



Fashion
Culture
Identity

QEditorial

Campaign Media Kit



QEditorial is an independent, New York-based publication with an international perspective, exploring fashion, art, design, culture, identity, hospitality, travel, and the creative forces shaping contemporary life.

Our readers come to QEditorial to discover what is making an impact now—and what is coming next. They are drawn to distinctive ideas, compelling visual storytelling, emerging talent, and brands with an original point of view.

We bring established names into conversation with independent designers, artists, founders, creative entrepreneurs, and cultural projects deserving of wider recognition. Every feature combines thoughtful editorial direction with a strong visual language, creating stories designed to engage, inspire, and endure.

For our partners, QEditorial offers more than exposure. It provides a considered editorial setting in which products, people, and ideas can be introduced to a curious, culturally engaged audience—across print, digital platforms, and a lasting online archive.



AUDIENCE

53K+

TOTAL REACH ACROSS
PRINT, ONLINE AND
SOCIAL MEDIA

30K+

GROWING ACTIVE
READER

36

AVERAGE AGE

68%

WOMEN READER

90%

US READER

\$340k

AVERAGE HOUSEHOLD INCOME
(USD)

69%

SAY THAT LUXURY TO
THEM MEANS **INVESTING**
IN QUALITY, 64%
SPOILING THEMSELVES

2.6x

MORE LIKELY TO
DISCOVER **NEW BRANDS,**
ARTISTS, RESTAURANTS
THROUGH ADS IN
MAGAZINE/NEWSPAPER

86%

GET INSPIRATION FOR
LUXURY PURCHASES IN
MAGAZINES/ MAGAZINE
WEBSITES



HOW CAMPAIGN TRAVELS

Readers discover our stories online through **QEditorial.com**, engage with them **in print**, receive them directly by **email**, and continue finding them through **search** long after publication.

Together, these channels create a cohesive campaign and lasting discoverability allows each campaign to extend beyond a single placement with repeated opportunities for discovery, engagement, and action.

WHY PARTNER WITH Q EDITORIAL

Our experienced content team turn your campaign into a compelling story that communicates your brand's identity and creative value within a **credible editorial setting**. Positioned alongside established and emerging voices across culture, your brand gains **meaningful visibility** and distinctive creative positioning. Every digital feature **remains permanently** in the Q Editorial ecosystem, while our **SEO team** optimizes each story to support continued **search discovery**—giving your campaign lasting relevance and reach beyond its publication date.



SPONSORED EDITORIAL CONTENT

Content are permanent
online for discovery

Q INTRO - \$195

500 - 800 word brand introduction

1 image + 1 relevant link on qeditorial.com only

[See full services in Page 8](#)

For Emerging brands, designers, artists, new collections, hospitality concepts and creative projects seeking a focused and credible editorial introduction.

Q SIGNATURE - \$399

1,500 word editorial feature with up to 3

images + 2 relevant links + more

[See full services Page 9](#)

For Brands, designers, artists and creative businesses that need more than an introduction and want to build a meaningful editorial narrative.

Q PERSPECTIVE - \$699

2,000 word long-form editorial feature with up to

6 images + 4 relevant links + more

[See full services Page 10](#)

For Fashion houses, designers, artists, hospitality projects, architecture studios and cultural brands with a strong identity and a story requiring greater editorial depth.

Q EDITION - \$995

2,500 - 3000 words feature with up to 10 images + 6

relevant links + more

[See full services Page 11](#)

Q EDITION + PRINT - \$1,295

12-page editorial feature in our monthly print magazine, digital distribution and permanent QEditorial visibility + more

[See full services Page 11](#)

For fashion houses, established designers, artists, luxury brands, hospitality destinations, architecture practices and creative institutions seeking the depth and visual authority of a dedicated magazine edition.

Q360 - \$1,750+

A multi-channel editorial strategy built around your brand.

Each Q360 campaign is individually developed around the brand's goals, story, launch calendar and creative identity.

May Include:

- Editorial Features
- Founder or creative director interview
- Event coverage
- photography + Video creation
- Complementary Ad space in our print magazine

[See full services Page 12 & 13](#)



ADVERTORIAL FEATURE

Content are permanent
online for discovery

Our advertorial campaign runs across Q Editorial's print edition and online platform, placing your brand within issues created as unmissable sources of inspiration for our readers. Each feature combines editorial storytelling, imagery and links, and remains permanently online for continued discovery.

Small column - \$95

Illustrated by numbers 3, 4

Medium column - \$135

Illustrated by numbers 1, 2

Large column - \$195

Illustrated by numbers 5

Example

Haute on the Leash



1.CUDS Sydney-based label CUDS offers a quieter vision of pet fashion, combining thoughtful proportions, soft textures, and everyday functionality. Rather than treating clothing as decoration alone, the brand focuses on comfort, movement, and the realities of daily life with a dog. The result is a refined approach where design serves the animal first. Discover more at cudspet.com and follow @cudspet on instagram.

