



MEDIA KIT



As the industry's leading publication for over two decades, we want to remind you all that we are more than just another magazine; WE are the nexus of commerce for the counter-culture marketplace; headshops, smoke shops, vape shops, adult novelties, and dispensaries. Both publisher and platform, HQ exists to facilitate the continued evolution of a once-marginalized industry now on the cusp of legitimization. As a publisher, we are your advocate and your advisor, your continual stream of all information that matters to you; from product knowledge, to business insights, to how it all fits into the panorama of the bigger world. As a platform, we are your connection. We are the bullhorn, the billboard, and the bridge; the perfect bullseye of your target market. And as this industry continues to come into its own and navigate the coming seismic shifts in the landscape, we'll be the light to guide its steps.

Headquest (HQ) is a monthly business-to-business magazine that has been serving counterculture retailers since 1998. HQ goes directly to head/smoke shops, adult shops, gift/novelty stores, hydroponic outlets, cannabis dispensaries, convenience stores, and similar retailers throughout the U.S. and Canada. HQ has a monthly circulation of approximately 12,000 and a readership of approximately 38,000. As HQ is distributed to retail outlets only, it has become THE trusted buying tool and information source for these retailers.

HQ promises to continue to offer an increasingly useful tool chest for both vendors and retailers, more integration, more interaction, and more engagement. Join the HQ Team today!

INSERTS

Cover Stock Insert
Full Page (2-sided)
8.5" x 11"
\$4,500

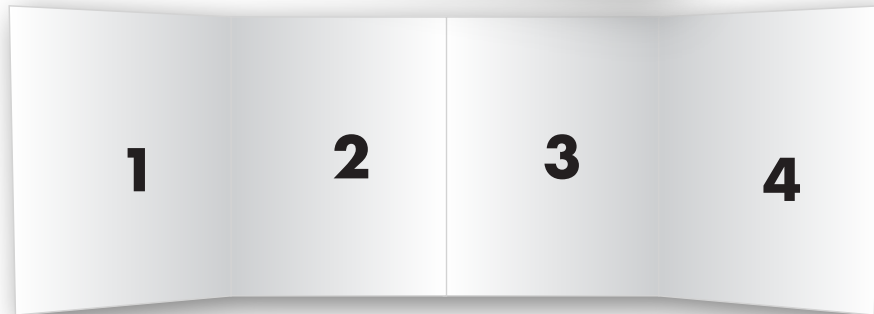
Perforated Tear Out
8.5" x 11"
\$3,000



GATEFOLDS



4 Page
8.5" x 11"
\$6,000 per issue



8 Page
8.5" x 11"
\$10,000 per issue



PIGGYBACK CATALOGS

4 page \$6,000
8 page \$11,500
16 page \$15,500
32 page \$19,500

ADDITIONAL SLEEVE INSERT OPTIONS



Postcard
5" x 6"
\$2,600 per issue
Other Size Available



Trifold Pamphlet
8.5" x 11" Flat
\$2,750 per issue



Poster Insert
31" x 20.5"
\$6,000 per issue

HQ PRINT ADS

5 SIZE OPTIONS

Full Page
Trim Size
8.375" x 10.875"

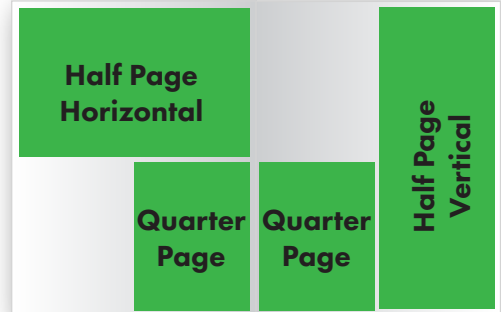
With Bleed
8.625" x 11.125"

Full Page

2 Page Spread
Trim Size 16.75" x 10.875"

With Bleed
17" x 11.125"

2 Page Spread



Half Page Horizontal - 7.625" x 5"
Half Page Vertical - 3.75" x 10.125"
Quarter Page - 3.75" x 5"



Full Page



2 Page Spread



Half Page Vertical

HQ PRINT ADS

2 Page Spread	\$2,200
Full Page	\$1,200
Half Page	\$675
Quarter Page	\$325

PREMIUM PLACEMENTS

Front Cover	\$6,000
Back Cover	\$4,000
Inside Front Cover	\$3,800
Inside Back Cover	\$2,800
Advertorial	\$800
Directory Listing	\$300
(1/4 page)	



Half Page Horizontal



Directory Listing

DO YOU WANT TO SEND INDEPENDENT MAILERS TO THE SMOKE SHOP UNIVERSE?

NOW YOU CAN!

