

AMPLIFYING LGBTQ+ VOICES SINCE 1978

QVEGAS.COM

# VEGAS

GUIDE TO LAS VEGAS

SUMMER 2022

ADVERTISING OPPORTUNITIES

# MEDIA KIT

REACHING THE LGBTQ+  
CONSUMER IN LAS VEGAS



YOUR GUIDE TO  
FABULOUS LAS VEGAS

# THE LARGEST AND OLDEST LGBTQ+

## AMPLIFYING LGBTQ+ VOICES SINCE 1978

1978

VEGAS GAY TIMES

1983

NEVADA GAY TIMES

Desert Gaze was briefly published in 1984

1985

BOHEMIAN BUGLE

2002

OUT LAS VEGAS BUGLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

1988

LAS VEGAS BUGLE

The Bohemian Bugle became the Las Vegas Bugle (or "The Bugle") from 1988 to 2002

2004

OUT LAS VEGAS

Out Las Vegas and QVegas Bugle Co-Existed from 2002-2004

QVEGAS

QVegas launched as a full glossy magazine in April 2004

2016

QLIFE

QLife rebranded to expand beyond Las Vegas

2022

QVEGAS GUIDE

The QVegas brand re-emerged as a guide to Las Vegas



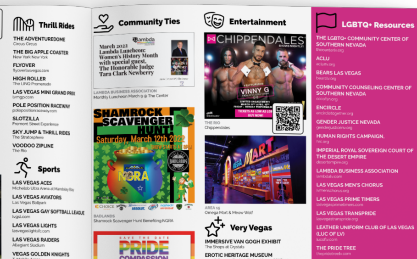
# PUBLICATION SERVING LAS VEGAS



**QLife Magazine**  
 Focus: National  
 Content: Lifestyle Entertainment  
 Features: Celebrity Interviews  
 Advertiser: Big Brands



**QVegas Guide**  
 Focus: Las Vegas  
 Content: Community Tourism  
 Features: Bar Guide Events Calendar  
 Advertiser: Small Businesses Vegas Entertainment



**“America’s estimated LGBTQ+ buying power in 2015 was \$917 BILLION — magnifying the contributions of thousands of LGBTQ+ entrepreneurs and the millions of American households and families they serve.”**

*National Gay & Lesbian Chamber of Commerce*

**Here’s what the research says...**

# LGBTQ+ Media is the #1 Way to Reach the LGBTQ+ Audience

QLife and QVegas participate in annual nationwide studies with Community Marketing & Insights (CMI), the world’s leading LGBTQ market research firm, and stay on top of trends happening with the community, locally, nationally, and around the world.

Sponsorship of LGBTQ+ community organizations as well as taking a stand for LGBTQ human rights are key ways to establish a brand as being an authentic LGBTQ+ partner. However, **seeing a brand advertise in the LGBTQ+ media is the most effective and memorable reach a business has to the LGBTQ+ consumer.**

**“I am more likely to purchase from a company that outreaches and advertises to the LGBTQ community.”**



*Source: Community Marketing & Insights*

**“Companies that support LGBTQ equality will get more of my business this year.”**



*Source: Community Marketing & Insights*

**“I regularly read or view the LGBTQ media.”**



*Source: Community Marketing & Insights*

**“Corporations that support LGBTQ equality are more important than ever.”**



*Source: Community Marketing & Insights*

**“I tend to purchase from companies that market to and support the LGBTQ community.”**



*Source: Community Marketing & Insights*

**“I think more positively about companies that advertise in the LGBTQ media.”**



*Source: Community Marketing & Insights*

We are a trusted brand. Trusted by our readers and our advertisers. Our advertisers have included prominent national advertisers and local small businesses.

We have a strong local brand, a growing national brand, a solid social media following and LGBTQ+ consumer database.



Russ White & Garrett Pattiani  
Publishers, QVegas & QLife Media

# What's it like to work with us?

Ask our advertisers and community partners.



