



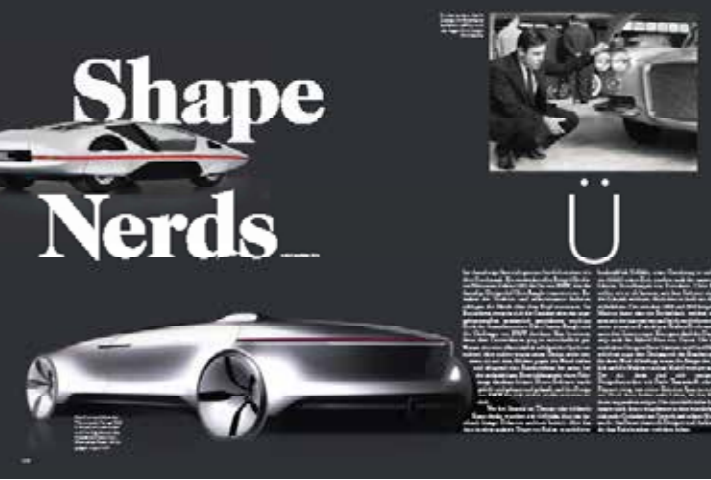
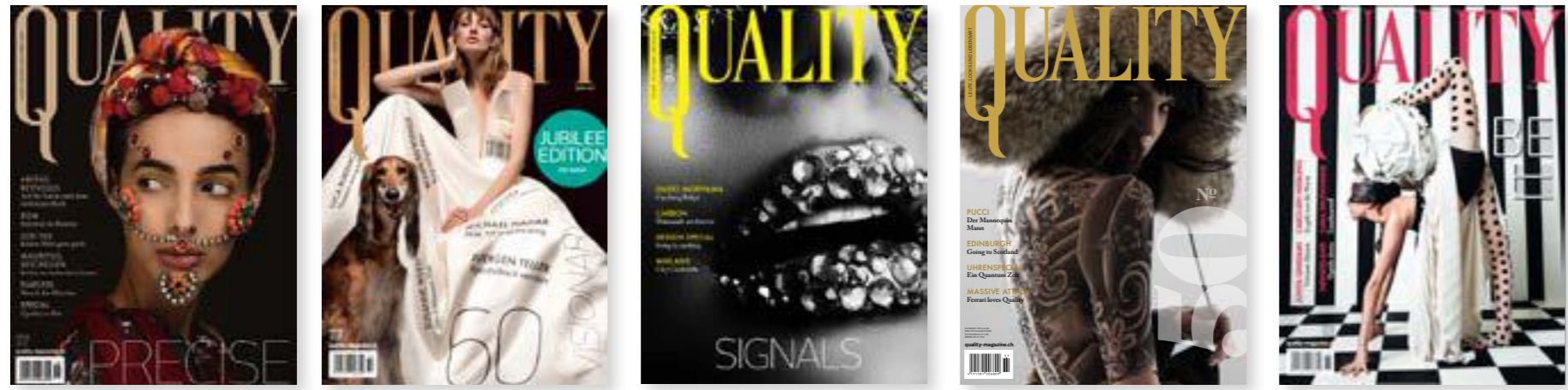
QUALITY

LEUTE, LOOKS UND LEBENSART

MEDIA KIT
2021/22



Unique coffeetable,
Unisex No.1 in Europe



QUALITY – THE MAGAZINE ABOUT THE CULTURE OF THE THINGS THAT SURROUND US

QUALITY presents exclusive products, brands that are aware of tradition, brilliant ideas and the creative heads behind those brilliant and lifestyles. QUALITY serves as a guide and representative of the things and people we admire and that inspire us. It is primarily all about quality and quality awareness. Products should keep the promises they made. And so should the people behind them. Lifestyle can be interesting and valuable. Exciting stories enlighten our lives and increase the joy of consuming.

QUALITY works with originals and the original. No matter if it is everyday items or luxury goods - all objects have a history and a creator. These are the people we present while telling the hidden stories behind the story of a product. QUALITY

aims to stimulate the senses and to give insights into worlds which are not common but still belong to our daily lives. Our aim is to distinguish goods from mere products and to show that quality does not necessarily equal high prices. We want to convey what really matters. Quality is more important than luxury. With reports and commentaries, columns and graphic stories, contributions of famous writers and photographers as well as with exclusive interviews, we approach the essence of life: Quality.



WHAT WE WOULD LIKE TO SAY

Media planners and heads of marketing, buyers and sellers especially need one thing for selecting the right communication channels: good, solid and relevant arguments for strategy development.

