, and others.

During the summer months, issues are sent to Provincetown and Cherry Grove, Fire Island.

Our website has every previous issue available so advertisements continue to work long after the issue is off the shelves.

Calendar

KEY WEST BUSINESS GUILD



Q Magazine is a proud member of the Key West Business Guild, one of the oldest LGBTQIA chambers of commerce.

We have partnered with the Guild to be the official guide for many of the annual events. Due to this partnership, we have a much larger distribution during those months making them an even better value.

Key West is always hosting exciting events bringing LGBTQIA+ tourists in from all over the country.

This chart shows what events will be featured each month.

Month	Event
Jan.	Food and Wine Festival
Feb.	President's Day
Mar.	Spring Break
Apr.	Drag Races
May	Memorial Day Weekend
Jun.	Key West Pride*
Jul.	Bone Island Nudist Event*
Aug.	Tropical Heat*
Sep.	Womenfest
Oct.	Fantasy Fest
Nov.	Powerboat Races
Dec.	Bone Island Nudist Event* / New Years

* Q Magazine will be the official guide for these events.

Rates



Advertising should never be looked at as an expense when creating a budget for your business. Advertising is an investment.

If an investment isn't working for you, you shouldn't invest any longer.

We have long term advertisers because we get results.

Q Magazine offers the most competitive rates in Key West. Factoring in that we are a monthly publication, you won't find a better deal for an entire month's visibility.

National Rates

Size	1X	6X	12X
1/2 Page	400	360	340.00
Full Page	500	450	425.00
2 Pg Spread	750	675	637.50

Local Rates

Size	1X	6X	12X
1/2 Page	300	270	255.00
Full Page	400	360	340.00
2 Pg Spread	650	585	552.50
Inside Cover	500	450	425.00
Back Cover	550	495	467.50

Ad Details



Q Magazine is dedicated to promoting the Key West LGBTQIA+ community.

We only accept destination advertising for Key West and the lower Keys. We are unable to accept any destination advertising for other locations.

Ads should be created at least 300 DPI in CMYK. We cannot be responsible for ads that do not meet these specifications.

Ads can be submitted as JPG or PDF format.

Ad sizes are as follows:

Size	Full Bleed	Cut Size	Live Area
1/2 Page	5.75 x 4.5	5.5 x 4.25	5.25 x 4.0
Full Page	5.75 x 8.75	5.5 x 8.5	5.25 x 8.25
Spread	11.25 x 8.75	11.0 x 8.5	10.75 x 8.25

Ads can be sent via email to info@QKeyWest.com

We are happy to design your ad for an additional charge.

Our deadline changes slightly each month but a good rule of thumb for ad submissions is the 10th of the month for the following month's issue. Please inquire to see if a later deadline is available that month.