Our advertisers and partners are top brands



and local businesses



## Just a Few of our Local and National Sponsorships



# SO, YOU WANT TO GROW YOUR BUSINESS BY BUILDING AN AUTHENTIC RELATIONSHIP WITH THE LGBTQ+ COMMUNITY?

## Great! We can help you be more visible by putting your brand in front of our audience.



## ADVERTISE WITH QVEGAS!

QVegas, powered by QLife, is a weekly newsletter featuring the best of Gay Las Vegas! Whether you're a Vegas local or you're visiting for your 1st or 50th time, we always feature our favorite spots along with all the new and exciting things our city has to offer.

**Your ad will be seen by thousands of locals and visitors every week, and will appear in the following formats:**

### PRINTED GUIDE

Our print publications provide a tangible aesthetic that our readers love to pick up. Our beautiful covers always make a statement. The printed guide is distributed at over 30 locations around Las Vegas

### EMAIL BLAST

Each week our readers receive the QVegas Guide to Las Vegas. Advertisers can be featured in the email blast, or can purchase dedicated email blasts.

### SOCIAL MEDIA

QVegas and QLife maintain a strong social media presence with over 60,000 followers. Each week we publish the QVegas Guide to Las Vegas across our social media channels.

### WEBSITE

Our website attracts visitors from around the world, reaching thousands of viewers every month.



**SPECIAL OFFER 25% OFF**



Buy 3 weeks of advertising in the QVegas Guide to Las Vegas and get your 4th week free!

**SCAN FOR PRICING INFORMATION**

# Our Media Partners



## Mobile Billboards



**Be seen on the biggest and brightest Mobile Digital Billboard truck in the world!**

Advertise to nearly 17,000 people an hour who are walking the Las Vegas Strip!

We've partnered with Flo Advertising to provide mobile billboard advertising on the Las Vegas Strip for only \$2,000 per month, including a \$500 per month credit toward print advertising in QVegas when you purchase through QVegas!



## Video Production



*If a picture is worth a thousand words can you imagine what a video highlighting your business or brand can do for you?*



**JEREMIAH STROUP**  
Flux Live Founder & Host

### Video Production Services

We are excited to announce our partnership with Flux Live a Video Content Creation and Marketing organization with over 25 years of media experience.

From engaging video content for use on all your social media accounts to featured segments and insightful interviews ready to air on broadcast television and streaming platforms seen around the globe, now locals and visitors will see, hear and feel your brand like never before.



## Brand Collateral



### Your Brand Printed on Demand

Introducing QPrint, our very own print-on-demand service. Now your business can leverage our own commercial digital print capabilities for short-run printing, including business cards, rack cards, flyers, booklets, posters, and program books. All items are printed on high-quality paper stock using the same digital press we use for QVegas.

We also offer unique print options including stickers, permanent or removable vinyl, and window clings, and more!



T-Shirts



Program Books



Coffee Mugs



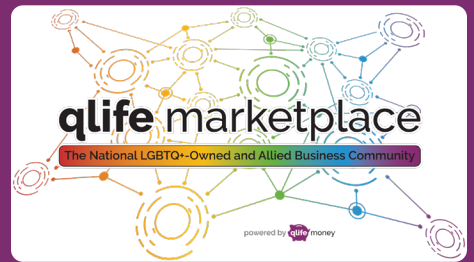
Direct Mail



Brochures & Catalogs

# B2B Tools

**In addition to our media and advertising properties, we provide additional services to help you grow your business.**



### QLife Marketplace

All QVegas advertisers receive a 1-year complementary membership in QLife Marketplace. QLife Marketplace is a growing national community of LGBTQ+-owned and allied businesses that connect into a rainbow network of possibilities. It's the first time that the gay-borhood comes together digitally at the national level to support and leverage each others' unique skills and talents. If there's anything we know, it's that we're stronger together. QLife Marketplace lets us collaborate across the country and, one day soon, the world.

