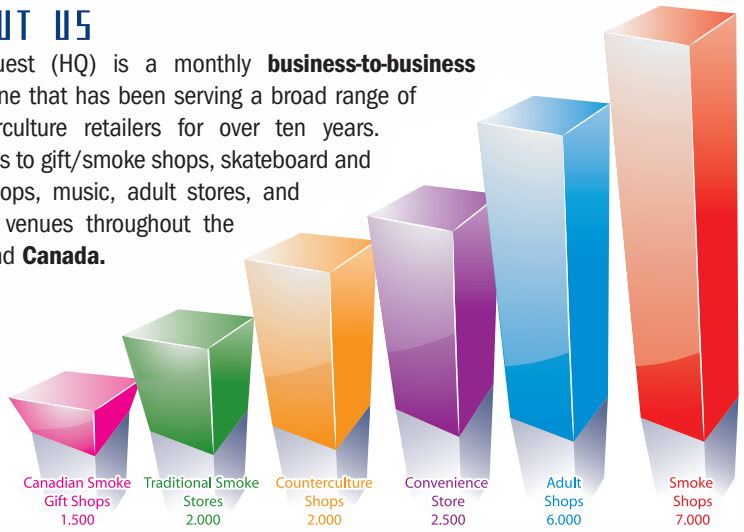
HQ
Trade Magazine

About Us

Headquest (HQ) is a monthly **business-to-business** magazine that has been serving a broad range of counterculture retailers for over ten years. HQ goes to gift/smoke shops, skateboard and surf shops, music, adult stores, and similar venues throughout the **U.S.** and **Canada.**



HQ enjoys a monthly readership of approximately **60,000**, and has a monthly circulation of approximately 20,000 - 7000 of which go to smoke shops, 2000 reach traditional tobacco stores, 5,000 to adult shops, 1,500 to Canadian smoke/gift shops, and 2000 to a variety of counterculture gift shops, skate shops, music stores, clothing stores, and other retail outlets. The remaining 2500 go to convenience store buyers. As HQ is distributed to retail outlets only, it has become a trusted buying tool and information source for these retailers. HQ is also distributed at all the major tradeshows. Retailers find HQ's unique insights into our industry via full-length articles and products reviews, always refreshing and informative. In addition HQ provides readers with first-hand, successful business practices by featuring a thriving retail store every month. All this makes HQ the premier trade magazine for adult-themed products and your **best venue for successful advertising.**

Creative Services

At HQ Magazine we maintain a highly experienced, **full-service, design and production department** to assist you in meeting your creative needs. We can design and build your advertisements, catalogs, packaging, corporate identity and more. Call and ask for rates and estimates on your next project.

Be Our Friend

Become our friend on Myspace and Facebook.

Conditions

- ALL advertisements are on a pre-pay basis unless credit terms have been approved.
- Prices and rates subject to change without notice. Rates listed do not constitute an offer to sell advertising space.
- Advertisers may not cancel orders for advertising materials due.
- Guaranteed positions will be forfeited on ads arriving after ad due date. Contact your ad representative if a materials extension is necessary.
- Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- No ads will be run without a signed contract.
- The previous ad will be picked up when no materials have arrived by the ad due date for contracted advertising space.
- It is the responsibility of the advertiser to have all ad materials in by the printed deadline for each issue.
- HQ Magazine shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue, or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
- HQ Magazine reserves the right to reject any ad for any reason at any time.
- HQ is not responsible for copyright infringement or plagiarism. All arbitrations will be conducted in New Mexico under New Mexico state laws.

MEDIA KIT

MONTHLY ADVERTISING RATES

FULL COLOR RATES

Right side placement is an additional 10% (Full Page ONLY).

	4 Issues	6 Issues	12 Issues
Business Card (Subject to availability)	$250 per month	$210 per month	$199 per month
1/4 page	$500 " "	$425 " "	$400 " "
1/2 page	$900 " "	$825 " "	$775 " "
2/3 page (Full Page Junior)	$1200 " "	$1100 " "	$1025 " "
Full page (Add $50.00 for bleed)	$1800 " "	$1650 " "	$1550 " "
2 page adjacent	$3000 " "	$2600 " "	$2500 " "

PREMIUM PLACEMENTS*

*Full Color only. Subject to availability.

