



## QuIC Monthly Magazine – Advertisement Placements

### Q-DIGEST Magazine – Editorial vs. Advertisement Boards

Feature	Free Editorial Board	Paid Advertisement Board
<b>Cost</b>	Free, available to QuIC Members (Full & Associate) and Affiliates only	€250–€750 depending on placement (Singular, Back Cover, Front Cover)
<b>Purpose</b>	Share news, press releases, member and affiliate updates	Promote events, products, services, or campaigns
<b>Word Count</b>	Summary up to 100 words (third person)	Up to 150 words (promotional style)
<b>Title</b>	Max 10 words, Verdana Pro	Max 10 words, Verdana Pro
<b>Image Requirement</b>	Submit a <i>fully designed image</i> (800x800px) with your foreground visual and <b>text overlay included</b> (title + summary)	800x800px, high resolution – advertiser must provide a fully designed board including all text and logo
<b>Logo</b>	Optional	Required (high resolution, transparent background preferred)
<b>Call to Action (CTA)</b>	One standard, untracked URL	Multiple tracked CTAs allowed (UTM-enabled if desired)
<b>Placement</b>	Inside magazine, standard editorial board	Singular Board, Back Cover (prime exit), or Front Cover (premium with extra exposure)
<b>Visibility</b>	Within magazine only	Within magazine + newsletter, email, and social media (Front Cover option)
<b>Editorial Control</b>	Styled in line with Q-DIGEST format (if elements provided separately)	Full creative control (subject to approval for style/quality)

#### At a glance:

- Free editorial boards are for **member and affiliate updates and announcements**, styled to match Q-DIGEST, with one basic link.
- Paid advertisement boards are for **promotions and campaigns**, designed by the advertiser, with **multiple CTAs and premium placement** for maximum visibility.

Unlike editorial submissions, advertising opportunities are open to both European and international contributors, allowing for broader promotional reach.

In free editorial boards, you may include a standard (untracked) button link.



**Tracking parameters (UTM codes)** are available exclusively as part of paid advertisement placements. \* **All prices exclude VAT** (if applicable).

Placement Type	Price (EUR)	What's Included
<b>Singular Board Ad</b>	€250	1 custom board (800x800px), 150 words max, full visual + multiple CTAs
<b>Back Cover Promo</b>	€500	Final board of the magazine – prime exit visibility with optional extended CTA
<b>Front Cover Promo</b>	€750	First board of the issue + visual featured in newsletter, email, and social media
<b>Double Promo Package</b>	€1,200	Front or Back cover + interior board (ideal for campaigns or launch storytelling)
<b>Full Members and Affiliates Discount</b>	-10%	For QuIC members booking any promotional option

**3 – Month Package - \* All prices exclude VAT** (if applicable).

Placement Type	Price (EUR)	What's Included
<b>Singular Board Ad</b>	€630	1 custom board (800x800px), 150 words max, full visual + multiple CTAs
<b>Back Cover Promo</b>	€1.275	Final board of the magazine – prime exit visibility with optional extended CTA
<b>Front Cover Promo</b>	€1,920	First board of the issue + visual featured in newsletter, email, and social media
<b>Double Promo Package</b>	€3.000	Front or Back cover + interior board (ideal for campaigns or launch storytelling)
<b>Full Member and Affiliates Discount</b>	-10%	For QuIC members booking any promotional option

## Q-DIGEST Magazine in numbers

- **60% Open Rate**  
Significantly higher than the industry average (typical B2B: 20–30%) a strong signal of **engaged loyal readers**.
- 🔗 **9% Click-Through Rate**  
Well above average (3–5%), showing that our content is not only opened, but also **actively explored**.
- 👥 **1000+ Targeted Subscribers**  
A highly **focused, qualified audience** from across the European quantum industry, including members, affiliates, and stakeholders.

## Front Cover Creatives

800px

Example 1



**Font:** ITC Avant Garde Gothic **Size:** 62. Must be in capitals (upper-case)

The placement has to be either to the side or underneath (see example below)

**Font:** Verdana Pro **Size:** 12

If you are unsure about the Q-DIGEST Title Banner, we will add this once you have sent the front cover Ad image.

You have full creative freedom, for the main image.

800px

Example 2



An alternative design style

You have full creative freedom, text can be added on top of the image.