World's leading expert on change makes a big change.



The first nationwide financial services solution for LGBTQ+-owned and allied businesses.  
<http://qlife.money>  
@qlifemoney



### Financial Services

QLife Money is the first nationwide financial services solution for LGBTQ+-owned and allied businesses. QLife Money addresses unique needs that can't be met by a legacy bank. QVegas advertisers are eligible to open a QLife Money Business Accounts with low fees and no minimum deposits. We're providing full-featured financial services at your digital fingertips, with low monthly service fees, no minimum balance, low transaction fees, and no credit checks.

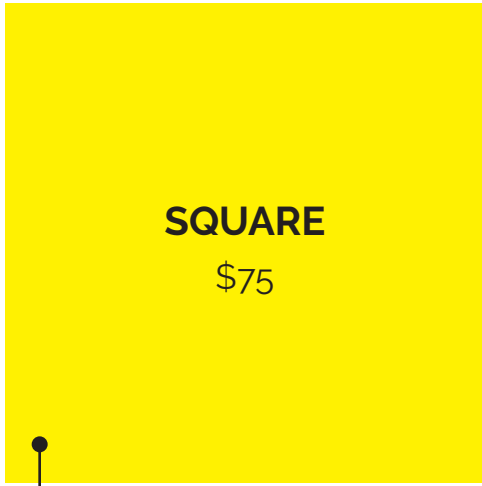


### QLife Money Podcast

QLife Money Podcast is our new podcast focused on business and the LGBTQ+ economy. We feature interviews with prominent business leaders from across the country covering all the topics you care about.



2.5" or 1920px



**SQUARE**

\$75

2.5" or 1920px

**Square ads are 2.5" x 2.5"**

Re-use Instagram artwork that is at least 1048px x 1048px

2.5" or 1920px



**SMALL**

(Business Card Format)