Each media type has its very own strengths to contribute to the many ways of communication – so does QUALITY Magazine. It is all about the power of print and online, more precisely about the advertising in QUALITY.

We say: Advertising in QUALITY has an intense, precise and sustainable effect. We aim to prove this by presenting this collection of arguments which gives an overview of our many strengths.



QUALITY ISSUES 2021 GERMAN LANGUAGE / PUBLICATION DATES

MONTH	DATE OF PUBLICATION	ISSUE	TOPIC	SPECIAL TOPIC	
January	January 28th	77/78	DOUBLE ISSUE	SUMMITEER	SPORT / FOOD
April	April 22th	79		BE YOU	FASHION / BEAUTY
June	June 10	80	ANNIVERSARY EDITION	AUF SPEED	TRAVEL / MOTION
September	September 09	81		KEEP IN TOUCH	FASHION / DESIGN
October	October 28th	82		ZEITGEIST	WATCHES / JEWELRY
December	December 16	83		FULFILL	LUXURY / SPIRITS
February	February 17th	84		BEST SHAPE	DESIGN/ SPORT

NEW: The QUALITY Magazine appears in an increased, broad distribution nationally and internationally. QUALITY is available as a print and online edition at a price through the Covercard.

6

ISSUES PER YEAR

Due to up-to-date journalism, QUALITY succeeded in creating a unique magazine with substantial stories.



SALES CONTACT

Fon: +49 30 - 40 36 74 55 0
 Fax: +49 30 - 40 36 74 55 1
 Fon: +41 71 - 588 08 42
 Fax: +41 71 - 75 75 02 1

sales-international@quality-magazine.de
 sales-international@quality-magazine.ch



ISSUES QUALITY 2021/22

January

SUMMITEER

The end of the year is also the annual high point that everyone is striving for. Lush or contemplative celebrations, the desire to enjoy is also the art of mountain skiing to feel nature and freedom in combination with an all-encompassing luxury offer. But SUMMITEER is for us not only the symbol of the mountain world, but also a metaphor for achieving goals and to pursue these goals with energy. It also means to be better or faster than others. These outstanding people with their special services or brand with a very special profile – these success stories are in the first edition of the year presented.

The better ones are clearly the winners, and QUALITY curates the best of their industry for our interested readership.

April

BE YOU

With the first issues of QUALITY of the year 2021, we're starting not only a new year but are taking a huge leap forward to the future. 2020 has shown: nothing ventured, nothing gained. The challenge that this last year has posed, individually and businesswise, was to overcome hurdles and show a clear profile. Success is only mainstream for a few cases. QUALITY is searching for individualists, for visionaries and for people and brands with a clear statement. Does the brand adhere to our values, is it believably sustainable? On top of the quality of product, these are the meaningful issues that define a brand. Individuality and a unique style have long been fashionable within the fashion industry. The whole treasury of fashion is to be opened and to influence the individual style. The optimistic mood of the first few months of the new year leave much room for vision and innovation. BE YOU!

June

ON SPEED

During summer, QUALITY starts with full speed into the sunniest and hottest season of the year. The creed of ON SPEED for these energy-filled months will be a constant companion, once life starts being back to full steam. Next to fast vehicles like cars, motorbikes, and bicycles, QUALITY is literally in the fast lane and shows the winners of life as well as business and indeed what makes one a winner. ON SPEED is pure extasy of life and the feeling of unlimited freedom. With everything that makes us happy, QUALITY also proves strength and reports on all those that show strength. Additionally, we show in our travel special on the most beautiful destinations where one can best enjoy personal freedom.

September

KEEP IN TOUCH

In September, QUALITY is concerned with everything that not only looks, but also feels special. KEEP IN TOUCH is not only taken literally in this issue though. Fashion is being felt, experienced, and lived. New connections are being created through collaboration of brands and people, "keeping in touch" is taking on a new dimension. QUALITY is flushing out everything that has a certain touch or can make unforeseen connections. Last but not least, KEEP IN TOUCH of QUALITY is also a part of steadfastness of values, so as to never lose connection with what we love and value, and to decide what should be part of our surroundings.

November

ZEITGEIST

Zeitgeist is a universally understood term and the title of QUALITY in November. Fittingly, this issue is dedicated to the legendary watches shooting of brilliance and top-class. We capture the Zeitgeist and present innovative and timeless stories and designs. Not only our watches and jewellery department will shine in this issue. The newest interior trends and technological high-end innovations of the season will sweeten the misty autumn days for the reader, as well as the culinary highlights and the carefully researched stories from manufactories. Time comes with quality and our readers love investing in quality.

