



QVEST

THE METROPOLITAN LIFESTYLE GUIDE



MEDIA KIT 2019

VALID AS OF 01/01/2019

CITY STYLE

Welcome to the world's megacities.

The new QVEST is the key to cosmopolitan style. Each issue spotlights one particular city around the world – a travel guide to luxury.

QVEST focuses on the world's most-visited lifestyle destinations – shopping, dancing, entertainment, gastronomy and the spots frequented by local celebrities. We take the pulse of major cities, exploring fashion, luxury, travel and a global, mobile and sophisticated lifestyle.



On the road: the new status symbol

For modern “ascetic luxurians”, luxury is not about bling or status. They define themselves by the way they live and the places that fit their lifestyle. They seek both premium brands and premium experiences. QVEST takes them straight to the places that matter.

Luxury product market segments will continue to expand – some expect them to grow by as much as 45% by 2020*. This includes haute couture and luxury segments within interiors, design, accessories, art and culture, automotive, travel and lifestyle.

CORE TARGET GROUP

MEN/WOMEN

EDUCATED

HIGHER INCOME

AGED 30–59

FOCUSED ON LUXURY AND DESIGN

COSMOPOLITAN

**From the “Millennials” study (people born from 1985): Global Travel Consumerism, Trevor Hardy, Future Lab LSN Global 2015.*



DISTRIBUTION

A greater presence. In every respect.

QVEST stands out for its focus on a single topic, with the added value of its special city guide. In future, it will be stocked by the book trade and will be available in newsagents, station book stores and airports for much longer, reducing returns and significantly increasing the number of readers.

FACTS

ISSUE PRICE: EUR 12.90

INITIAL PRINT RUN: 40,000 COPIES*

LOW RETURNS, NOT DEPENDENT ON THE SEASON

DISTRIBUTION: BOOK AND CONCEPT STORES | DESIGN HOTELS |
NEWSAGENTS | AIRPORT AND STATION BOOK STORES

*Reprints possible



OUTLOOK

Destinations for 2019

QVEST #7: Copenhagen

Scheduled for Dec/Jan 2018/19

QVEST #8: Milan*

Scheduled for March 2019

QVEST #9: Düsseldorf*

Scheduled for June 2019

QVEST #10: Rio de Janeiro*

Scheduled for September 2019

QVEST #11: Chicago*

Scheduled for December 2019

Please contact us for more information about advertisement and printing deadlines.

** All information subject to change. Destinations may be altered for editorial reasons.*



Media & Brand Solutions 2019

Advertising design. Advertorials. Specials.
Inserts. Supplements. QVEST special
editions for POS. Media collaborations.
Corporate publishing. Brand consulting.
Please get in touch for individual
consultations.

Contact

QVEST / Lisa Posnik
Corporate Management
Tel +49 221 952 749 0
Fax +49 221 952 749 99
advertising@qvest.de

Premium placements 2019

Opening spread – double-page format only:

Page 2 and page 3: EUR 24.100

Inside back cover: EUR 9.300

Outside back cover: EUR 14.050

Advertising rates

Basic rates:

1/1 page, 4c and b/w: EUR 9.100

2/1 page, 4c and b/w: EUR 18.200

1/2 page, 4c and b/w: EUR 4.550

1/3 page, 4c and b/w: EUR 3.250

Repeat discount and quantity scale

Quantity scale/adverts:

Annual account (full 12 calendar months)

2 pages 5%

> 3 – 4 pages 10%

> 5 – 8 pages 15%

> 9 – 10 pages 17%

> 11 pages on request

Special industry discount for galleries, regional retail, book publishers, hotels: 20% off basic rate.

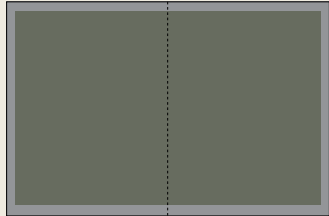


Premium placements / sample ads from QVEST 2014 – 2017

Limited advertising space!

To boost promotional effectiveness, adverts take up no more than 10% of the overall magazine.

ADVERT FORMATS



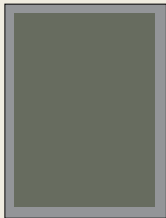
2/1 page

2/1 page, trim format in two columns:

430 mm x 285 mm

2/1 page, print space in two columns:

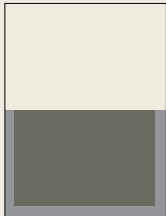
406 mm x 258 mm



1/1 page

1/1 page, trim format: 215 mm x 285 mm

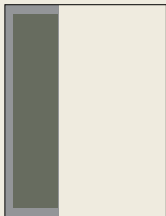
1/1 page, print space: 187 mm x 258 mm



1/2 page

1/2 page, trim format: 215 mm x 142 mm

1/2 page, print space: 187 mm x 127 mm



1/3 page

1/3 page, trim format: 71 mm x 285 mm

1/3 page, print space: 59 mm x 258 mm

For customised media planning, please get in touch.