	4 Issues	6 Issues	12 Issues
Pages 5-20	$2000 " "	$1850 per mo	$1750 per mo
Jump spread	$2300 " "	$2100 " "	$2000 " "
Center spread	$4300 " "	$4000 " "	$3750 " "
Inside back spread	$4300 " "	$4000 " "	$3750 " "
Inside front spread	$5000 " "	$4500 " "	$4250 " "
Back cover	$5000 (4 Months Max)		

PUBLICATION SCHEDULE

Ad Due	Cover Date
November 10	January
December 10	February
January 10	March
February 10	April
March 10	May
April 10	June
May 10	July
June 10	August
July 10	September
August 10	October
September 10	November
October 10	December

PAGE SIZES

Double Page Spread

GREEN LINE Live Area 16.25 x 10.125
RED LINE Trim 16.75 x 10.625
YELLOW LINE Bleed 17.25 x 11.125

No Copy or Product should go outside the GREEN LINE
Background pictures or color must go past RED line

Jump Spread*

GREEN LINE Live Area 8.125 x 10.625
RED LINE Trim 8.375 x 10.875
YELLOW LINE Bleed Bleed 8.625 x 11.125

Jump Spread
Full Page & 1/3 Page HQ Feature will be in between ads.

→ 2.5" x 10.125" 1/3 page vertical

Full Page Bleed

GREEN LINE Live Area 8.125 x 10.625
RED LINE Trim 8.375 x 10.875
YELLOW LINE Bleed Bleed 8.625 x 11.125

Half Page Vertical

3.81" x 10.125" 1/2 page vertical
All Live Area

Full Page No-Bleed

7.75" x 10.125"
All Live Area

Full Page junior

5.174" x 10.125" 2/3 page VERTICAL ONLY
All Live Area

Quarter Page

3.812" x 5" 1/4 page
All Live Area

Half Page Horizontal

7.75" x 5" 1/2 page horizontal
All Live Area

File requirements: 300 dpi., CMYK
Files accepted: EPS, PDF and TIFF
Email: art@headquest.com to receive receipt

Phone: 505.275.6049 Fax: 505.275.6510
email: adinfo@headquest.com
www.hqmag.com

THE OFFICIAL RETAILER'S BUYING SOURCE

HQ®

Trade Magazine

HQ offers Special Advertising & Promotions to keep your company ahead of the competition.

Reach more buyers more effectively with our special marketing options.

www.hqmag.com

SPECIAL ADVERTISING AND PROMOTIONS

ONLINE ADVERTISING

www.HQMAG.com

	3 Issues	6 Issues	12 Issues
Digital Half Page	$480 " "	$350 per mo	$250 per mo
Digital Full Page	$600 " "	$500 " "	$400 " "
Digital 2 Page Spread	$1000 " "	$800 " "	$700 " "
Digital 4 Page Spread	$1800 " "	$1500 " "	$1300 " "
Banners* 250x200 pixels	$1000	$800	$600
Towers* 160x600 pixels	$1500	$1250	$1000
Classified ad 30 words/30 days	$50 see website for details (File specs same as print)		
Hot Link	$50 per month		

HQMAG.com affords you the opportunity to place an ad online to be viewed almost immediately. Get a jump on your competition. Great for introducing new products. Internet advertising is easy and the simplest way to reach buyers, buying your products.

INSERTS

Inserts Rates

*Subject to availability.

Cardstock Insert Small	3.5(w) x 9.5 (h)	$2500 per issue
Cardstock Insert Large	6.5(w) x 9.5 (h)	$4500 per issue
Blow-in	3x4 min. to 6x6 max	$1800 per issue 70lb. text matte
Poster	15"(w) x 20"(h)	$7000 per issue 100lb. Stock

ONSERTS

Piggyback

*Subject to availability.

Includes printing

4 page catalog	$6000	8 page catalog	$10,000

Client Supplied Catalogs

Weight	Price	Weight	Price
.3 oz. or under	$3000	.6 – 1.2 oz.	$8,000
.3 oz. – .6 oz.	$5000	1.2 – 2.0 oz.	$10,000

TRADE SHOW CO-OPS AND PROMOTIONS

*Subject to availability

Cloth Show Backpacks (5000) 16"x19"	$4000	ArtSpecs: 13"x16" vector, black only
Cloth Show Hand Bags (5000) 13.5"x16.5"	$4000	ArtSpecs: 10"x12" vector, black only
Plastic HQ Bags (5000) 17"x17"	$4000	ArtSpecs: 14"x14" vector, black only
Hand-outs (1000) Single sheets or Postcards at show site	$500	
HQ Badge Holder Insert (1000) business card	$200	*Subject to availability.

Please call for additional options

SPECIAL SPONSORSHIPS

*Subject to availability.

Front Cover	$4500 per month (3 Months Max, add 10% for Show issues)
Poly Sleeve min/max 6 month run only	$1800 Front (3 Spot colors only) $1500 Back $3000 Both

INTERNET STRATEGY

EFFICIENCY | **IMMEDIATE** | **LOW COST**

Internet Marketing is the future.

HQMAG.com

- ✓ Low Cost
- ✓ Immediate Posting
- ✓ Targeted Market
- ✓ Privacy
- ✓ Global Presence

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