



2009 MEDIA KIT



THE LGBT VOICE SINCE 1978

QVegas—a monthly, full-color, glossy magazine—has served as the voice of the LGBT (lesbian, gay, bisexual and transgender) community in southern Nevada since its inception in 1978 as the *Bohemian Bugle*. Over the past three decades, *QVegas* has changed names and publishers, but it has remained a constant force in our community's fight for equality and acceptance, both within the Las Vegas area and the world at large.

Each issue brings to its readers a wide variety of features including human-interest stories, celebrity interviews, political pieces and tales of activism as well as coming out stories. Regular departments provide readers with op-ed commentaries, health tips, relationship advice, music reviews, previews of upcoming books and films, local and national LGBT news, updates on local organizations and much more. A complete classified ads section, including personals, provides readers and businesses with a place to advertise such things as job openings and rooms for rent. Most popular among readers are the nightlife and event photo pages, a voyeuristic look into the Las Vegas LGBT population. A community event calendar and a special guide for tourists to Sin City round out the monthly offerings.



In February, *QVegas* readers choose the sexiest gays and lesbians in Las Vegas. Each summer, an expanded "People with Pride" issue is published with biographies and photographs honoring prominent members of Las Vegas' LGBT community. In December, *QVegas* takes a look back at the year and honors the best businesses and performers in our community with the Qrific Awards, chosen by reader ballot. A holiday gift guide is also presented near the end of the year. Other issues throughout the year feature special themes such as ▶

DEMOGRAPHICS



QVEGAS READERSHIP

The target readership demographic for *QVegas* is the gay male between the ages of 18 and 45. We envision our typical reader to own his own home and have a college education. Our readers follow fashion trends casually, keep abreast of important political movements and have comfortable levels of disposable income.

QVegas readers have interests in attending concerts, travel, music, dining, the arts, and are loyal. *QVegas* brand-loyal readers buy more home furnishings, cars, TVs, stereos, clothing and attend more movies when compared to the average adult.

However, it is the continued policy of *QVegas* to offer content that will appeal to our atypical readers: lesbians, bisexual men and women, transgender people and our straight allies. It is also the policy of *QVegas* to embrace the whole spectrum of peoples and cultures found within the LGBT community.

RESIDENTS AND TOURISM

There are an estimated 160,000 gay residents living in Clark County with 500-600 new gay residents moving to Las Vegas every month. According to the 11th Annual LGBT Travel Study conducted by Community Marketing, Inc., Las Vegas is ranked as the number two leisure travel destination in the United States among LGBT travelers. Just imagine the sheer magnitude of gays and lesbians who have the chance to see your advertisement in *QVegas*, both before visiting Sin City and while here.

THE DREAM MARKET

Executives in boardrooms across America are talking about "the gay and lesbian market." A story in *The Wall Street Journal* referred to the LGBT community as "the dream market" because of our community's buying power totalling approximately \$450 billion yearly nationwide.

Community Marketing's 2007 Gay Consumer Index and 2007 Lesbian Consumer Index reports, which provide the most comprehensive collection of gay and lesbian consumer data to date, have found the following:

- 80% of gay men and 79% of lesbians made a purchase with a Visa card in the past month, while 64% of gay men and nearly 56% of lesbians made a purchase with a MasterCard and 36% of gay men and 24% of lesbians made a purchase with an American Express card.
- 85% of gay men and 85% of lesbians said that advertising in gay media favorably influences their decision to purchase products or do business with a company.
- For gay men, the median household income is \$83,000 per year (Gay singles \$62,000; Gay couples living together \$130,000), almost 80% above the median U.S. household income of \$46,326, according to US census data. 40% of gay men reported household incomes in excess of \$100,000 per year. For lesbians, the median household income is \$80,000 per year (Lesbian singles \$52,000; Lesbian couples living together \$96,000), and 36% of lesbians reported household incomes in excess of \$100,000 per year.
- A comparison of housing shows both groups very similar. Findings show that 61% of gay men own a home and 36% rent while 8.4% own vacation property and 9.3% own other property. Among the lesbian respondents, 69% own a home and 29% rent with 10.4% owning vacation property and 9.8% owning other property.

