

QuIC Monthly Magazine – Advertisement Placements

Q-DIGEST Magazine – Editorial vs. Advertisement Boards

Feature	Free Editorial Board	Paid Advertisement Board
Cost	Free, available to QuIC Members (Full & Associate) and Affiliates only	€250–€750 depending on placement (Singular, Back Cover, Front Cover)
Purpose	Share news, press releases, member and affiliate updates	Promote events, products, services, or campaigns
Word Count	Summary up to 100 words (third person)	Up to 150 words (promotional style)
Title	Max 10 words, Verdana Pro	Max 10 words, Verdana Pro
Image Requirement	800x800px, high resolution – either: provide fully designed image or submit separate elements and QuIC will apply house style	800x800px, high resolution – advertiser must provide a fully designed board including all text and logo
Logo	Optional	Required (high resolution, transparent background preferred)
Call to Action (CTA)	One standard, untracked URL	Multiple tracked CTAs allowed (UTM-enabled if desired)
Placement	Inside magazine, standard editorial board	Singular Board, Back Cover (prime exit), or Front Cover (premium with extra exposure)
Visibility	Within magazine only	Within magazine + newsletter, email, and social media (Front Cover option)
Editorial Control	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
Singular Board Ad	€250	1 custom board (800x800px), 150 words max, full visual + multiple CTAs
Back Cover Promo	€500	Final board of the magazine – prime exit visibility with optional extended CTA
Front Cover Promo	€750	First board of the issue + visual featured in newsletter, email, and social media
Double Promo Package	€1,200	Front or Back cover + interior board (ideal for campaigns or launch storytelling)
Full Members and Affiliates Discount	-10%	For QuIC members booking any promotional option

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

Placement Type	Price (EUR)	What's Included
Singular Board Ad	€630	1 custom board (800x800px), 150 words max, full visual + multiple CTAs
Back Cover Promo	€1.275	Final board of the magazine – prime exit visibility with optional extended CTA
Front Cover Promo	€1,920	First board of the issue + visual featured in newsletter, email, and social media
Double Promo Package	€3.000	Front or Back cover + interior board (ideal for campaigns or launch storytelling)
Full Member and Affiliates Discount	-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**.
- 👤 **841 Targeted Subscribers**
A highly **focused, qualified audience** from across the European quantum industry, including members, affiliates, and stakeholders.

Front Cover Creatives

800px

Example 1

800px



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

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

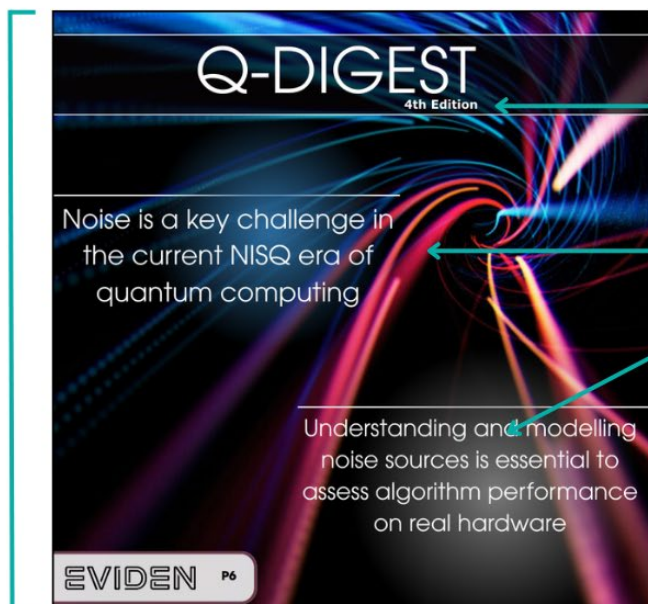
Font: Verdana Pro **Size:** 12

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.