December

FULFILL

Towards the end of the year, QUALITY is taking a journey into the world of wishes with FULFILL. One can fulfil their own wish, or those of other persons. With FULFILL, QUALITY is looking for all desires, be it an object or an idealistic value. Many take the prospect of a new year to their hearts in order to find a certain aspect that should fulfil their lives. The products and brands that QUALITY has in mind are everything that makes people happy and might become a wish that the reader wants to become a reality for them. Last but not least, QUALITY fulfils the wishes of the reader by researching and curating carefully to present the best of the best from every aspect of life and make it visible.



QUALITY COVERCARD® Print & online for one price

With our exclusive covercard, we present the innovation of the year and are taking an important step towards digitalisation and consistent sustainability. The COVERCARD allows a modern way of distribution for our business partners and connects digital and printed media in a unique and innovative way for the first time.

How it works:
Instead of the magazine in print form, the customer encounters the COVERCARD in a store. Through scanning the QR-Code printed on the card, they can flip through the issue digitally, and can download the entire issue onto their mobile device after paying for it. After following a registration process, during which the user enters their postal or shipping address, they receive the latest issue of Quality magazine in print, delivered to their doorstep within 24 hours.

The covercard is an ecologically sustainable, modern and last but not least germ (and virus)-free alternative to the conventional sale of magazines. Storage costs, return shipping and the destruction of not sold issues are avoided by the completely digital sale and ordering process via smart phone. The neatly packed magazines are being delivered to the homes of the customers, while the digital issue of QUALITY is available while on the move and the printed one can be collected and kept neat easily.



COVERCARD® KAUFEN
 • Sofortige digitale Freischaltung
 • Printmagazin innerhalb von 24 Stunden druckfrisch und versandfrei bei dir zu Hause
 • CO₂ reduziert - nachhaltig
 • Zusätzliches Goodie im Paket

WELT NEUHEIT!
 AUSGABE HIER DIGITAL BLÄTTERN

NEU

quality-magazine.ch



Print & online for one price!



PRICES QUALITY 2021

TYPE	PLACEMENT	PRICES OF EACH FORMAT / DISCOUNTS	PRICE	FORMAT
Print / AD	PREMIUM PLACEMENT	Cover-Gate-Fold (4 pages)	48.900 €	4.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	First double page	32.700 €	2.1 Width: 430 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Second double page	30.800 €	2.1 Width: 430 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Third double page	30.800 €	2.1 Width: 430 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Single page opposite content	19.500 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Single page opposite Editorial	19.500 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Single page opposite imprint	19.500 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	Single page opposite news-opener	18.700 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	U3/COVER PAGE	20.000 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	PREMIUM PLACEMENT	U4/COVER PAGE/BACKCOVER	24.000 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	CLASSIC PLACEMENT	Double page	28.690 €	2.1 Width: 430 mm Height: 285 mm + 4 mm
Print / AD	CLASSIC PLACEMENT	Single page	18.340 €	1.1 Width: 215 mm Height: 285 mm + 4 mm
Print / AD	CLASSIC PLACEMENT	1/2 page	13.300 €	1.2 Width: 215 mm Height: 145 mm + 4 mm
Print / AD	CLASSIC PLACEMENT	1/3 page	12.530 €	1.3 Width: 215 mm Height: 145 mm + 4 mm

Price stability 2021/22

SALES CONTACT

Fon: +49 30 - 40 36 74 55 0
 Fax: +49 30 - 40 36 74 55 1
 sales-international@quality-magazine.de

Fon: +41 71 - 588 08 42
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*All prices plus VAT

PRICES QUALITY 2021

TYPE	PLACEMENT	PRICES OF EACH FORMAT / DISCOUNTS	PRICE	FORMAT
Print / AD	Advertorial	On request 6/1 - 4/1 - 2/1 - 1/1 - 1/2 - 1/3	from 15.000 €	1/3 till 6/1
Print / AD	Promotion	On request 2/1 - 1/1 - 1/2 - 1/3 - 1/4	from 5.500 €	1/4 till 2/1
Print / AD	Supplements in the magazine	Every 1000 copies	300 €	from 20 kilos at delivery
Print / AD	Main page	Cube Banner	4xWeek 6.600 €	320x320px www.quality-magazine.de
Online / Quality	Departments	Slidebanner	4xWeek 5.900 €	1300x675px www.quality-magazine.de
Online / Quality	Departments	Recommendation Banner	4xWeek 4.300 €	320x320px www.quality-magazine.de
Online / Quality	Departments	Video	4xWeek 4.301 €	1:1 www.quality-magazine.de
Online / Quality	Departments	Advertorial	On request	320x320px www.quality-magazine.de
EVENT	Q Content Store Berlin	Use of the whole area of the Q Content Store (1 day)	from 18.000 €	1200 square meter Content / Editorial Office

We would be happy to prepare an individual offer for you and advise you on your event / presentation. Also ask about Q-Livestream Broadcast International. We would be happy to broadcast your event on a live stream channel of your choice or on Q TV. Prices for tip-ons, bound inserts and other special forms of advertising are available on request. We would be happy to make you an offer for the creation of an insert after the customer briefing.