◀ pets and people, love and relationships, a women's issue and coming out.

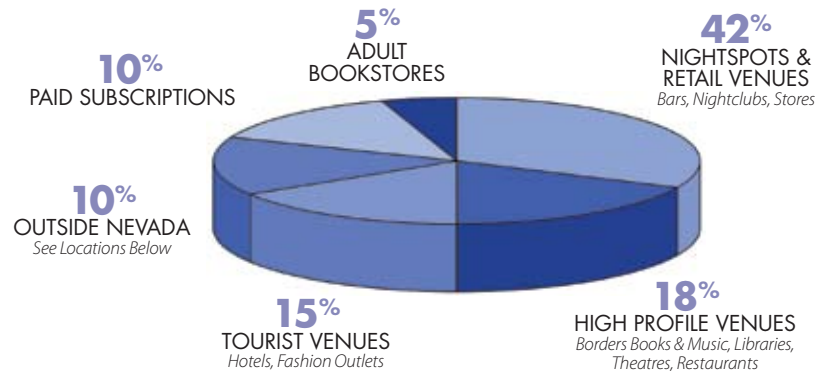
QVegas averages 80-112 pages per issue with a print run of 25,000 copies each month, mostly distributed throughout southern Nevada and southern California. Additional copies are shipped to bookstores, LGBT community centers and nightclubs across 20 other states. Our subscription list is growing rapidly each month with subscribers as far away as Europe. With Las Vegas as the number two travel destination in the United States for gays and lesbians, *QVegas* is sought out worldwide before visitors arrive.

With its entertaining and informative content—as well as its classy, glossy style—*QVegas* is regarded by many as one of the top regional LGBT magazines in the U.S. In fact, *QVegas* was honored as a finalist in the alternative lifestyles category of 2005's Maggie Awards, presented yearly by the Western Publications Association.

For businesses wishing to reach out to the LGBT community in Las Vegas—including thousands of tourists each year—with their extreme buying power, *QVegas* is the ideal place to spend your advertising dollars. Contact your advertising executive today at (702) 650-0636 to be a part of our next exciting issue!

DISTRIBUTION

WE CURRENTLY PRINT AND DISTRIBUTE 25,000 COPIES EACH MONTH THROUGH FREE DISTRIBUTION POINTS AND SUBSCRIPTIONS FROM AROUND THE WORLD



DISTRIBUTED OUTSIDE LAS VEGAS IN MORE THAN 34 CITIES ACROSS 17 STATES

Arizona	Phoenix, Tuscon, Flagstaff, Prescott, Sedona, Lake Havasu, Kingman
California	Hollywood, Long Beach, Los Angeles, Palm Springs, Sacramento, San Diego, San Francisco
Colorado	Denver
Florida	Miami, Ft. Lauderdale, Orlando
Georgia	Atlanta
Hawaii	Honolulu
Illinois	Chicago
Massachusetts	Boston
Nevada	State-wide coverage
New Mexico	Albuquerque
New York	New York City
Oregon	Eugene, Portland, Salem
Pennsylvania	Harrisburg
Rhode Island	Providence
Texas	Dallas, Houston, Austin
Utah	Salt Lake City
Washington	Seattle

TESTIMONIALS

Words are insufficient to express the gratitude I have for *QVegas* magazine and the unique marketing power they have to spawn and sustain new business for the community of juhl. Since inception of our advertising with the *QVegas* team, juhl has generated over 30 transactions from individuals seeking an urban lifestyle nestled in the center of entertainment and mixed use. Our eclectic and dynamic community is the start of something wonderful to come to the Downtown Las Vegas neighborhood, and many thanks are due to *QVegas* magazine for their integral contribution to this successful occurrence. I highly advocate *QVegas* as a strategic marketing tool for any business entity, and I am grateful for the guidance and support they have shown our team through these history making years.

