



THE UK'S NO.1 MUSIC MAGAZINE



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MUSIC MAGAZINE



GREAT  
MUSIC,  
NOW!

## THE CREDENTIALS

CIRCULATION

89,450\*

READERSHIP

547,000\*\*

ABC I PROFILE

72%\*\*

MEDIAN AGE

29\*\*

MALE/FEMALE

68%/32%\*

● **Q** - THE UK'S BIGGEST MUSIC MAGAZINE

● **Q** is the **ARBITER OF TASTE**, standing for music of substance across all platforms.

● **Q's INFLUENCE** is unquestioned and its opinions are so **TRUSTED** that they shape the views of artists and readers alike.

● **Q's ACCESS** is **REMARKABLE** and **UNRIVALLED** – Paul Rees was granted exclusive access to a week's life on the road with The Boss - Bruce Springsteen.

● **Q's** audience is **YOUNGER** and more **AFFLUENT** than any other music monthly.\*\*

● 97%\*\*\* of readers rate **Q** as a **QUALITY** magazine. In research it outperforms competitors on measures such as best interviews, writing and **AWARD WINNING** photography.

\*ABC Jan - June 2010

\*\*NRS Apr - Sept 2010

\*\*\*Reader poll 2008

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## THE **Q** READER

Mark is 29 and lives in Leeds. He is a passionate music fan, as a lad he got into 'proper music' in the mid-'90s, inspired by the rock 'n' roll swagger of Liam and Noel, Blur and the Britpop scene. He's in full-time employment but revelling in life without any dependents or family responsibilities. Mark has high disposable income to spend on himself alone, being a heavy consumer of music, buying up to 6 albums per month. He loves reading **Q** to discover new music, as well as filling in the gaps in his back catalogue. New music forms part of his social currency, so Mark is keen to know the new Mumford & Sons before they go mainstream and uses this knowledge as influence within his friendship circle.

Mark is highly savvy to digital technology, a keen social networker and uses online services to enhance his social life. He'll regularly welcome his mates round to his for some Spotify DJ-ing and a few beers as a warm-up for a big night out.

An open-minded experience seeker, Mark loves the live music experience, opting to go for a mixture of gigs, especially huge arena shows for the likes of Kings Of Leon and Kasabian. He attends Leeds festival religiously annually and this year he's off to Benicassim in Spain for his mate's stag weekend. Though a hugely passionate music fan, this is not to the detriment of his other interests – film, gaming, sport, TV and comedy.

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## WHY ADVERTISE IN Q?

- Q's solus readership is an impressive 69%\* – this means you can only reach these 378,000 people through using Q.
- Q readers are affluent – 72% are ABC1 and have high disposable income.
- Q is a truly multi-media platform with no less than 10 brand extensions for advertisers to engage with Q's many audiences.
- 25 years of heritage – this offers advertisers the opportunity to associate themselves with a credible and trusted brand.
- Q has an extremely high brand influence score of 73%, greater than both GQ and Esquire\*\*. This means that Q influences the people that have strongest influence in their social groups – a real multiplier effect for advertisers to cash in on.
- Only Q can gain you exclusive magazine advertising access to Europe's biggest music event – Glastonbury.

\*NRS Jan -Jun 10 vs Kerrang!, Mojo and NME.

\*\*Bauer ACT tracker June 2010 .15-40 men – nationally representative sample.





## THE MISSION

‘**Q** is a bastion for music of substance – guiding its readers through just the good stuff in all forms of music each month via its unparalleled access and **Q Review**, the world’s biggest and best music guide.’

*Paul Rees – Editor-in-Chief*

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# INNOVATION



● **GORILLAZ KIDNAP Q!** – The very first non-photographed cover. Q convinced Gorillaz Illustrator-in-Chief Jamie Hewlett to create a bespoke piece of artwork for the cover of Q's world exclusive Gorillaz feature ahead of the launch of new, eagerly anticipated album Plastic Beach.

● **Q TRAVEL SIZE** – New travel-size edition successfully launched as a 3-month summer promotion in 2009.

● **'NEW TO Q SESSIONS'** Jan 10 – Launch of the 100% sold-out 'New to Q Sessions' – new live music showcase featuring a host of new acts hotly tipped by Q as ones to watch for the year ahead.

● **Q WINS THE 'MAGGIES'** - The industry-wide awards celebrate the best covers of the past 12 months. Q won best overall cover for its stunning image of Lily Allen and 2 panthers. (April 2009)

● **ARTISTS OF THE CENTURY** – Q has unrivalled access to the world's biggest music stars. For Jan 2010 issue Q exclusively shot and interviewed 34 of the world's most influential artists for a special 'Artists of the Century' gatefold cover. This starred everyone from Sir Paul McCartney and Kings of Leon to Dave Grohl and Amy Winehouse.