Costs for photo shoot, layout, text and repro according to the scope and effort of the insert will be made to you in a separate offer. Prices are exclusive of statutory VAT.

COVER CARD / magazine dispatch / inserts:
 Contact us.



CIRCULATION/REACH




MEDIA

Print Magazine	Switzerland Germany Austria International
Online Magazine	Germany United Kingdom
Social network	Facebook Pinterest Instagram Youtube Twitter Google+

REACH

Print international	165 K int. business & golf clubs, hotels 75 K int. distribution, book stores, shops, airports sold: 196 K x 3*.....588 K
Print Switzerland	33 K trade, hotels, banks sold: 31 K x 3*.....93 K Book trade, trade100 K
Print Germany/ Austria	65 K Grosso, trade, airports, hotels, banks 30 K hotels, banks sold: 45 K x 3*.....135 K
Online Magazine	Views per month.....165 K sent out 4 times a month185 K
Newsletter	Facebook / Instagram / Pinterest / QOOOL App.....1.635 K
Social network	Total reach / Views..... 2.766 K

CIRCULATION

Switzerland	 NEW: COVERCARD Grosso, rail station trade, banks.....35 K Grosso, rail station trade, banks.....130 K
Germany/ Austria	 Special distribution: 5-star & design hotels, airport lounges, high-quality hair salons, gastronomy, shopping malls, shops, book stores.....60 K
International	 business and golf clubs, hotels.....165 K book stores, shops, airports.....75 K Total circulation.....240 K

FACTS

PUBLICATION FREQUENCY

6 issues per year
48 x Newsletter per year
Onlinemagazine daily

PRICE PER COPY

CH=11,80 CHF / D=8,90 € / A=9,80 €
UK=8,60 GBP / Int.=13,50 USD
Print & Online for one price / COVERCARD

DISTRIBUTION

Via the Grosso and the rail station trade.
Furthermore, via our own targeted special distribution in interior stores, fashion stores, concept stores, hotels, book and museum stores, galleries, cinemas, cultural centers and theatres, as well as via cooperations with the International Associate Club.

PRESENCE

-  Zurich - Basel - Bern - St. Gallen - Geneva - Lausanne - Lugano
-  Germany - The Netherlands - Luxembourg - Austria
-  Africa - North America - South America - Argentina - Australia - Belgium
Canada - China /Hongkong - Colombia - Denmark - France - India - Italy
Indonesia - Iceland - Japan - Kazakhstan - Mexico - Morocco - Norway
New Zealand - Poland - Portugal - Qatar - Russia - Singapore - Sweden
Spain - Thailand - Turkey - The Netherlands - U.A.E. - United Kingdom

* The factor 3 indicates the realistic reach per magazine. QUALITY is a long-lasting magazine, which you don't put away after a short flip through, but rather remains in your possession for a longer time. This implies that not only the buyer reads the magazine. QUALITY is shared with others and as a result generates an additional reach.

TARGET GROUP

Men 49%
Women 51%

Men 38%
Women 62%

Abitur or university education 68%
Ordinary level or lower 32%

median household income 6.500 €

Age of readers 23 to 65 Years
core readership 25 to 59 Years

Data is based on a reader survey among 2500 readers in 2019.

READER'S PROFILE

QUALITY, enjoyed by both men and women, is one of the few unisex magazines. The readership is rather defined by their educational level, curiosity, cosmopolitanism and/or open-mindedness rather than by their age. Most of our QUALITY readers vary in age from 25 to 60 years while readers with a high affinity for culture and design can be found in every age category. QUALITY provides unseen behind the scenes footage and gives our readers the chance to explore, what makes certain objects special. By offering innovative recommendations, our readers become "insiders". Sophisticated, inquisitive readers communicate the knowledge they have gained seeking more than just mainstream and superficial topics. QUALITY readers are intrigued by interesting personalities and their achievements, but also on an emotional level. For QUALITY readers, quality is more important than luxury knowing very well that a high quality is the real luxury! Being able to recognize complex connections and to enjoy life to the fullest is part of the QUALITY-reader's profile.