**Font:** Avant Garde Gothic **Size:** Open, Either provide the text to us OR add yourself in PNG

800px



## Back Cover Creatives

Example 1

800px

800px

**Recommendation.** is to treat the front and back cover as a single storytelling space. The front cover can serve as the strong visual opener and headline, while the back cover can close the loop with a deeper message and a final call to action.

Add your own logo (optional)

You have full creative freedom, for the entire back cover. **Font:** ITC Avant Garde Gothic. **Size:** Open

Q-DIGEST & QuIC logo **NOT** needed

Example 2

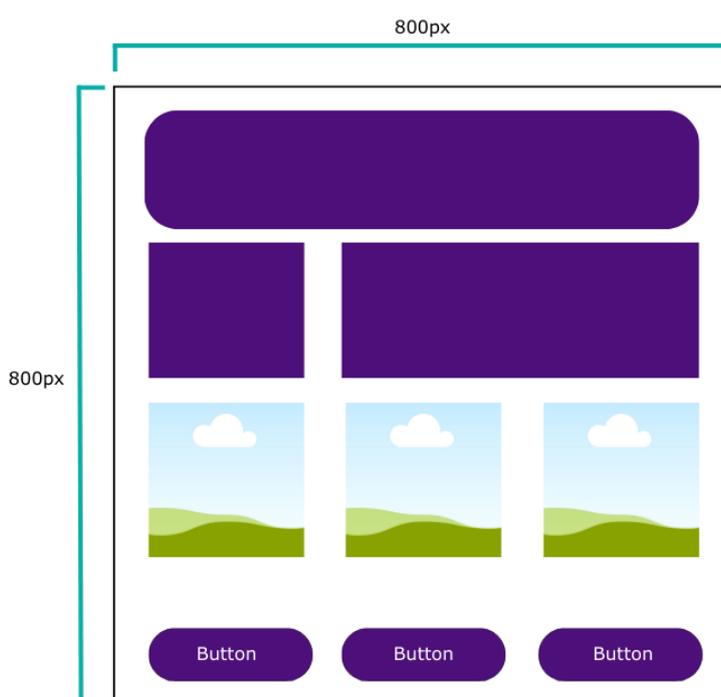
Logo Placement is optional

**When booked with the front cover it is recommended** for the images to be similar or sharing the same story.

**Only 1 CTA allowed** on the back page can be included behind a button. Placement is optional.

## Singular Board Ad Creatives

You have creative freedom on the layout and styling of your Singular Board Ad.  
Below are some recommendations to make the most out of it.



Example 1

### Visual (Key Element)

- High-resolution image (800x800px)
- OR multiple images (good for listing products)
- Should capture attention immediately - product photo, event image, or conceptual graphic
- Company logo is encouraged

### Strong, Engaging Title

- Max 10 words
- Bold, action-oriented, designed to stop the scroll/page turn

### Calls to Action (Multiple Allowed with UTM parameters)

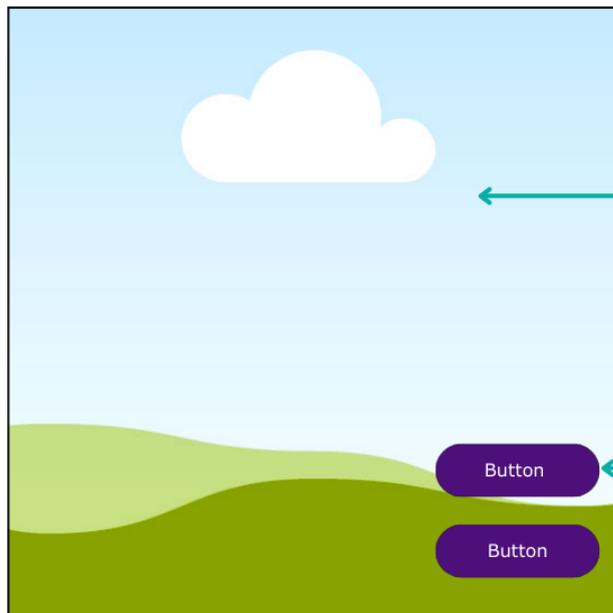
- Each CTA can link to a different landing page (event registration, product demo, white paper, etc.)
- **Recommended format:** Button-style
- Example:

*Register Now* → [button link]

*Download Brochure* → [button link]

*Contact Us* → [button link]

Example 2



← Full page visual is recommended

← Customisable placement and use of multiple Call to Actions.