2.VETRESKA a realm where the profound connections between humans and their beloved pets find new life in enchanting ways - Together Reimagined. Crafting imaginative pet supplies, toys, and accessories that harmoniously blend functionality with an undeniable charm. Discover more at vetreskanyc.com and follow @vetreska_official on instagram.



3.Maxbone is more than a pet brand. Through considered design, fashion collaborations, and a refined lifestyle vision, it reflects the changing cultural language of contemporary dog ownership. Its world moves beyond utility, positioning the dog as part of a broader conversation about taste, identity, and modern living. Visit maxbone.com and follow @themaxbone on instagram.

4.BONDIR Drawing on more than 30 years of experience in high-end womenswear, BONDIR founder Ellie Liu brings tailoring, material precision, and a mature design language to contemporary pet fashion. The brand approaches canine clothing with the same attention to proportion, construction, and finish traditionally associated with human fashion. Discover more at thebondir.com and follow @bondir_official on instagram.



5. SHIBA&CO. IT'S NOT A FOX, IT'S SHIBA & Co. Clothing & accessories for Shiba Inu and their people. The brand transformed a common misunderstanding into a statement of identity. Shiba&Co. builds its universe around precision, character, and the distinctive visual language of the Shiba Inu, turning pet fashion into an extension of contemporary lifestyle and brand authorship. Discover more at shibandco.com and follow @shiband.co on instagram.

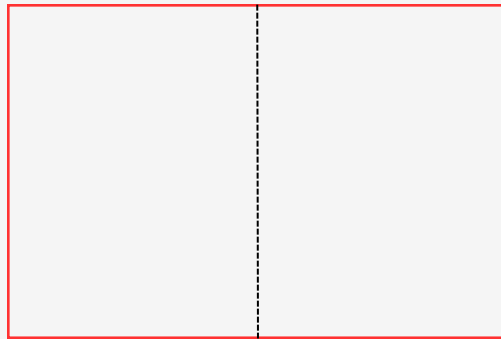


AD SPACE

(PRINT MAGAZINE)

Inner Front/back Cover - \$850

Double Page Spread - \$600

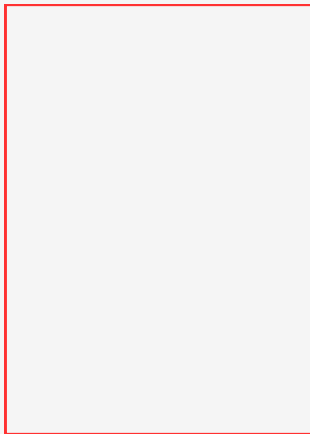


Double Page Spread

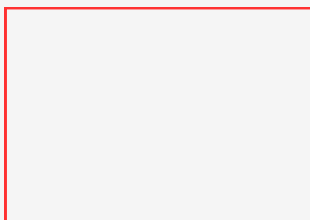
Outer Back Cover - \$1000

Full Page - \$350

Single Page Spread



Half Page - \$200





\$195
QINTRO

SPONSORED
EDITORIAL CONTENT

Q INTRODUCTION PACKAGE

Your first editorial presence within QEditorial.

A focused editorial feature designed to introduce a brand, designer, artist, collection or creative project through the language of QEditorial.

Includes:

- 500-800 word editorial feature
- 1 selected editorial image
- Publication on QEditorial.com
- Permanent online visibility
- 1 Direct brand or project link
- Professional QEditorial formatting
- Search-engine optimized discoverability
- Permanent editorial archive presence

Designed For

Emerging brands, designers, artists, new collections, hospitality concepts and creative projects seeking a focused and credible editorial introduction.



\$399

Q SIGNATURE

SPONSORED
EDITORIAL CONTENT

Q SIGNATURE PACKAGE

A deeper story. A stronger editorial identity.

Q Signature gives brands greater space to communicate their philosophy, creative direction, identity and story through a more developed editorial feature.

Includes:

- 1,500 word editorial feature
- Up to 3 editorial images
- Integrated SEO
- Permanent online visibility
- Dedicated editorial note
- Publication across the QEditorial digital ecosystem
- QEditorial.com
- QEditorial Substack
- 2 Relevant website and reference links
- Professional editorial presentation
- Search-engine discoverability
- Permanent editorial archive presence

Designed For

Brands, designers, artists and creative businesses that need more than an introduction and want to build a meaningful editorial narrative. Q Signature transforms visibility into context, and context into long-term brand value.



\$699

Q PERSPECTIVE

SPONSORED
EDITORIAL CONTENT

Q PERSPECTIVE PACKAGE

Long-form storytelling with expanded editorial visibility.

Q Perspective is designed for brands and creatives with a larger story to tell. It combines long-form editorial storytelling, photography, social visibility and a dedicated digital cover to create a stronger and more complete editorial presence.