JUHL
John Eisele, Sales Manager

Blue Heron is excited to be a part of *QVegas* magazine month after month. We have seen excellent results and *QVegas* has helped us to reach a new and well qualified demographic. Thank You!

BLUE HERON
Tyler Jones, Owner/Developer

I have been advertising in *QVegas* magazine since I opened my practice in 2003. *QVegas* has proved to be the best return on investment compared to other publications I have used. The *QVegas* staff has been very creative in designing my ads for the publication, and overall great to work with. *QVegas* has also featured me and my practice in several articles, which has also helped to broaden my exposure. *QVegas* also gives the opportunity to meet fellow advertisers through their business socials which are held a few times each year. It's a great chance to network. I have found the gay and lesbian community to be very supportive of my practice and would recommend advertising in *QVegas* to maximize expo-

sure within this community.

OPTICAL EFFECTS
Dr. Robert Wlodek, Optometrist

Our monthly ad in *QVegas* has really helped increase the awareness and visibility of our group. The people at *QVegas* have worked with me and done an excellent job putting together the information I give them and making a good-looking ad each month. I am very pleased with the results that we are getting from *QVegas*.

IMAGO DEI
Charles O'Neill, Director

I only do radio, television and *QVegas*!

FINDLAY HONDA HENDERSON
Scott Ramer, General Manager

QVegas has proven to be a great value for us. We get a wonderful return on our advertising investment.

RHODES HOMES
Anil Melnick, Director of Advertising

Our investment in the gay community through *QVegas* magazine has turned out stellar results for our dealership!

FINDLAY CADILLAC SAAB
John Saksa, General Manager

Our relationship with *QVegas* goes back further than with any other publication. The restaurant industry leaders called me a risk taker several years ago when I formed an alliance with *QVegas*. That crystal ball sure came in handy! The benefits of working with *QVegas* are countless. Let's toast!

PAYMON'S MEDITERRANEAN CAFE
Jeff Ecker, Corporate General Manager

EDITORIAL CALENDAR

ISSUE DATE	MAJOR TOPIC OR FEATURED CONTENT*	RESERVATION & AD BUILDS	DIGITAL-READY MATERIALS DUE
JANUARY	NEW YEARS RESOLUTIONS & PREDICTIONS	DECEMBER 12, 2008	DECEMBER 15, 2008
FEBRUARY	LOVE AND ROMANCE; SEXIEST OF GAY VEGAS	JANUARY 15, 2009	JANUARY 19, 2009
MARCH	MUSIC AND ENTERTAINMENT	FEBRUARY 13, 2009	FEBRUARY 16, 2009
APRIL	AFAN'S AIDS WALK	MARCH 13, 2009	MARCH 16, 2009
MAY	31ST ANNIVERSARY ISSUE; 31 PEOPLE WITH PRIDE	APRIL 15, 2009	APRIL 20, 2009
JUNE	THE WOMEN'S ISSUE	MAY 15, 2009	MAY 18, 2009
JULY	PETS AND PEOPLE	JUNE 15, 2009	JUNE 17, 2009
AUGUST	AFAN'S BLACK & WHITE PARTY	JULY 15, 2009	JULY 20, 2009
SEPTEMBER	HRC GALA DINNER; NGRA BIGHORN RODEO	AUGUST 14, 2009	AUGUST 17, 2009
OCTOBER	NATIONAL COMING OUT DAY STREET FESTIVAL	SEPTEMBER 15, 2009	SEPTEMBER 18, 2009
NOVEMBER	HOLIDAY TRAVEL, PARTIES AND FOOD	OCTOBER 15, 2009	OCTOBER 19, 2009
DECEMBER	HOLIDAY GIFT GUIDE; GRIFFIC AWARDS	NOVEMBER 13, 2009	NOVEMBER 16, 2009

*Each issue also features a variety of timely content in its three sections: Community, Living and Entertainment.

