

# QVEST

ADVERTISING RATES 2012



# *MASTHEAD*

## *PUBLISHER*

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### *STRATEGY & DEVELOPMENT*

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## *BANK ACCOUNT*

Kaune, Sudendorf Publishing

Kölner Bank eG

BLZ 371.600.87

Konto 931.253.000

Swift/Bic: GENODED1CGN

IBAN: DE59 3716 0087 0931 2530 00

## *TERMS OF PAYMENT*

The invoice amount is due for payment within 5 days. Delayed or deferred payment will be charged with the usual interest rates for overdraft credits.

## *COMPANY INFORMATION*

AG KÖLN HRB 66515

Ust.-ID.Nr.: DE 258.337.550



# AWARDS

7 x LeadAward

Portrait photograph of the year, bronze

3 x Nomination

Design Award of the Fed. Rep. of Germany

2 x LeadAward

Mood & fashion photography, award

2 x LeadAward

Architecture- and still life photography, gold

LeadAward

Photography of the year, silver

LeadAward

Reportage picture of the year, bronze

LeadAward

Illustration of the year, gold

LeadAward

Cover of the year, gold

LeadAward

Visual Leader of the year, gold

LeadAward

Lead magazine of the year, gold

ADC Nagel

illustration of the year, bronze

ADC Nagel

Photography of the year, silver

# WHAT IS QVEST?

- › QVEST QVEST is a German fashion magazine with an international outlook.
- › QVEST features fashion, design and culture, with expertise and passion.
- › QVEST works with writers, photographers, stylists and artists in New York, Tel Aviv, Paris, London and Berlin. And anywhere else in the world where something new, exciting and visionary is going on.
- › QVEST is not about trendspotting; it's about portraying people courageous enough to try new things, presenting pictures never seen before and publicising ideas that are fresh, to the point and sometimes a little provocative.
- › QVEST moves and stimulates brands and markets, providing food for thought and impetus for action.
- › QVEST uncovers and explains the international avant-garde as it constantly reinvents itself, but always with a critical eye. Our magazine cleverly combines cultivated hedonism with intellectual sophistication.
- › First published in 2001, QVEST appears every two months, in both German and English.
- › QVEST invites consumers to spend time browsing and reading, and so guarantees a high multiplication factor of up to five readers



*FASHION*

*DESIGN & INTERIOR*

*BEAUTY*

*ART & CULTURE*

*JEWELLERY & ACCESSORIES*

*AUTOMOTIVE*

## FASHION



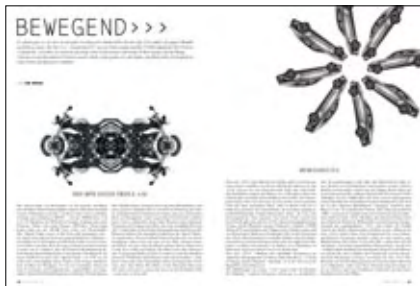
Flamboyant, sensual, surprising and sometimes a little edgy: QVEST features fashion in all its facets. We present big-name labels and visionary newcomers in fascinating portraits and intimate interviews. Our exclusive photo series are created by the best photographers and stylists in the world.

## BEAUTY



QVEST is passionate about products that care for you, smell great and make you look fantastic. A homage to beauty with extraordinary images and fact-filled reports looking into what's behind those beauty care products.

## AUTOMOTIVE



Cars are part of our urban lifestyle – all the more reason to keep an eye on what's new on the roads. QVEST profiles the latest, smartest and most desirable automobiles – with a healthy appreciation of the engineering that goes into them.

## DESIGN & INTERIOR



From lamps, tableware and gadgets, to designer chairs: QVEST finds beauty everywhere. Often just where you would least expect it ...

## ACCESSORIES & JEWELLERY



If it's beautiful and raises your outfit to new heights, it belongs here: bags, shoes, scarves, sunglasses etc. are more than just extras. So QVEST gives them the attention they deserve – along with the season's best jewellery and watches.

