



# QuIC Monthly Quantum Magazine

## “Q-DIGEST” – Submission Guidelines

Welcome to the **Q-DIGEST** our mobile-first, Flipboard-style publication designed to showcase the latest achievements, announcements, and innovations from across the European quantum industry.

Whether you're announcing a partnership, celebrating a milestone, or promoting a breakthrough - this is your space to be seen.

### Magazine Format

- **Scroll Board Design:** Each submission appears as an individual 800x800px square "board"
- **Image-Focused:** The visual takes center stage - ensure your image is strong, clean, and visually engaging
- **Text Box:** Up to **100 words** for your story, plus a **clear title** (headline-style)
- **Call-to-Action (CTA):** Consistent placement across all boards for familiar user interaction (e.g. “Read More” or “Discover”) Added by Q-DIGEST Editor.
- **Mobile Optimized:** Designed for seamless scrolling and swiping with finger-friendly layout and design flow

### Q-DIGEST CONTENTS

#### Free Editorial Boards for QuIC Members and Affiliates

We accept QuIC-Member (Full & Associate) and QuIC-Affiliate-submitted content including but not limited to:

- Press releases
- Company announcements
- New partnerships or collaborations
- Awards and recognitions
- Successful funding rounds
- Public resource or tool releases
- Thought leadership / media appearances
- Reports, research papers and publications

### Advertisement Placements

We accept paid advertisement placements by QuIC Members, Affiliates, and organisations from the wider global quantum ecosystem.

**Please note** that event announcements and product promotions are only accepted as part of our paid advertising options.

## 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 fully designed image (800x800px) with your foreground visual and text overlay included (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.



## ✓ Submission Requirements (Free Editorial Boards)

To be featured in the Q-DIGEST Magazine, please submit the following:

- **Title** (max 10 words) **Verdana Pro**,
- **Summary** (max 100 words – written in third person)
- **Feature Image** (800x800px, high resolution)
  - Submit a *fully designed image* (800x800px) with your foreground visual and **text overlay included** (title + summary).
- **In free editorial boards**, you may include a standard **untracked URL**.
- **Body Font & Size – Verdana Pro**,
- **Company Logo** (*optional, if not already included in your image*)

✉ **Send submissions to:** [andy.penfold@euroquic.org](mailto:andy.penfold@euroquic.org)

🕒 **Deadline:** Please ensure your submission arrives on time to be considered inclusion in this month's edition. The exact deadline is listed in the call for submissions email for that month.

**Note:** **ALL** content must be **quantum-focused** and relevant to the industry.

## Editorial Submission Access by QuIC Member and Affiliate Type

We welcome contributions from all corners of the quantum community, but available space is limited, and priority is given based on membership type:

Membership Tier	Editorial Submission Access
Full Members	✓ Guaranteed publication of eligible submissions each month
Affiliates	◆ Guaranteed publication if the content is relevant to European quantum developments
Associate Members	◆ Submission accepted, but not guaranteed – content will be included if space allows



## QuIC Monthly Magazine – Advertisement Placements

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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)

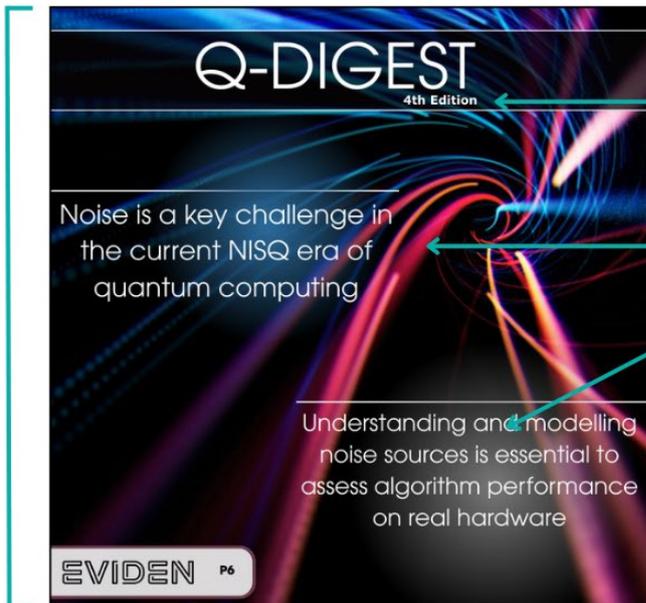
**Font:** Verdana Pro **Size:** 12

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

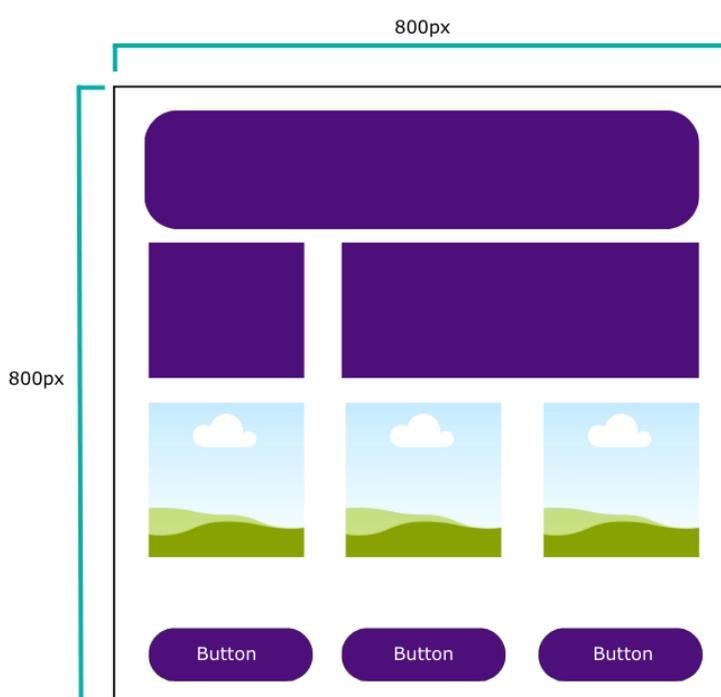
Logo Placement is optional

**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

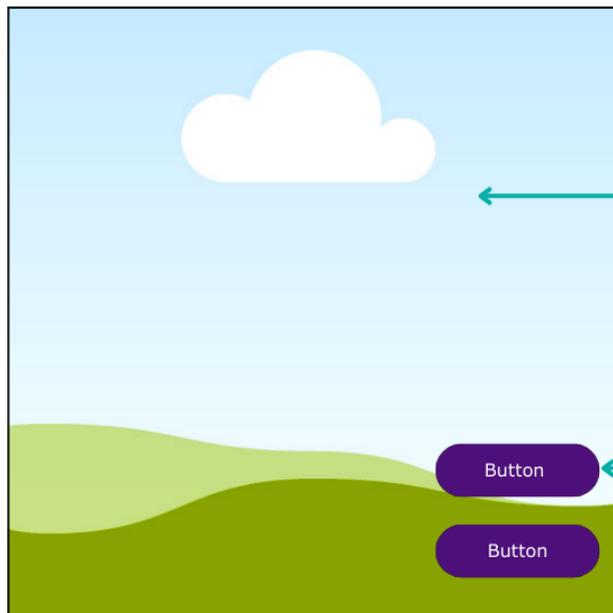
### Strong, Engaging Title

- 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.