Example 2

800px



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



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Back Cover Creatives

Example 1



QuIC
European Quantum Industry Consortium

About QuIC and Q-Digest
 The European Quantum Industry Consortium (QuIC) exists to unite, amplify, and accelerate Europe's quantum ecosystem. As the voice of the industry, we connect stakeholders across research, enterprise, and policy to ensure Europe leads the global quantum race.

Q-Digest is our monthly magazine designed to bring member achievements to the forefront of European quantum news. It highlights key developments across the continent spotlighting innovation, collaboration, and real-world impact. Through Q-Digest, QuIC ensures that the progress of our members is visible, valued, and shaping the conversation on the future of quantum in Europe.

Q-DIGEST
By QuIC

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)

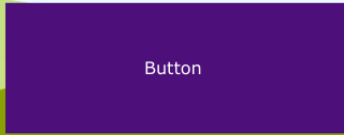
You have full creative freedom, for the entire back cover. **Font:** ITC Avant Garde Gothic. **Size:** Open

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

Example 2



LOGO



Button

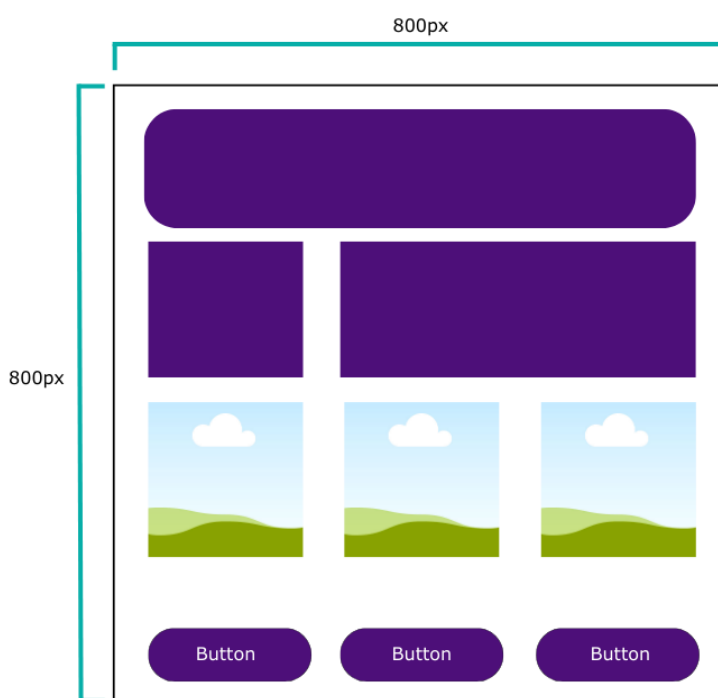
Logo Placement is optional

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

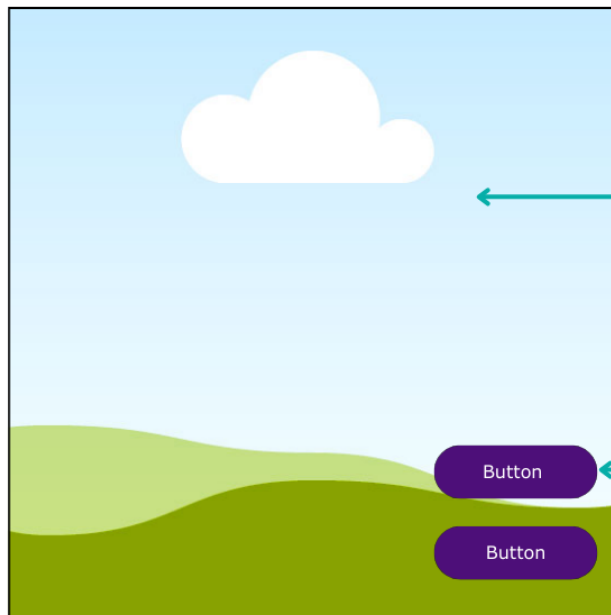
Strong, Engaging Title

- 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.