Deadlines and editorial topics may be changed at the publisher's discretion as needs arise. Please contact your advertising executive for the most up to date information if needed.

ADVERTISING RATES

SIZE	3 ISSUES	6 ISSUES	12 ISSUES
FULL PAGE	\$1,706	\$1,534	\$1,380
2/3 PAGE	\$1,407	\$1,265	\$1,138
1/2 PAGE	\$1,166	\$958	\$862
1/3 PAGE	\$767	\$690	\$621
1/6 PAGE	\$463	\$403	\$350
1/12 PAGE	\$263	\$229	\$199
2-PAGE SPREAD	\$3,923	\$3,528	\$3,174
BACK COVER	\$3,850		
FRONT INSIDE COVER	\$2,960		
BACK INSIDE COVER	\$1,930		

All rates are quoted at net rates per insertion for ads supplied in electronic form. Covers are purchased for a minimum of three issues. All ads are full color.

BLEED

Bleed is \$100 additional, available on full, 2/3, 1/2 & 1/3 vertical ads only.

PREMIUM PLACEMENT

Guaranteed and premium placement is available for an additional 10%.

GRAPHIC DESIGN FEE

\$65 for initial ad design or major ad redesign. \$25 for minor monthly changes to existing ad.

ADDITIONAL ADVERTISING OPPORTUNITIES

Contact your advertising executive for current rates and further information.

CLASSIFIEDS

Each issue of *QVegas* offers a complete section for classified ads with listings ranging from job opportunities and rooms for rent to personals and Web sites. Space is available on a per-word text-only basis or as a 1/12-page display ad.

BLOW-INS/BIND-INS

Your pre-printed flyer or postcard can be bound or inserted into *QVegas*.

E-MAIL NEWSLETTER

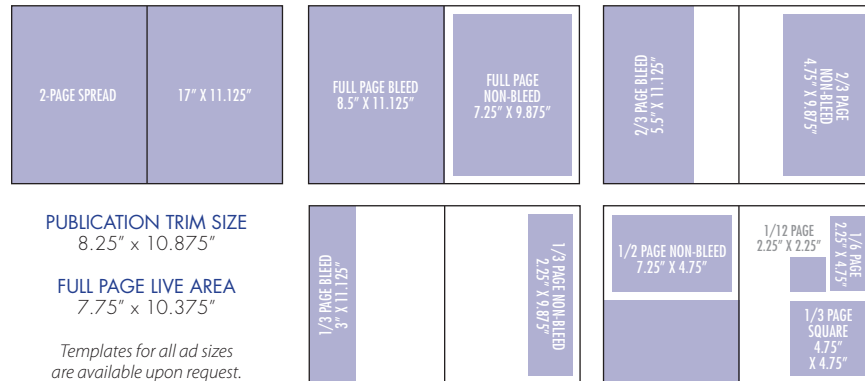
Every week, *QVegas* sends an e-mail newsletter to hundreds of subscribers outlining community events throughout the week and sneak peeks at future events. Banner placement and sponsorships are available.

WEB SITE

QVegas.com brings together online visitors from around the world who are searching for more information on the Las Vegas LGBT community. Current and back issues of *QVegas* are available for download. Banner and button placement is available on the site.