Leverage the industry's oldest and most trusted buyers guide to shepherd your independent mailers right to the front doors of the nation's leading smoke shops. In addition to offering print, presort, and mailing services, HQ will provide strategic planning to help you navigate the, often chaotic world, of mailing. Take advantage of HQ's vast network of data TODAY to ensure your marketing mailers are a success!

WHAT CAN YOU MAIL?

Catalogs, postcards, posters, brochures, letters and promotional products. If you can think it, we can print it.



WHO CAN YOU MAIL TO?

While HQ can certainly produce any mailing option and mail directly to your current customer list, the magic of this program is that you can also leverage ours. With over 20 years of data collection and refinement, HQ has the most comprehensive list in the industry. HQ will manage your marketing mailers from print to sort and mail. Nothing is off the table!

PRICING?

Because each program is unique, pricing is as well. Call your sales rep or the HQ office at 505-275-6049 to get more information and pricing on your project today!

DIGITAL ADVERTISING

MagazineShowsVendors

Subscribe to HQ Magazine >

HomeFeatures > AdvertiseContact UsVideosLOGIN

BILLBOARD AD

The World After COVID

We're not celebrating in the normal sense of the word, but we are appreciating the fact that life is (kind of) returning to normal after two years of COVID pandemic.

Feature Articles

Latest Headlines

Women of Cannabis

Theresa Dorak-Elevi plans Theresa Dorak had to be a "bad ass" in the military. Straight out of high school, she joined the Army

Lessons Learned Along the (Hard) Way

by Norm Bour They seem so easy, you are on your journey as a smoke shop professional, you are probably in one of three positions: just

Budgeting and Planning for Trade Shows

by Norm Bour They seem so easy, so effortless: trade shows. We've been going to them for a long time and every industry has them.

CBD oil for anxiety: Does CBD help anxiety? - Cosmopolitan UK

CBD Products Often Mislabelled, Some Containing THC: What to Know - Healthline

CBD May Help Young People With Anxiety - Healthline

CBD prices are stabilizing after years of decline - but is it progress? - Marijuana Business Daily

Best CBD Gummies Ranked - Vashon-Maury Island Beachcomber

Heal yourself with do-it-yourself CBD topicals - OnlySky

Hong Kong's Ban on CBD Products Leaves Companies Facing Ruin - Bloomberg

Dangerous artificial marijuana, with names like K2 and Spice, is used less in states where

[More Feature Articles >](#)

BANNER AD

Shop of the Month

River Roots

River Roots By Norm Bour Every business, every story, has a beginning: the roots. Where it all started. So the name of Amy Phelps' shop,

710 Vape & Glass

710 Vape & Glass by Norm Bour "Fail early," was just one of the lessons that Paul Pitonyak shared when we spoke about profiling his

Smoker Friendly

by Norm Bour The "800 pound gorilla" is an expression which refers to a real powerhouse or person, and Smoker Friendly true is that gorilla

[More Shops of the Month >](#)

TOWER AD

Rectangle

Behind the Scenes

hhemp.co

Webinar Transcription

HELP US HELP VETERANS

Behind the Scenes >

HEADQUEST.COM
DIGITAL ADVERTISING

Billboard Ad
Tower Ad
Banner Ad
Rectangle

*Inquire about mobile only ad options

**Starting at
\$175/mo**

\$125/mo

\$100/mo

\$75/mo

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970 x 250

320 x 500

728 x 90

320 x 200

Email Blast




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With the #1 Gummy




OG Kush & Gelato

Strain Specific Gummies
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(No longer want to receive these emails? [Unsubscribe](#) or [Manage Your Preferences](#))

ADDITIONAL DIGITAL ADVERTISING

Digital Directory Listing **\$29.95/mo**

Email Blast	\$300
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Email Tower	\$125
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Press Releases	\$250
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(includes a digital release – social media post)

Digital Magazine Hyperlink \$100

Digital Directory Listing

[illegible]

PUBLICATION SCHEDULE DEADLINES

MAGAZINE ISSUE	FILE DUE
January	November 15
February	December 15
March	January 15
April	February 15
May	March 15
June	April 15
July	May 15
August	June 15
September	July 15
October	August 15
November	September 15
December	October 15

PRINT ART FILES

.PDF, .TIFF or .JPG

300 DPI

CMYK

DIGITAL ART FILES

Resolution: 72dpi

File Type: .JPG or .PNG

File Size: <1MB

SEND ARTWORK TO

art@headquest.com

CREATIVE SERVICES

HQ Magazine maintains a highly experienced, full service, design and production team to assist you in meeting all of your creative needs. We can design and build your advertisements, catalogs, packaging, corporate identity, and more. Please call or email us for rates and estimates on your next project.

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