POSITIONING

The German magazine market is subject to strong dynamics and constant change. QUALITY stands for sustainability and continuity while maintaining a strong, clear and unique position in the lifestyle sector. QUALITY is the only magazine in the German market which combines extraordinary stories from all lifestyle sectors with high quality reports and fashion layouts. The highest quality is constantly granted since we work with internationally renowned photographers who produce unusual, memorable photo shootings, excellent writers from all over the world and professional graphic designers. QUALITY offers high-end journalistic content which attracts both male and female readers. Such an innovative magazine is unique and as a result it occupies a position of its own in the market.

COOPERATION

Cooperation and networking are essential elements for a successful marketing strategy. That is why QUALITY offers special digital platforms for advertising clients:




- Special stories focusing on special brands lead to a high number of additional issues which can be sent to their own VIP clients by the brand manufacturers or which are displayed in the correspondent offices.
- Each issue features a range of high-quality brands resulting in various new distribution sources. Our advertisers therefore benefit from the customer base of other well-established brands.
- The Q One Club is a member of the exclusive International Associate Club. The network includes approx. 245 business clubs with approx. 300,000 members, which allows us to create access to interesting target groups.
- Take advantage of topic-related cooperation and corresponding events!

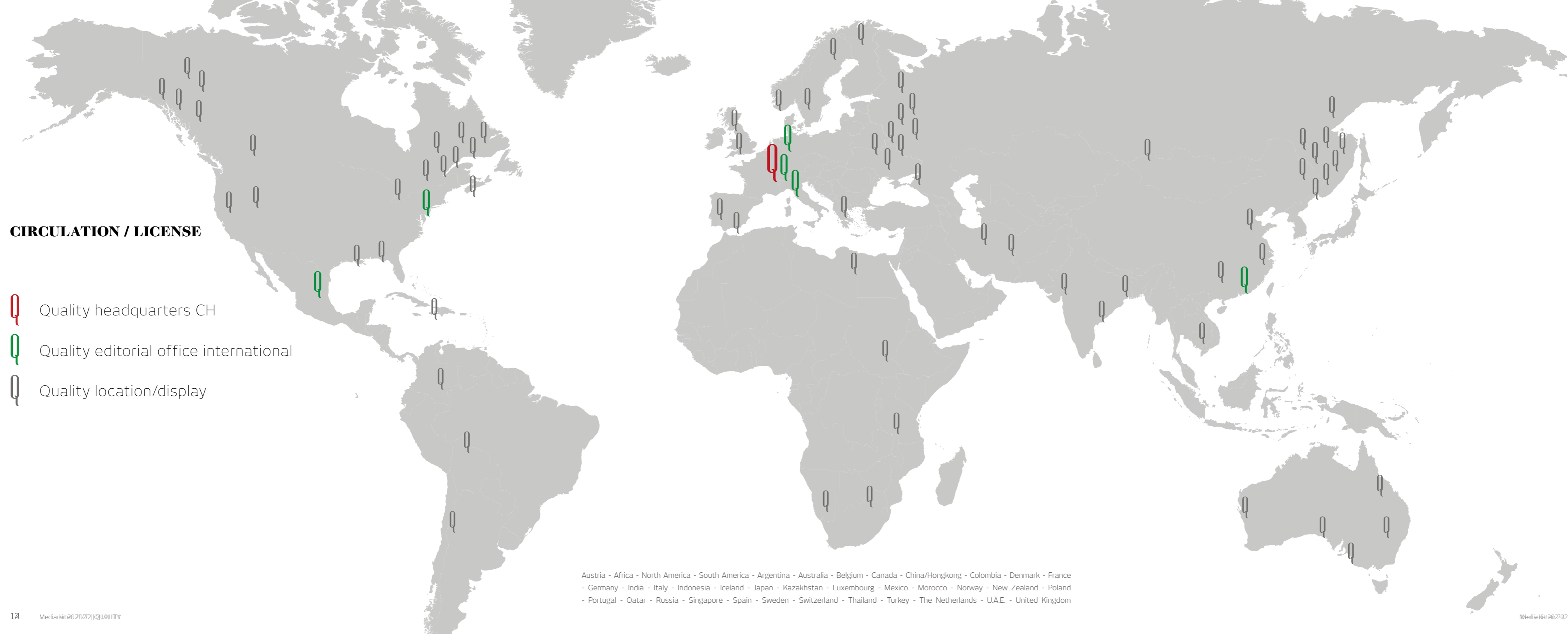
EXAMPLE:

