



## THE MARKET LEADER

**Did you know that by advertising in QX magazine you are potentially reaching a total market worth £95 billion (UK)!**

**FIRSTSTAR LTD** is the publisher of the highly successful 'gay scene' magazine **QX International**.

## THE DEFINITIVE GAY PUBLICATION OF CHOICE.

With a publishing history that spans over 30 years, **QX International** is being labelled as the Metro for the gay market. It is delivered on a Thursday morning, which places it amongst the **free** weekly gay titles to hit the streets giving our clients the edge on all their competitors that advertise their companies in the paid for monthly magazines and other media. The editorial base doesn't just cover clubs and bars - but also includes fashion, health, reviews on shows and film releases in and around London, exhibitions, the latest books and music, seasonal travel features blended with exciting editorial and reportage. We print 20,000 copies weekly (**over a 1,000 more than our main free competitor**) for distribution in London, to be gleaned for that all important information provided by you the advertiser. Our established relationship with our sophisticated and affluent readers works to the benefit of advertisers; whose products and services quickly become part of our reader's lifestyle.

**QX International** magazine is leading the way in free distribution publishing, giving the gay scene a magazine they can finally be proud of. The magazine is also the only London-based gay publication that can be downloaded in its entirety every Wednesday via our website at [www.qxmagazine.com](http://www.qxmagazine.com). Presently upwards of 40,000 people are receiving their copy of **QX** in this manner. This means adverts placed by your business will receive even more exposure, both at home and abroad. We can now offer you, the advertiser, a very special bonus: when viewing an ad on our website and by clicking on that ad, the viewer will be automatically redirected to your homepage via a hyperlink.

Here at QX, I feel we could help service the requirements of your business. I can therefore personally offer you the following package:

- **A reduced advertising rate (subject to discussion)**
- **A superb editorial package consisting of reviews, imaging, editorial coverage and listings where applicable**
- **Fantastic advert positioning, usually on a right hand page**

All this contained within the pages of the gay scenes first and best weekly free publication. I hope you will consider discussing this possibility with myself. You can contact me personally on **020 7379 8600** and we can arrange a meeting or have a chat, or email me on **sales@qxmagine.com**

SUPPORT DOCS: RATE CARD, ISSUE DATES, SPECS, TERMS & CONDITIONS