AMPLIFYING LGBTQ+ VOICES SINCE 1978

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QVEGAS.COM

ADVERTISING OPPORTUNITIES DEDIA KIT

REACHING THE LGBTQ+ CONSUMER IN LAS VEGAS

YOUR GUIDE TO FABULOUS LAS VEGAS

QVEGAS GUIDE TO LAS VEGAS · POWERED BY qlife

# THE LARGEST AND OLDEST LGBTQ+

# **AMPLIFYING LGBTQ+ VOICES SINCE 1978**

1978	1983	1985	••••••		
VEGAS GAY TIMES	NEVADA GAY TIMES Desert Gaze was briefly published in 1984	BOHEMIAN BUGLE			
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••••••	2004	2016	2022		
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# **PUBLICATION SERVING LAS VEGAS**





QLife MagazineFocus:NationalContent:LifestyleEntertainmentFeatures:Celebrity InterviewsAdvertiser:Big Brands



## **QVegas Guide**

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"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**.



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.



# What's it like to work with us?

Ask our advertisers and community partners.



# Our advertisers and partners are top brands













and local businesses







# 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 websites 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!



# **Our Media Partners**

# Mobile Billboards











JEREMIAH STROUP Flux Live Founder & Host

# Brand Collateral



#### 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 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.



## Your Brand Printed on Demand

Introducing QPrint, our very own print-ondemand 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!





# **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.



## **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 LGBTO+ economy. We feature interviews with prominent business leaders from across the country covering all the topics. you care about.





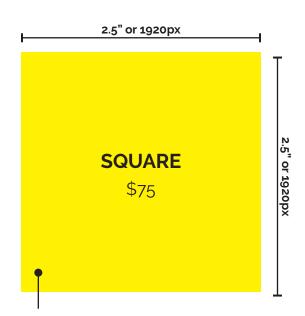
Program

T-Shirts

Program Books Coffee Mugs

Direct Mail

Brochures & Catalogs



#### Square ads are 2.5" x 2.5"

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



#### Small ads are 2.5" x 1.4"

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

2.5" or 1920px

**SMALL** (Business Card Format)

\$50

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

# 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.

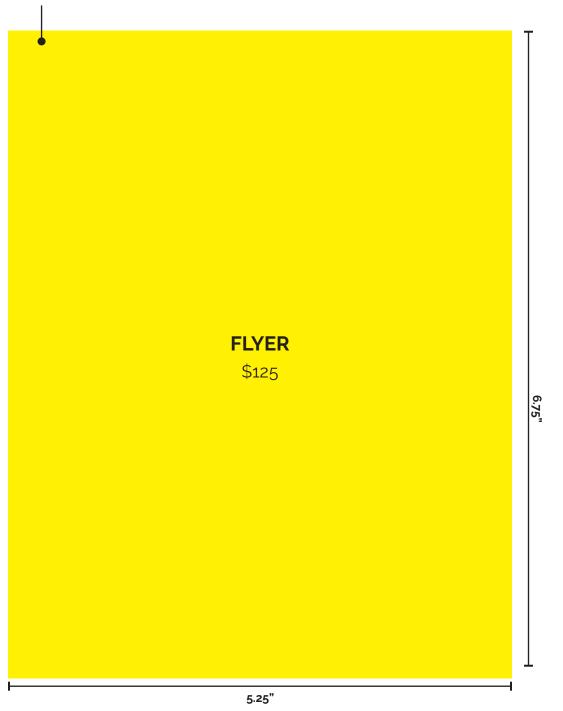
# Save 25%

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  $8.5^{\circ}$  x 11° letter size and we'll scale it to the right size.



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8" Safe Zone 8.5" Trim				
9" Bleed				

Safe Zone

Trim





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



Need Help? Email Russ White russ@qlifemedia.com