\$50

1.4" or 1080px

**Small ads are 2.5" x 1.4"**

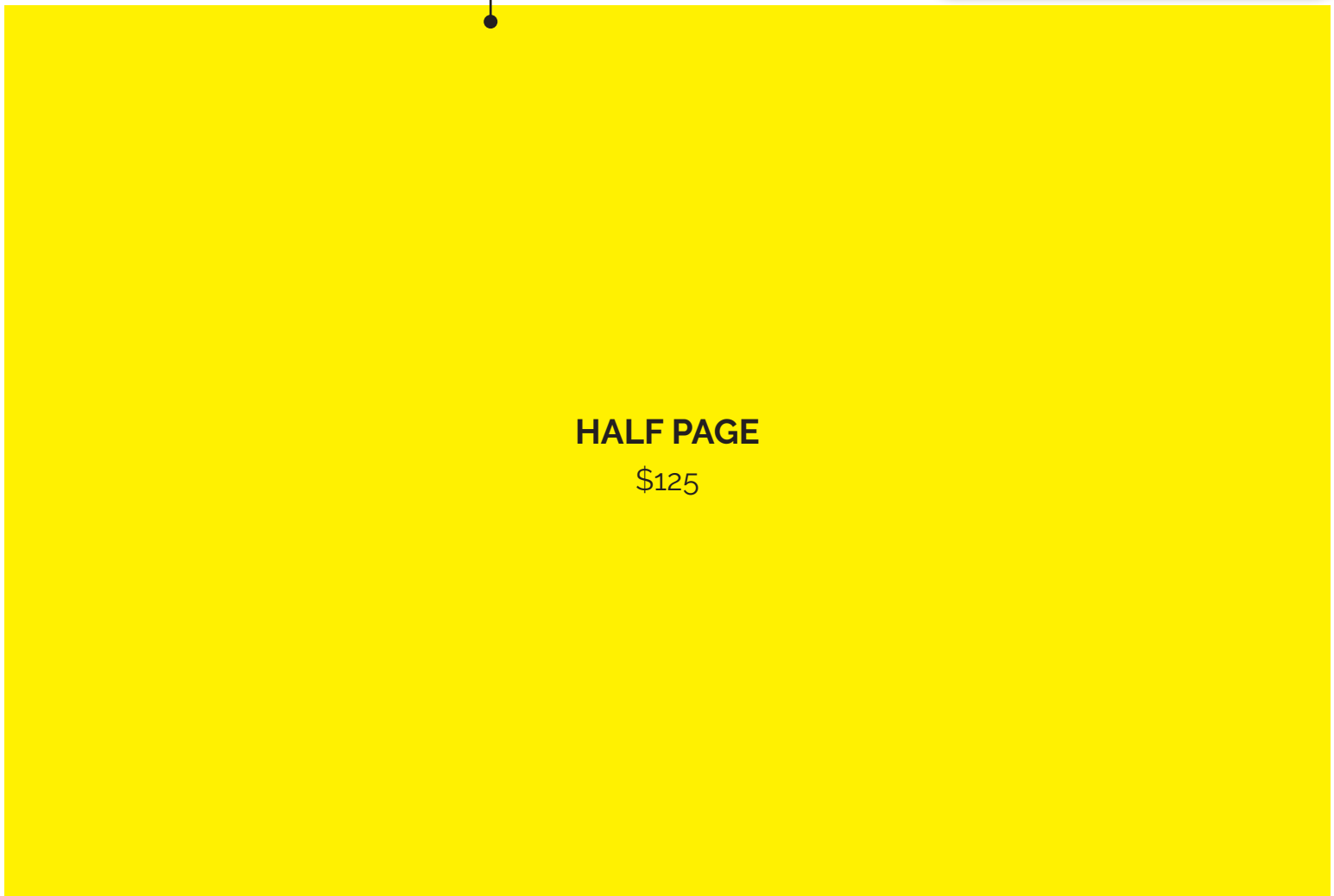
Re-use Facebook artwork that is at least 1920px x 1080px

Re-use existing Business Card artwork that is 3.5" x 2" and we'll scale it to the right size.

## Need Artwork?

Ad artwork design and creation are available for an additional charge, or we would be happy to refer you to one of our agency partners or freelance designers.

Half-page ads are 8" x 5.375"



**HALF PAGE**

\$125

5.375"

8"



## Our ad specs are quite simple.

We use social media standards for partial page ads. This allows our advertisers to re-use their social media posts and ads without having to recreate new artwork for print.

