



MEDIA

Virginia's LGBTQ Media Company

Market Information:

- Our mission is to ***promote equality through storytelling***.
- We are **nonpartisan, non-activist and family-friendly**—which, is unusual across the “traditional” LGBTQ media landscape as most LGBTQ media companies are partisan and activist in both tone and tenor, and they often are geared toward a more “adult-oriented” audience.
- Our 96-page quarterly publication, ***Q Virginia magazine***, is distributed across VA and DC at **over 150 locations** (offices, community centers, tourism/visitor centers, restaurants, bars, small businesses, boutique shops, hotels, supermarkets, universities, etc.) from Roanoke to DC and Harrisonburg to Virginia Beach.
- In addition to being available in print, our publications are accessible digitally via Issuu, our website (qvirginia.com) and social media (Facebook, Twitter and Instagram). We also have plans to expand into the world of broadcast and video media to increase our reach and better engage our audience.
- We have **~200,000 readers** (both print and digital).
- We disseminate our printed publications and promote our partners at community events, educational seminars and Pride Festivals (7 in VA and 1 in DC) throughout the year—festivals that draw crowds well over **600,000 people/year**.
- Our digital reach is over **30,000 people/month** and growing.
- Our email list is over **5,000 people** and growing.
- In the past 12 months, readership of LGBTQ publications like ours has **increased by 47%**, largely due to our coverage of compelling issues and our unique non-partisan, non-activists and family-friendly operational philosophy.
- We are the largest LGBTQ publication in Virginia and the only one that has a statewide (+DC) audience.
- **40%** of our readers are LGBTQ allies.
- We have many community partners—ranging from local community centers, Pride organizations and chambers of commerce to the Virginia Tourism Corporation, national LGBTQ marketing/media organizations and the U.S. Small Business Administration—that allow us to effectively increase our reach and expand our presence across VA/DC.

The LGBTQ Community & the Economics of Equality:

- The LGBTQ community boasts:
 - \$3.7 trillion purchasing power (\$1 trillion in the U.S.);
 - \$200 billion tourism industry;
 - \$2.5 billion wedding industry (*\$73 million in VA alone*); and,
 - A higher median income than the general population.
- **91% of LGBT couples are more likely to book from a vendor at an expo/show that actively caters to the LGBTQ community—shows like [Q Weddings](#), our statewide LGBTQ wedding show.**
- **85% of LGBTQ consumers are more likely to purchase a product or service from a company that *directly advertises to their community*.**
- 87% of LGBTQ consumers are likely to recommend a brand they like to their friends and family.
- 73% of LGBTQ consumers will pay a premium for a product or service they like rather than seek out a bargain.
- 71% of LGBTQ consumers remain loyal to brands that are LGBTQ-inclusive.
- 23% of LGBTQ consumers have switched brands because a competitor supported the LGBTQ community, even if that brand was more expensive or less convenient.
- Amongst the LGBTQ community, LGBTQ-themed ads drive stronger brand recall; are perceived to be more positive; and, are more likely to inspire purchases and recommendations.
- Straight allies are increasingly adopting the purchasing behaviors of LGBTQ consumers (“*boycotting*” brands that directly market to the LGBTQ community) to show their support for that community.

© Q Media, LLC 2018.

Q Media owns and/or operates various physical, digital and broadcast media platforms as well as events including, but not limited to, *Q Virginia magazine*, *Q Weddings*, *The Q Guidebook*, qvirginia.com and virginiaqgayweddings.com.