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# INFLUENCE

**BRAND INFLUENCE** - **Q**'s specialist depth and knowledge of the world of music helps make it a brand with significant influence value. In a study vs. other magazine brands, **Q** scored an impressively high score of 73%\*, higher than both GQ and Esquire

This is re-inforced by the average **Q** reader's propensity to play the role of an Influencer amongst their peers for everything from financial services to food and toiletries.\*\*



**EDITORIAL INFLUENCE** - Only **Q** could gain access to spend a month with **Paul McCartney** and then have another iconic figure in the form of **David Bailey** photograph him. Bailey doesn't work for any magazine and this would be the first time he had shot McCartney since he did so for The Beatles in 1966.

**READER INFLUENCE** - **Q** is a mainstream brand straddling the lifestyle and more specialist magazine categories. This means **Q** readers are advocates and opinion leaders in all areas of their lives – not just music.

**Q** readers over-Index as “influential consumers” vs. all other men – making them a highly desirable audience to target.\*

Notable consumer brands that have used **Q** in the last 12 months include:



\*Bauer ACT Tracker May 2010: 15-40 Men - Nationally representative sample

\*\*GBTGI 2010: 4D MEN who are either Mavens, Salespeople, Connectors vs. all 15-40 men.

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# CASE STUDY

## ORANGE – THIS IS WHO I AM

**CAMPAIGN OBJECTIVE** - Bring to life Orange's Marketing platform  
“I am who I am because of everyone. Together we can do more”

### ACTIVITY –

- 12 x 1 hour Q radio shows.
- 3 in-depth advertorials.
- Bespoke Q website allowing udders, editorial and celebs to engage each other.



**RESULTS** - An excellent example of integrated cross media: one idea, one campaign, executed in a relevant and engaging way for the audience.

**CLIENT FEEDBACK** - ‘This was a smooth, polished and superbly branded piece of work incorporating radio, magazines and digital. Bauer really took on board what we wanted to achieve and delivered unique, well-branded content week after week from celebrities who had really bought into our campaign idea and were engaged with our core brand thought’ - Jack Starks, Advertising Manager, Orange UK

**EDITORIAL FEEDBACK** – “Q has always prided itself on its unique access to artists. This Is Who I Am was the perfect platform to demonstrate this across multiple platforms, serving up something that was not only of wide-reaching benefit to the client but, crucially from our perspective, also thoroughly engaging for our readers, users and listeners.” - Paul Rees, Editor-in-Chief, Q

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# BRAND EXTENSIONS

## GLASTONBURY

- **Q** is the principle media partner for the Glastonbury Festival, the world's premier music event.

### AS PART OF ITS PARTNERSHIP Q PRODUCES:

- The Official Glastonbury Programme – guaranteed to reach every person before, during and after the event - that's a phenomenal **170,000!**
- The **Q** Glastonbury Daily Newspaper distributed to 50,000 people each day of the event. Great for topical and call-to-action messages.
- The Official **Q** Glastonbury Review Magazine: produced from the site and on sale as people leave the festival, and on news stands nationwide.



## THE Q AWARDS



- The annual **Q Awards** is one of the few ceremonies that actually matter to the artists.
- The PR generated is invaluable to the **Q** brand and the artists alike.

**“I don’t think we’re the best act in the room, let alone the world” Chris Martin, Coldplay**  
— an indication of the A-list rock’n’roll crowd the Q Awards can pull in

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# BRAND EXTENSIONS

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**Q RADIO**  
**246,000\***  
LISTENERS WEEKLY

