



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

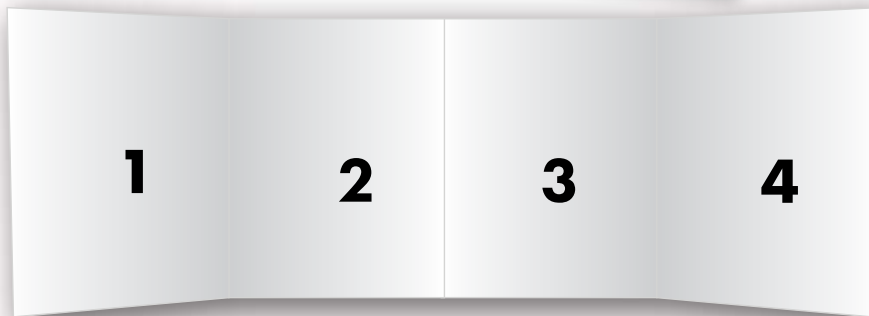
Perforated Tear Out
8.5" x 11"
\$3,000



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"
\$2,650 per issue
Other Sizes Available



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



Poster Insert
20.5" x 31"
\$7,200 per issue

HQ magazine reserves the right to adjust prices. Quoted prices are not guaranteed until offered in an advertising contract.

HQ PRINT ADS

5 SIZE OPTIONS

2 Page Spread \$2,200
Half Page \$675
 (Vertical or Horizontal)

Full Page \$1,200
Quarter Page \$325

Full Page
Trim Size
8.375" x 10.875"

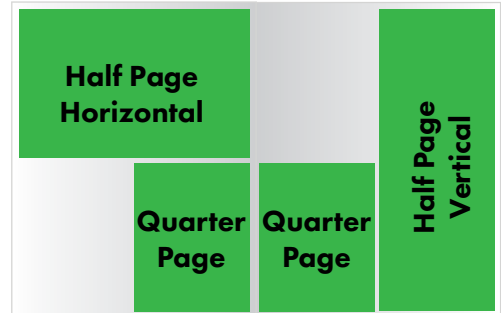
With Bleed
8.625" x 11.125"

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



Directory Listing

PREMIUM PLACEMENTS

Front Cover	\$6,000
Back Cover	\$4,000
Inside Front Cover	\$3,800
Inside Back Cover	\$2,800
Premium (pages 1-35)	\$1,850/page
Editorial Premium *	\$1,550/page
Advertorial	\$800
Directory Listing (1/4 page)	\$300

* Editorial Premium placement is right-hand placement, next to one of the following editorials: BTS, Women in Cannabis, Quest for the Best, Industry Trade Associations, Vendor Spotlight



2 Page Spread



Half Page Vertical



Half Page Horizontal

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DIGITAL ADVERTISING

HQ² PODCAST

Greetings, industry leaders and canna-preneurs! This is your B2B hub, dissecting the trends shaping the cannabis accessory landscape. We're your co-pilots, navigating the legal terrain, financial ecosystems, and the evolving social impact of this dynamic market. Think of HQ² as your strategic partner, offering data-driven insights and expert perspectives through our insightful series. HQ² empowers you to make informed decisions and capitalize on the exciting opportunities within the cannabis accessory industry. So, buckle up and join the conversation!



AVAILABLE ON
SPOTIFY

DIGITAL ADVERTISING PACKAGES

HQ ESSENTIALS

- One Full-Page Digital Ad
- One Social Media Post
- One Banner Ad (placement TBD)

\$750

HQ ENHANCED

- One Full-Page Digital Ad
- Two Social Media Posts
- One Digital Directory Ad
- One Banner Ad (placement TBD)

\$900

HQ ELITE

- One Full-Page Digital Ad
- Three Social Media Posts
- One Digital Directory Ad
- One Banner Ad (placement TBD)
- One Directory Ad (1/4 page)
- One Email Blast

\$1,750

Best
Value

HQDIGITAL STATS

EMAIL

27%
Open Rate
7.4%
Click Rate

SOCIAL MEDIA

10,500+
Impressions/Mo
5,000+
Followers

WEBSITE

81,000+
Impressions/Mo
3,000+
Unique Visitors/Mo
5,500+
Page Views/Mo

DIGITAL ADVERTISING



Billboard Ad

Tower Ad

HEADQUEST.COM DIGITAL ADVERTISING

Billboard Ad
Tower Ad
Banner Ad
Rectangle Ad

Starting at
\$275/mo
\$225/mo
\$200/mo
\$175/mo

Billboard Ad
Tower Ad
Banner Ad
Rectangle Ad

970 x 250
320 x 500
728 x 90
320 x 200

Email Blast

Banner Ad

Rectangle Ad

ADDITIONAL DIGITAL ADVERTISING

Email Blast \$500
Email Tower \$125
Press Releases \$300

(Includes a digital release - social media post)
Digital Magazine Hyperlink \$100



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 deliver your independent mailings right to the front door of the nation's leading smoke shops. Let our team of experts help you with strategic planning, print, presort, lists and mailing services to ensure your message is delivered in the right format to the right customer at the right time!

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 IT TO?

HQ can help you mail to your customer list, or give you access to ours. With Over 20 Years of data collection, we have one of the most sought after, comprehensive lists in the industry. Let's plan your target audience today!

PRINTING SERVICES

Looking to print a catalog? Direct Mailer? Or even promotional products to hand out in your store? We have you covered. Take advantage of our extensive buying power and discounts to save you money and time. Just call and ask how!

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!

PUBLICATION SCHEDULE DEADLINES

MAGAZINE ISSUE

January
February
March
April
May
June
July
August
September
October
November
December

FILE DUE

November 7
December 5
January 15
February 15
March 15
April 15
May 15
June 15
July 15
August 15
September 15
October 10

PRINT ART FILES

.PDF, .TIFF, or .JPG
300 DPI
CMYK

DIGITAL ART FILES

Resolution: 72 DPI
File Type: .JPG or .PNG
File Size: <1MB

SUBMIT ARTWORK

Please submit all artwork in the HQ Client Portal.

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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