Includes:

- 2,000 word long-form editorial feature
- Up to 6 editorial images
- Integrated SEO
- Permanent online visibility
- Up to 3 editorial perspectives or highlighted editorial observations
- Publication across the QEditorial ecosystem
- QEditorial.com
- QEditorial Substack
- QEditorial social visibility
- Dedicated digital cover
- Instagram collaboration
- Relevant external references
- 4 Brand and project links
- Enhanced editorial presentation
- Long-term searchable presence
- Permanent editorial archive presence

Designed For

Brands, designers, artists and creative businesses that need more than an introduction and want to build a meaningful editorial narrative. Q Signature transforms visibility into context, and context into long-term brand value.



\$995
Q EDITION
\$1,295
FOR PRINT

SPONSORED
EDITORIAL CONTENT

Q EDITION PACKAGE

A dedicated QEditorial edition built around one story.

Q Edition is one of QEditorial's most immersive editorial formats. Rather than appearing within a traditional article format, the brand, designer, artist or creative project becomes the subject of a dedicated 12-page editorial edition, combining journalism, photography, design and long-term visibility.

For 30 days, the edition is positioned within The Current Issue, before becoming part of the permanent QEditorial archive.

Includes:

- Dedicated 2,500 - 3000 (12-pages) feature
- 30-day positioning within The Current Issue
- Permanent digital availability thereafter
- 3,000+ word long-form editorial story
- 6 pages primarily dedicated to editorial storytelling
- Up to 10 supporting images integrated throughout the feature
- 4 full-page campaign ad photo pages
- Dedicated QEditorial cover
- Dedicated digital cover
- Integrated SEO
- Permanent online visibility
- Up to 3 Editor's Notes
- Publication across the QEditorial ecosystem
- QEditorial.com
- QEditorial Substack
- QEditorial social channels
- Instagram collaboration
- Relevant web references
- Integrated brand links
- Optional QR-code integration
- Custom editorial sequencing
- Curated magazine-style presentation
- Permanent QEditorial archive presence

Digital Only - \$995

EDITION + PRINT - \$1,295

Includes the complete Q Edition experience plus inclusion within the corresponding QEditorial Premium Print Edition. This extends the story from digital discovery into a physical editorial object that can continue to support presentations, events, retail conversations, press relationships and brand communication.

Designed For

Fashion houses, established designers, artists, luxury brands, hospitality destinations, architecture practices and creative institutions seeking the depth and visual authority of a dedicated magazine edition.



Q360 PACKAGE

Brand Narrative & Visibility Campaign

A multi-channel editorial strategy built around your brand.

Q360 is QEditorial's bespoke campaign format.

Rather than concentrating visibility into a single sponsored moment, Q360 develops a broader editorial narrative across multiple QEditorial touchpoints and over a longer period of time. The objective is not simply to generate impressions. It is to create recognition, context, credibility, discoverability and continuity. Each Q360 campaign is individually developed around the brand's goals, story, launch calendar and creative identity.

May Includes:

- Dedicated long-form editorial feature
- Multiple editorial stories across the campaign period
- Founder or creative director interview
- Product or collection storytelling
- Brand history and identity features
- Dedicated digital covers
- QEditorial.com publication
- QEditorial Substack distribution
- Social editorial content
- Instagram collaborations
- Homepage positioning
- Newsletter integration
- Dedicated website banners
- Product or collection launches
- Fashion Week coverage
- Event coverage
- Behind-the-scenes storytelling
- Editorial photography
- Original QEditorial photo production
- Video editorial content
- Short-form digital storytelling
- Dedicated landing or campaign pages
- Integrated SEO strategy
- Evergreen search-optimized content
- Relevant authoritative references
- Web links and QR codes
- Premium print integration
- Print editorial presence
- Special edition participation
- Multi-month editorial programs

\$1,750+
Q360

SPONSORED
EDITORIAL CONTENT



\$1,750+
Q360

SPONSORED
EDITORIAL CONTENT

Q360 PACKAGE

Brand Positioning

Develop the identity, philosophy and cultural context of a brand through editorial storytelling rather than traditional promotional messaging.

Collection or Product Launch

Create a coordinated editorial narrative around a new collection, product, destination or creative release.

Founder & Creative Director Positioning

Build greater visibility around the people, philosophy and creative direction behind the brand.

Fashion Week & Event Visibility

Create editorial presence before, during and after presentations, launches, exhibitions and cultural events.

Long-Term Discoverability

Develop permanent editorial assets that continue to appear in search, references and brand research long after publication.

Multi-Month Presence

Create continuity through a structured sequence of editorial moments instead of relying on one isolated publication.

Integrated Brand Communication

Combine editorial storytelling, digital presence, social content, print and visual production into one cohesive narrative.

Q360 Investment

Q360 campaigns start at \$1,750.

Final investment is determined by:

- Campaign duration
- Number of editorial assets
- Photography requirements
- Video production
- Print integration
- Social media deliverables
- Homepage or newsletter positioning
- Event or Fashion Week coverage
- Number of publications
- Custom creative production



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