ADVERTISING SPECS

SIZE	BLEED	WIDTH	HEIGHT
FULL PAGE	BLEED	8.5"	11.125"
FULL PAGE	NON-BLEED	7.25"	9.875"
2/3 PAGE	BLEED	5.5"	11.125"
2/3 PAGE	NON-BLEED	4.75"	9.875"
1/2 PAGE	BLEED	8.5"	5.4375"
1/2 PAGE	NON-BLEED	7.25"	4.75"
1/3 PAGE VERTICAL	BLEED	3"	11.125"
1/3 PAGE VERTICAL	NON-BLEED	2.25"	9.875"
1/3 PAGE SQUARE	NON-BLEED	4.75"	4.75"
1/6 PAGE	NON-BLEED	2.25"	4.75"
1/12 PAGE	NON-BLEED	2.25"	2.25"
2-PAGE SPREAD	BLEED	17"	11.125"
INSIDE FRONT COVER	BLEED	8.5"	11.125"
INSIDE BACK COVER	BLEED	8.5"	11.125"
BACK COVER	BLEED	8.5"	11.125"



Ads should preferably be sent as a PDF file with all fonts embedded. We also accept EPS files when all fonts have been converted to curves, as well as high-resolution TIF and JPG files with compression set to low or none. Native application files (from Illustrator, Photoshop, etc.) are not being accepted at this time. All files should be at least 300 dpi CMYK set to the exact print size. Stonewall Publishing is not responsible for any undesirable shift in color which may result from our conversion of your RGB files into CMYK, if necessary.

Files must be submitted on CD or DVD, uploaded via FTP (login information available upon request) or sent by e-mail to art@qvegas.com with a copy sent to your advertising executive. Clearly label the digital media or include company name and run date in the subject line when e-mailed. A color Match-Print must be provided if accurate color is a must.

ADVERTISING AGREEMENT

- The forwarding of an insertion order to Stonewall Publishing, Inc. (SP) or the signing of an SP contract is construed as an acceptance of the then-current rates and conditions under which advertising is sold and is required for every insertion. Verbal agreements are not recognized. The publisher reserves the right to give better position than specified in the order or contract at no increase in rate. Rates and conditions are subject to change without notice.
- Payments are due within 30 days of invoice date. Invoices submitted to advertiser by SP are final and binding unless advertiser submits a valid objection in writing within 15 days of invoice date. A 10% late charge will be added to past due amount (45 days). Any account facing collections (60 days) will be assessed a 30% collection fee.
- All cancellations must be submitted in writing on or before the space-reservation deadline. Cover and premium placements are noncancelable. If the contract is cancelled by the advertiser or agent, a "short-rate" billing will be due.
- Stonewall Publishing, Inc. reserves the right to hold advertiser and its agent jointly, personally and severally liable for moneys due and payable to SP per this agreement.
- Stonewall Publishing, Inc. reserves the right to reject or exclude any advertising content at its sole discretion, if such content is unethical, misleading, illegal, in poor taste, does not meet the publisher's standards or is inappropriate for the publication.
- It is the advertiser's sole responsibility to submit advertising copy, materials, changes and corrections to SP according to deadline schedules. If the deadline is not met, SP has the right to insert a previous advertisement. If a previous advertisement does not exist, SP may create and insert an advertisement without copy or layout approval by the advertiser.
- Should an error occur in a printed advertisement, it is the advertiser's responsibility to notify SP in writing within 15 days of initial publication. SP's sole liability for any error is limited to actual cost incurred in printing the space occupied by the erroneous advertisement, which will be extended as a credit for advertiser to use toward cost of an advertisement in the next issue. No credit will be issued, and SP will assume no liability, for errors that occur in copy or materials submitted by the advertiser or for errors that do not materially affect the value of the advertisement.
- The word "advertisement" will be placed above or below any copy that, in the publisher's opinion, resembles editorial matter. Use of the same font or style of existing editorial matter is prohibited.
- Submission of copy and materials by the advertiser or advertising agency represents that the advertiser or agency are properly authorized to publish the entire contents and subject matter of the advertisement (including names, photographs and testimonials contained therein) and that appropriate written consent was obtained prior to publication.
- Stonewall Publishing, Inc. reserves the right to cancel this agreement at any time upon default by advertiser or agent on timely payment or violation of any terms contained in this agreement.



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