**Q TV**  
**293,000**  
AVERAGE  
WEEKLY  
AUDIENCE



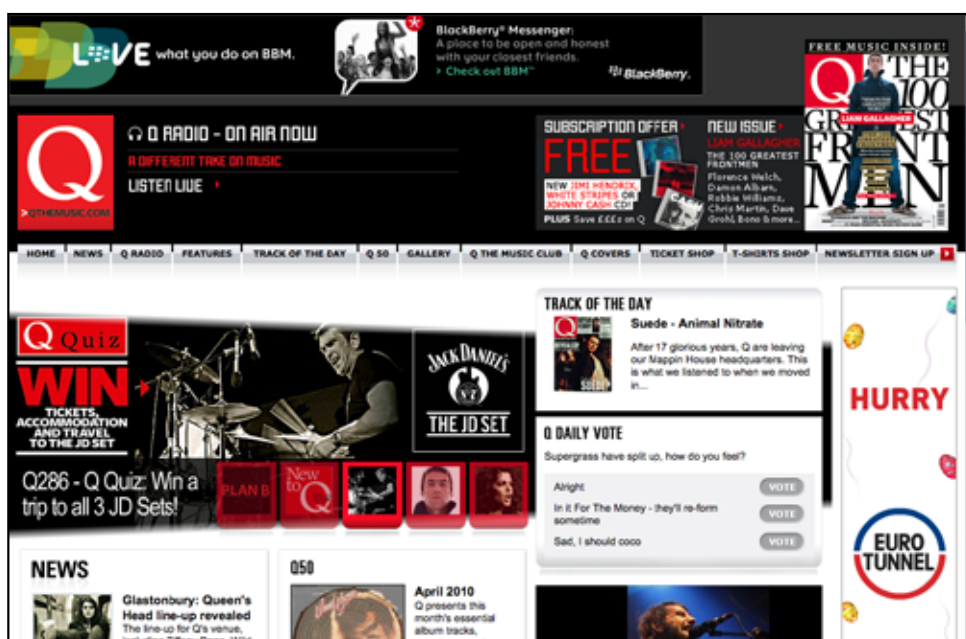
**655,000**  
UNIQUE USERS

**1.8million**  
PAGE  
IMPRESSIONS

**18,000**  
EMAIL  
SUBSCRIBERS

**19,220\***  
TWITTER  
FOLLOWERS

[WWW.QTHEMUSIC.COM](http://WWW.QTHEMUSIC.COM)

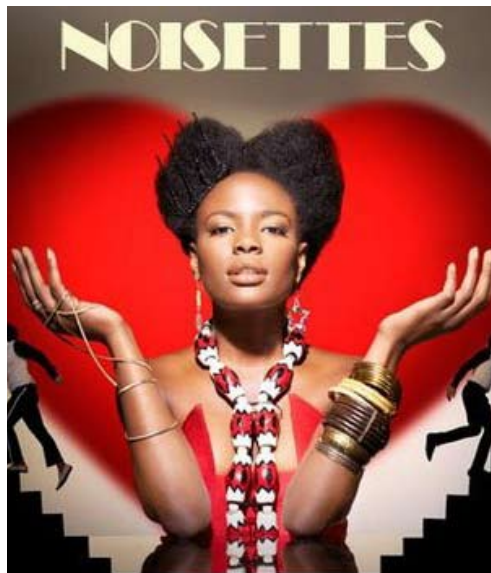


\* Rajar Q3 2010

\*\* Stats as of Nov 2010

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Running once a month, this is an exclusive and intimate series of live performances from a selection of music's top talent. The Stereophonics kicked this off with their first acoustic show for 7 years, being joined onstage for the encore by the rock legend that is Ronnie Wood of The Rolling Stones.





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# BUSINESS

## AD SCHEDULE

COVER DATE	ON SALE	COPY DEADLINE
Feb 2011	31 Dec 2011	06 Dec 2010
March 2011	25 Jan 2011	04 Jan 2011
April 2011	22 Feb 2011	01 Feb 2011
May 2011	29 March 2011	08 March 2011
June 2011	27 April 2011	04 April 2011
July 2011	25 May 2011	04 May 2011
Aug 2011	01 Jul 2011	10 June 2011
Sep 2011	26 Jul 2011	05 July 2011
Oct 2011	23 Aug 2011	02 Aug 2011
Nov 2011	27 Sept 2011	06 Sept 2011
Dec 2011	25 Oct 2011	04 Oct 2011
Jan 2012	29 Nov 2011	08 Nov 2011

## AD SPECS

FULL PAGE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL
Trim 285 x 210	Trim 285 x 103	Trim 142 x 210
Bleed 291 x 216	Bleed 291 x 109	Bleed 148 x 216
Type 265 x 190	Type 265 x 93	Type 132 x 190

## ADVERTISING RATES

### DISPLAY

FULL PAGE FH	£10,072
FULL PAGE ROP	£9,156
HALF PAGE	£5,036
IBC/ OBC	£11,902
DPS FH	£19,136
DPS ROP	£17,396

### ADVERTORIALS

FULL PAGE	£11,902
DPS	£22,615
HALF PAGE	£6,547

### PRODUCTION

SUPPLIED IMAGES	£2,000 net
PHOTOSHOOT	£3,000 net

### INSERTS

BOUND-IN	£65 CPT
TIP-ON	£65 CPT
LOOSE INSERT	£45 CPT

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# CONTACT

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