## ART & CULTURE



QVEST can be cultivated and even a little highbrow. We help you decide what you should be reading and listening to this season. We feature exclusive interviews with artists, new art works and up-close-and-personal views of the international art scene. QVEST places the focus on creators and creations you won't see anywhere else – cutting edge and avant-garde.



## *WHO READS QVEST?*

- ▶ QVEST readers are high achievers who approach the world and their own lives with a high level of motivation. They have an active critical faculty and are passionate about the products they love. They are doers, not dreamers.
- ▶ Breakdown of QVEST reader profiles: 51 % women, 49 % men, aged between 21 and 49 with a keen interest in fashion, beauty, design, art, culture and travel – always on the lookout for something special, extraordinary, original.
- ▶ QVEST readers are mid to high income earners and they are always on the move. Their personal motivation and/or their passion-driven job mean they visit various major cities throughout the year and keenly observe the trends when they are there – always in the right place and in the appropriate surroundings.
- ▶ For media planners, QVEST offers a target group that is not covered by the classic fashion press: creative opinion-makers with an awareness of lifestyle and a keen interest in everything that is inspiring, in motion and forward looking, in an international context.
- ▶ QVEST readers create trends, set values and see themselves as confident communicators and charismatic opinionated leaders in their own environments.

# *PUBLISHING DATES 2012*

## *QVEST #49*

Publishing Date: 15.02.2012

Booking Deadline: 24.01.2012

Printing Material: 27.01.2012

## *QVEST #50*

Publishing Date: 11.04.2012

Booking Deadline: 19.03.2012

Printing Material: 23.03.2012

## *QVEST #51*

Publishing Date: 06.06.2012

Booking Deadline: 14.05.2012

Printing Material: 18.05.2012

## *QVEST #52*

Publishing Date: 15.08.2012

Booking Deadline: 23.07.2012

Printing Material: 27.07.2012

## *QVEST #53*

Publishing Date: 02.10.2012

Booking Deadline: 10.09.2012

Printing Material: 14.09.2012

## *QVEST #54*

Publishing Date: 28.11.2012

Booking Deadline: 05.11.2012

Printing Material: 09.11.2012

Print run: 80.000 copies

German: 60.000 Exemplare

English: 20.000 Exemplare

Price per copy: EUR 6,50

Distribution: press retail



## *ADVERTISING RATES*

### *PREMIUM PLACEMENT*

1. doublepage	Euro	19.700,-
2. doublepage	Euro	18.800,-
3. doublepage	Euro	17.900,-
1/1 page (1st third)	Euro	9.000,-
3rd coverpage	Euro	8.500,-
backcover	Euro	12.900,-

### *STANDARD PLACEMENT*

1/1 page	Euro	7.500,-
2/1 page	Euro	13.600,-
1/3 page	Euro	3.500,-

### *REPETITION AND QUANTITY SCALE*

Advertisements	Repetition scale	Pages	Quantity scale
3	4%	3	7%
4	6%	4	8%
5	8%	5	9%
6	10%	6	10%
8	12%	7	11%
10	14%	8	12%
12	15%	9	13%
14	16%	10	14%
16	17%	11	15%
18	18%	12	16%

## *ADVERTISEMENT FORMATS AND TECHNICAL DATA*

### *BOOKLET FORMAT*

210 mm x 285 mm

### *PRINTING PROCESS*

Cover: sheet-fed offset

Content: rotary offset

Data 60 offset raster with proofs in black, cyan, magenta and yellow (in that order) or colour proof with media wedge. Small tone value variations may occur (tolerance range due to the web offset printing process).

### *PROCESSING*

Adhesive binding

### *ADVERTISING DIRECTOR*

Miriam Tonner

Fon +49 221 952 749 13, Fax +49 221 952 749 99

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### *PRINTING DOCUMENTS*

PDF, Colour profile: ISO Coated v2 300% (ECI).

Trim size is 5mm; live area should be kept at least 10mm from trim on all sides.

### *DATA SUBMISSION*

QVEST

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