The big launch of the magazine OBJEXTS was held at the Siemens-Villa in Berlin accompanied by Rolls Royce, Hublot, World Class Bartender, Zacapa Rum, Perrier Jouët Champagne, Acqua di Parma and others. Our distinguished clients and readers are acquired by targeted marketing strategies and by our advertising partners. A variety of big and small events are planned for 2021: fashion shows, the QUALITY award, wine tastings, QUALITY and Art etc. Let us find out together, how your brand and products can be included.

www.q-one.club

CIRCULATION / LICENSE

-  Quality headquarters CH
-  Quality editorial office international
-  Quality location/display



Austria - Africa - North America - South America - Argentina - Australia - Belgium - Canada - China/Hongkong - Colombia - Denmark - France - Germany - India - Italy - Indonesia - Iceland - Japan - Kazakhstan - Luxembourg - Mexico - Morocco - Norway - New Zealand - Poland - Portugal - Qatar - Russia - Singapore - Spain - Sweden - Switzerland - Thailand - Turkey - The Netherlands - U.A.E. - United Kingdom



10 ARGUMENTS for QUALITY

1 VERSATILITY
 QUALITY acts like an ambassador and guide in a world of extraordinary and fascinating things. Each issue features content from a variety of categories: Motion, Beauty, Fashion, Travel, Art, Food, Jewelry, Sports etc. However, these special topics of each issue allow a certain focus on more specific topics.

quality and the awareness of quality. Stories are told in a sensitive yet entertaining way which ensures that even the most complex topics can be understood easily.

3 A COMPLETELY NEW CONCEPT
 While lifestyle magazines are hardly distinguishable from one another, QUALITY stands out due to its versatility and opulence of topics. This unique characteristic is part of our incomparable magazine which offers constant insider information regarding all topics for men and women equally.

2 UNISEX
 Male or female? A magazine dealing with topics for men and women. Is that even possible? QUALITY can unequivocally confirm this question. The diverse topics, including Fashion and Beauty or Motion and Travel, always put a spotlight on

4 REACH
 A real eye-catcher not only in the private sector. Also as an e-paper, online magazine or with presence the magazine brings its quality, language and imagery to the public on social media channels such as Facebook, Twitter, Instagram and Pinterest. Due to the large content and rich presentation, QUALITY can be found in many 5-star hotels, the International Associate Clubs and other private clubs, flagship stores etc.

Quality has the potential to become a real Coffee Table magazine. It has a long dwell time, is considered a collector's item and is always read by several.

5 DIFFERENT WORLDS
 Take the opportunity to dive into different worlds with QUALITY. We reveal the stories behind the story and give you the chance to get to know special personalities overflowing with value and energy. Expand your horizon, encounter unknown topics and feed your curiosity. QUALITY offers you the world.

6 VALUE
 QUALITY presents exclusive products, brands with tradition, brilliant ideas and the bright and creative minds behind the scenes. Today's fast-moving society is looking for values and consistency. So do we. We are constantly on the quest for pro-

ducts that are known for stability and value as well as for people who live for their creations while inspiring others. Therefore, QUALITY is one of the few lifestyle magazines presenting an essay in every issue, that focuses on these particular topics.

7 INTERNATIONALITY
 We get to "the bottom of things" with our international partners, prestigious photographers and talented authors. No matter if product news and curiosities or big photo series – our focus is always on individuality, diversity and open-mindedness while maintaining high linguistic and visual standards of a superior international level. We especially appeal to those with broad language and cultural interests. That is how we are able to create the real knowledge of insiders.

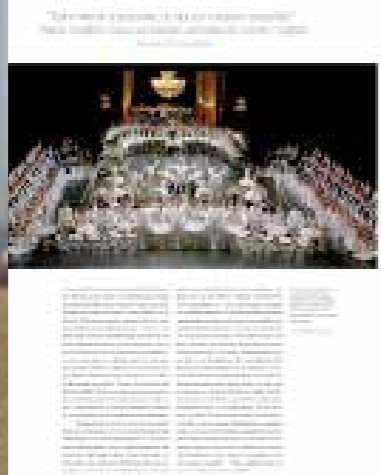
8 FINDING WHAT YOU ARE LOOKING FOR
 The highly advanced level of research, text composition and photo quality as well as the production of our own photo series are important aspects, that characterize QUALITY magazine and our stories. As a representative of things that fascinate us, QUALITY finds these exact thing, others are often looking for unsuccessfully.