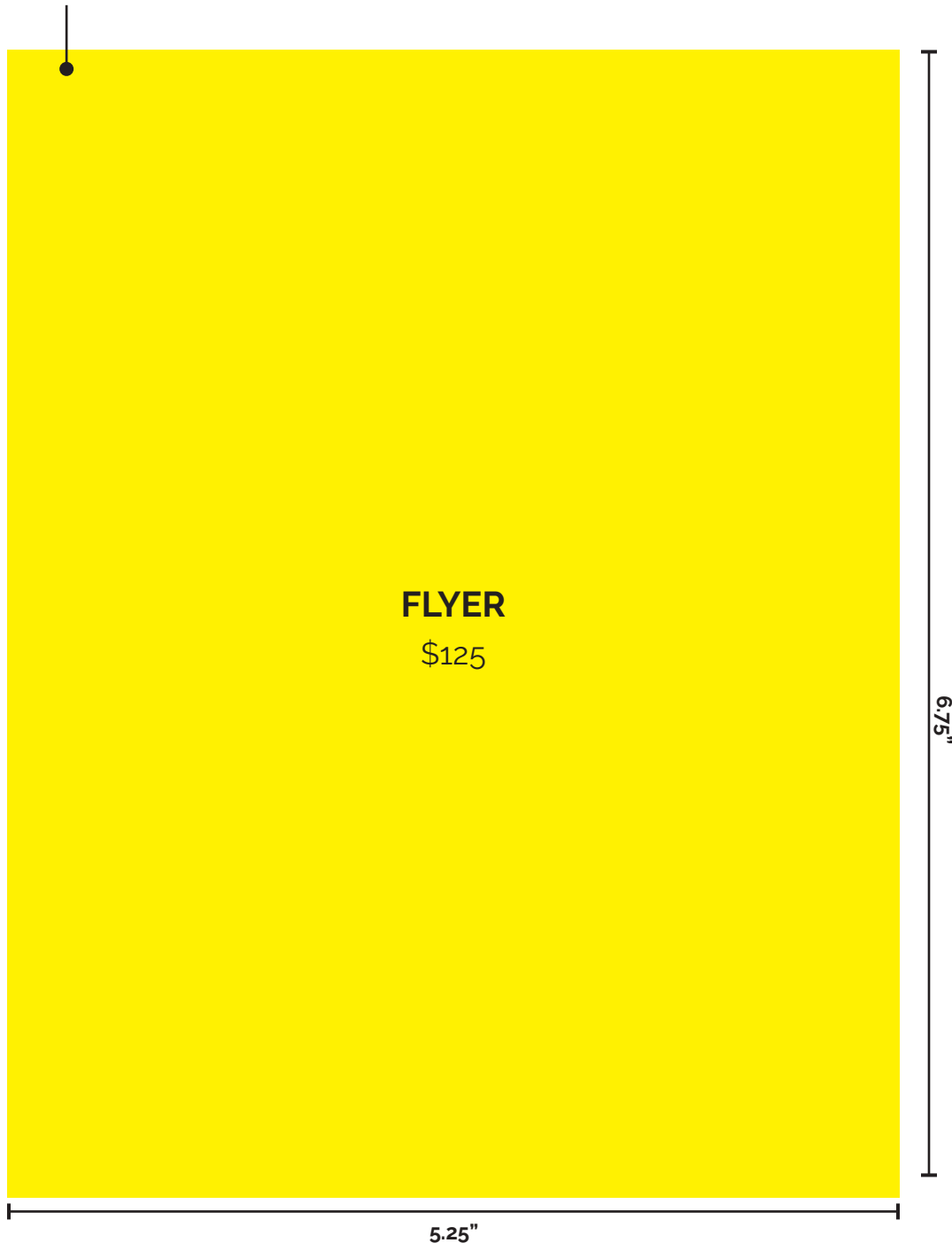
## Save 25%

Run your ad for a minimum of 4 consecutive weeks to lock in your rate as long as your ad runs uninterrupted.

*Artwork may be updated weekly.*

### Flyer ads are 5.25" x 6.75"

Re-use artwork that was designed for 8.5" x 11" letter size and we'll scale it to the right size.



## Understanding Page Bleeds

When creating a full-page ad, you need to add 1/4" to each edge of the page. This helps account for minor variances in the printing and trimming process.

In this illustration, the **white** represents the "safe zone" where all of your ad is guaranteed to be displayed, generally a 1/4" margin on the page.

The **green** represents the approximate area of the paper that is trimmed off during the production process.

The **red** is the portion of your artwork that "bleeds" off the paper. If your artwork does not bleed, there can often be a thin white line that appears when the paper is trimmed.