TECHNICAL DETAILS

Magazine format

215 mm x 285 mm

Printing process

Cover: sheet-fed offset; content: web offset

Fine screen printing (Sublima technology) in the following colour order: black, cyan, magenta, yellow.

Minor deviations in tonal value may occur within the normal tolerances of web offset printing.

Manufacture

Adhesive binding

Paper

Circle Offset white

Data

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

All format specifications plus 5 mm surrounding trim, advert text and images must be at least 10 mm from the trim.

If text or important image elements run across both columns, the image data in the middle must be duplicated by 5 mm on each side. To be supplied as two separate single-page PDFs (= 2 files)! This additional trim must be maintained in the final format of the double page.

Send data to:

QVEST, Zeughausstrasse 13, 50667 Cologne

Tel +49 221 952 749 0, Fax +49 221 952 749 99

artdirection@qvest.de

FTP access on request

AMPLIFYING YOUR COMMUNICATION

QVEST: A tangible brand showcase.

The QVEST world takes the tangible route – both analogue and digital – to put your product in the spotlight. A huge open platform for showcasing brands, QVEST is not restricted to adverts and can stage products in a variety of ways. Advertorials and dedicated photo shoots transform products into a vital part of the QVEST world - special aesthetics creating a statement to change brand positioning.

Others speak – we act.

“QVEST” now encompasses the Cologne-based “The QVEST hideaway” – the experts in QVEST style – and QVEST.DE, a collection of premium furniture and accessories. With an advertising agency serving as back office, this expertise produces a whole range of synergies, including photo shoots and promotional events at The QVEST hideaway premises (member of designhotels.com), the simultaneous presentation of products in the magazine and at qvest.de (the online ordering platform) and many more ideas that we would love to develop together.

SYNERGIES

QVEST MAGAZINE

QVEST SHOP

THE QVEST HIDEAWAY

KAUNE, POSNIK, SPOHR GMBH COMMUNICATIONS AGENCY



Exclusive collaborations

We take brand content to the next level, collaborating with companies to develop the perfect match between the product or service and QVEST's own philosophy. These results are often achieved via QVEST's own research and photo productions.



HUAWAI
Location: THE QVEST hideaway



BMW
Location: Paris; Published: QVEST #1 | Paris

Editorials

A brand that has something to say deserves a place in the editorial space. Stories, news and events are developed by the editorial team and labelled as advertorials.



QVEST SHOP
Presenting curated products.



PEDRAZZINI
Location: Zürich; Published: QVEST #2 | Zürich

Events, trade fairs

Parties, promotional events and press conferences in a unique hotel ambience, in your (own) gallery or at international trade fairs take QVEST out into the world.



HERR VON EDEN
Anniversary with Chilly Gonzales, THE QVEST hideaway ♥



COLOGNE FINE ART
QVEST exhibition stand

COMMUNICATION

Awards

7 x LeadAward

Portrait Photography of the Year

Bronze

3 x Nominations

Designpreis der Bundesrepublik

Deutschland

2 x LeadAward

Mood & Fashion Photography

Distinction

2 x LeadAward

Architecture and Still-Life Photography

Gold

LeadAward

Photography of the Year

Silver

LeadAward

Reportage Photo 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



PUBLISHING INFORMATION

PUBLISHER

Michael Kaune

EDITOR-IN-CHIEF

Dr. Patrick Krause

krause@qvest.de

Tel +49 221 952 749 0

Mob +49 178 8888 337

ADVERTISING AND COLLABORATIONS

Lisa Posnik

advertising@qvest.de

Zeughausstrasse 13

50667 Cologne

Tel +49 221 952 749 0

PUBLISHING HOUSE

Kaune, Posnik, Spohr Publishing GmbH

Zeughausstraße 13

50667 Cologne

Tel +49 221 952 749 0

Fax +49 221 952 749 99

BANK DETAILS

Kaune, Posnik, Spohr Publishing

Volksbank Köln-Bonn eG

Swift/Bic: GENODED1BRS

IBAN: DE24 3806 0186 4510 3820 19

PAYMENT TERMS

Payment due within 5 days of receipt of invoice.

In the event of late or deferred payment, interest will be charged in line with standard banking interest rates for overdrafts.

COMPANY INFORMATION

MUNICIPAL COURT COLOGNE HRB 66515

VAT no.: DE 258.337.550

All information subject to change. The QVEST 2019 media kit is to be treated as a working document and may be forwarded and presented by the recipient. However, public dissemination, including social media and mass printing, is prohibited.

"Megacities are the new status symbol.
Those who seek luxury visit places that
will enrich them – materially and socially,
with inspiration and appreciation.
This is what the new QVEST has to offer."

QVEST

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www.qvest.de