9 BRANDS AND PEOPLE
 Some personalities appear as unapproachable as stars in the sky. QUALITY gets in contact by interviewing the most exciting personalities from all over the world. We always make our famous inter-

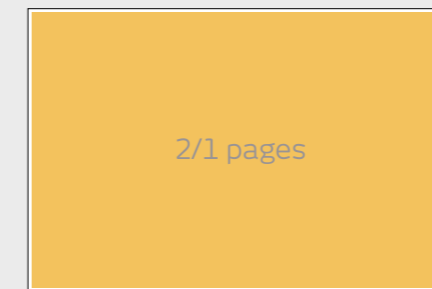
view partners feel good and respected which is why they enjoy working with us while talking openly about professional and private topics or exchanging ideas.

10 MUCH MORE THAN ONLY ADVISES
 Go on a journey with QUALITY! You won't just explore cities and places, but an entire new world! We offer you the kind of advise that go way beyond the typical tourist recommendations. Every place or every island will be presented in a whole new light and in a new perspective. Luxurious hotels, exciting restaurants, wine recommendations, secret hideaways, exhibitions and unforgettable experiences are part of it. Share our experience.

- BRIEF OVERVIEW**
- Cult magazine
 - New perspectives on brands and markets
 - Online magazine in 2 languages
 - Diversity of topics
 - Unisex
 - Carefully targeted media reach
 - The stories behind the story
 - Find what everybody else is looking for
 - Advises and trends with vision
 - International topics
 - Separate photo productions



Cover-Gate-Fold (4 pages)	48.900 €
First double page	32.700 €
Second double page	30.800 €
Third double page	30.800 €
Single page opposite content	19.500 €
Single page opposite to editorial	19.500 €
Single page opposite to flag	19.500 €
Single page opposite to news-opener	18.700 €
U3	20.000 €
Backcover, U4	24.000 €
Advertorial	on request

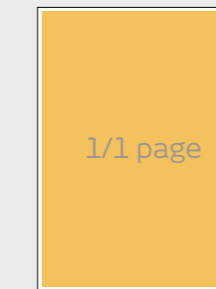


2/1 pages

2/1 pages

28.690 €

430 mm x 285 mm (B/H)
+ 4 mm

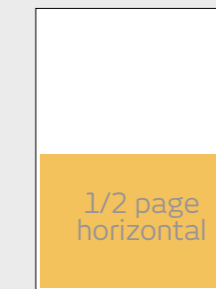


1/1 page

1/1 page

18.340 €

215 mm x 285 mm (B/H)
+ 4 mm tolerance

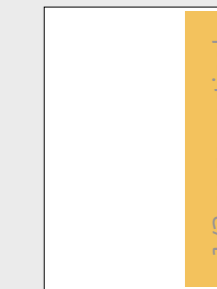


1/2 page horizontal

1/2 horizontal

13.300 €

215 mm x 145 mm (B/H)
+ 4 mm tolerance



1/3 page vertical

1/3 vertical

12.530 €

75 mm x 285 mm (B/H)
+ 4 mm tolerance

All prices exclude value-added tax (VAT) and are valid as of January 1st, 2021.

MODALITIES

GENERAL TERMS AND CONDITIONS

General terms and conditions are available at www.quality-magazine.ch/agb
Any special requirements regarding orders, payments, trading and special advertising, please contact the publishing house.

PAYMENT AND TERMS OF SALE

Terms of sale are available at www.qualitymagazine.ch/allgemeine-einkaufsbedingungen

TERMS OF PAYMENTS

Payments are due without delay, on the first day of the month of publication of the issue in which you are advertising. Full payments before the first day of publication will receive a 3% discount. In case of a delay in payment a fine and default interest in the usual amount of interest will become due.

PRICES AND FORMATS

PRICES FOR INSERTS

up to 20g	200 Euro
up to 30g	270 Euro
up to 40g	340 Euro
over 40g	on request

For every 1,000 copies received.

Prices for stickers, inserts and other special advertising are available upon request.

VOLUME DISCOUNTS

from 6 pages / booking	10%
from 9 pages / booking	15%
from 12 pages / booking	20%

Applications for the current year of booking.

CULTURAL DISCOUNTS

Hotels, gastronomy and clubs	10%
Books, concerts, image and sound	15 %
Galleries, exhibitions and museums	20 %

Cultural discounts cannot be combined with volume discounts.

PLEASE NOTE

All indicated prices are valid in the German-speaking area as well as to colour and black-and-white adverts and/or supplements and are subject to the VAT of the correspondent country.

