# Official Retailer's Buying Source

# MEDIA KIT

## THE FACTS

Typical Monthly Mailing

A. Smoke Shops 7,000
B. Adult Shops 3,000
C. Convenience Stores 2,500
D. Traditional Smoke Shop Stores 2,000
E. Canadian Smoke Gift Shops 1,500

## ABOUT US

Headquest (HQ) is a monthly business-to-business magazine that has been serving a broad range of counterculture retailers since 1998. HQ goes to gift/smoke shops, hydroponics, cannabis dispensaries, adult stores, convenient stores, and similar retailers throughout the U.S. and Canada. Look for HQ Europe/U.K. coming soon.

HQ has a monthly circulation of approximately 16,000. 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 major tradeshows. Retailers find HQ's unique insights into our industry via full-length articles and product 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 of this makes HQ the premier trade magazine 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.

## MAGAZINE ADVERTISING RATES

| | 4 Issues | 6 Issues | 12 Issues |
|---|---|---|---|
| 1/2 page Horizontal or Vertical | $675 | $600 | $525 |
| Full page | $1200 | $1100 | $1000 |
| 2 page adjacent | $2200 | $2000 | $1800 |

Additional charge for premium placements

### PREMIUM PLACEMENTS*

**Subject to availability. Ads must run consecutive months**

| | 4 Issues | 6 Issues | 12 Issues |
|---|---|---|---|
| Inside front spread | $4200 | $3700 | $3200 |
| Inside back spread | $4000 | $3500 | $3000 |
| Back cover | $4000 | $3000 | n/a |
| Advertorial | $800 | One issue | |
| Front cover | $5100 | one issue at a time | |

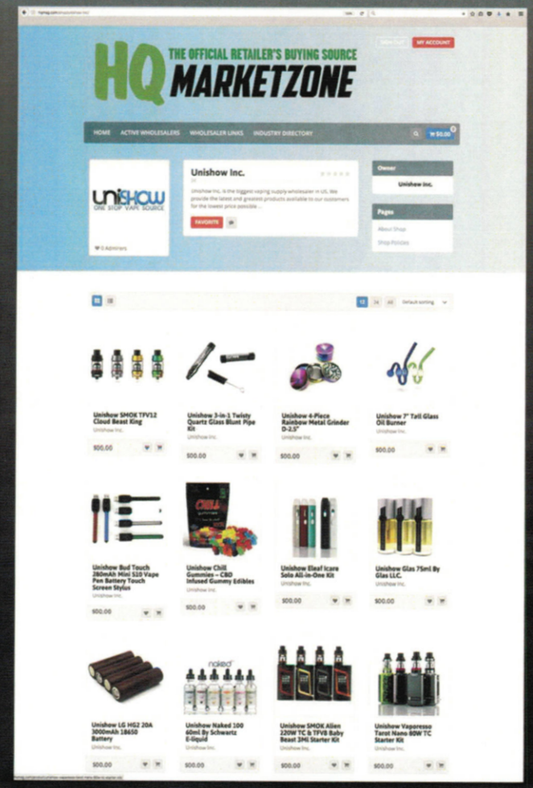
**Cover Requirements:** Layered PSD file, 300dpi, CMYK, subject to approval and modification. Must be submitted by deadline. Failure to meet requirements can result in contract cancellation. Submit artwork to art@headquest.com

Paper and Binding: 80# gloss #2 white, 60# body, Perfect bound.

## PUBLICATION SCHEDULE DEADLINES

| COVER MONTH | FILE DUE | COVER MONTH | FILE DUE | COVER MONTH | FILE DUE | COVER MONTH | FILE DUE |
|---|---|---|---|---|---|---|---|
| January | November 10 | April | February 10 | July | May 10 | October | August 10 |
| February | December 10 | May | March 10 | August | June 10 | November | September 10 |
| March | January 10 | June | April 10 | September | July 10 | December | October 10 |

Online: www.HQMAG.com,



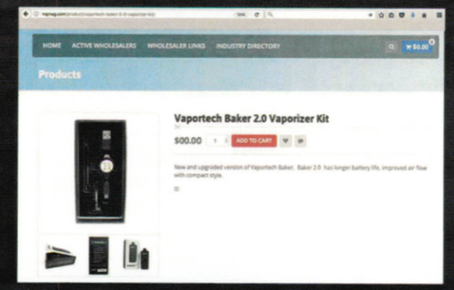

## Online Wholesaling made easy.

# HQmag.com

*Your personal profile to sell your products.*

The **HQ MarketZone** is an online platform that brings together professional buyers and wholesalers. Wholesalers are afforded the opportunity to place products online, which are available for viewing almost immediately. Get the jump on your competition. HQ hosts you for FREE.

**HQMag.com** is ranked in the top ¼ of 1% of all websites worldwide in the number of hits it generates. Not only that, HQMag.com reaches over 160,000 active buyers each month! Call today for submission guidelines.




MARKETPLACE

SHOPPING CART

SEARCH

## Special Promotions

### INSERTS* rates

| | | |
|---|---|---|
| Blow-in* | 5" x 6" Postcard Card Stock Gloss | $2,400 per issue |
| Full Page* | Coverstock | $4,500 per issue |
| Poster* | 31" x 20.5" ONE-SIDE ONLY | $6,000 per issue |

**LIMITED AVAILABILITY***

### ONSERTS rates

**Piggyback** *Subject to availability.

**Includes printing**

| | |
|---|---|
| 8 page catalog | $6,000 |
| 16 page catalog | $10,000 |

### SPONSORSHIPS *Subject to availability.

Poly Sleeve min/max 4 month run only $1,000 monthly

**Please call for additional options**

## Magazine Page Sizes

**File Types:**
PDF, EPS, TIFF, JPEG,
**Resolution:**
300dpi High Resolution
**Color:**
CMYK
**Email:**
Submit artwork to art@headquest.com
Make sure to receive a receipt/confirmation for your file.

Double Page Spread

GREEN LINE Live Area 16.25 x 10.125
RED LINE Trim 16.75 x 10.875
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

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

Half Page Horizontal

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


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