### FULL PAGE

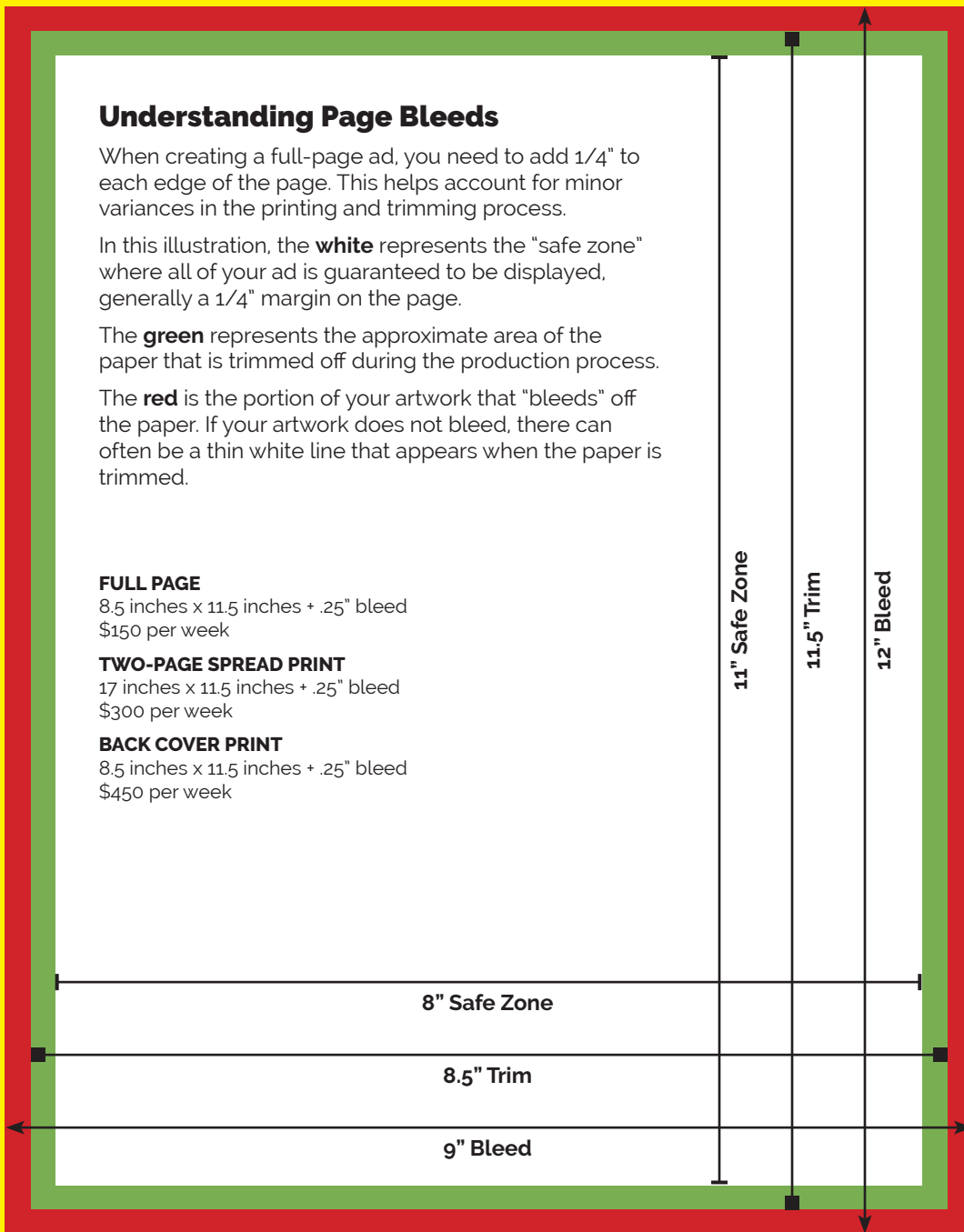
8.5 inches x 11.5 inches + .25" bleed  
\$150 per week

### TWO-PAGE SPREAD PRINT

17 inches x 11.5 inches + .25" bleed  
\$300 per week

### BACK COVER PRINT

8.5 inches x 11.5 inches + .25" bleed  
\$450 per week



**Ready to Get Started?**  
**Call or Email Garrett Pattiani**  
garrett@qlifemedia.com  
(702) 465-0707



**Need Help?**  
**Email Russ White**  
russ@qlifemedia.com