SALES NATIONAL/INTERNATIONAL CONTACT

Matthias Arens
Telefon: +49 30 - 40 36 74 55 0
Telefax: +49 30 - 40 36 74 55 1
sales-international@quality-magazine.de

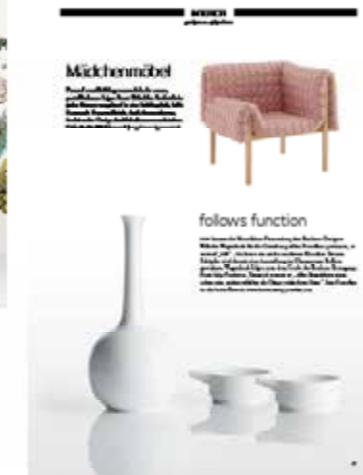
Matthias Arens
Telefon: +41 71 - 588 08 42
Telefax: +41 71 - 75 75 02 1
sales-international@quality-magazine.ch

DATES QUALITY 2021

ISSUE	MONTH	FIRST DAY	DEADLINE	DUE DATE	RETURN DATE	TOPICS
77/78	January	28.01.21	15.01.21	16.01.21	15.12.20	SPORT / FOOD
79	April	22.04.21	01.04.21	30.03.21	10.03.21	FASHION / BEAUTY
80	June	10.06.21	23.05.21	24.05.21	25.04.21	TRAVEL / MOTION
81	September	09.09.21	23.08.21	24.08.21	30.07.21	FASHION / DESIGN
82	October	28.10.21	12.10.21	13.10.21	28.08.21	WATCHES / JEWELRY
83	December	16.12.21	30.11.21	01.12.21	16.10.21	LUXURY / SPIRITS
84	February	17.02.22	01.02.22	02.02.22	15.12.21	DESIGN / SPORT

PLEASE NOTE

Cancellation of a booked advertisement must be made prior to the cancellation dates listed above and must be presented in writing. If earlier dates have been agreed upon, then the above dates no longer apply. If the cancellation is made within the allowed time periods, there is a 20 % cancellation fee. In all other cases, the originally agreed price is due without deductions. Files received after the designated due date may be placed elsewhere in the magazine than originally agreed and the quality may vary. The publishing house takes no responsibility for complications due to these circumstances.



PUBLISHER INFORMATION

PUBLISHING HOUSE

Global Q Media AG
Tiefenackerstr. 49
CH-9450 Altstätten
Tel.: +41 71 588 08 42
Fax: +41 44 201 55 22
info@globalqmedia.ch
www.globalqmedia.ch

MANAGEMENT BOARD
ADMINISTRATIVE BOARD/CEO
Matthias K. H. Arens
PUBLISHER
M. K. H. Arens

INTERNATIONAL EDITORIAL OFFICE
Kaiserin-Augusta-Allee 101
Hansehaus
D-10553 Berlin
Tel.: +49 30 - 548 107 – 01
Fax: +49 30 - 548 107 – 10
info@quality-magazine.ch
www.quality-magazine.ch

EDITORIAL OFFICE GERMANY

Kaiserin-Augusta-Allee 101
Hansehaus
D-10553 Berlin
Tel.: +49 30 - 548 107 – 01
Fax: +49 30 - 548 107 – 10
info@quality-magazine.ch
www.quality-magazine.ch

MARKETING/SALES INTERNATIONAL
Global Q Media AG CH
Tiefenackerstr. 49
CH-9450 Altstätten
Telefon: +41 44 - 20 19 97 7

Global Q Media AG DE
Kaiserin-Augusta-Allee 101
D-10553 Berlin
Telefon: +49 30 - 40 36 74 55 0

EDITORIAL OFFICE NEWYORK
132 N 5th Street, Apartment 4 C
Brooklyn, New York 11249, USA

EDITORIAL OFFICE MEXICO

Mz. III Calle A Nr. 35 col. Educación
C.P. 04400, México D.F., Mexico

EDITOR IN CHIEF

Dipl. K.D. Susanne Filter
filter@quality-magazine.de
filter@quality-magazine.ch

MARKETING/SALES INTERNATIONAL
sales-international@quality-magazine.de
sales-international@quality-magazine.ch

ART DIRECTION
grafik@quality-magazine.ch

FASHION
fashion@quality-magazine.ch

CULTURE
culture@quality-magazine.ch

SPORTS
sports@quality-magazine.ch

DESIGN

design@quality-magazine.ch

FOOD

food@quality-magazine.ch

BEAUTY

beauty@quality-magazine.ch

REAL ESTATE

realestate@quality-magazine.ch

GADGETS

gadgets@quality-magazine.ch

WILDLIFE

wildlife@quality-magazine.ch

MOTION

motion@quality-magazine.ch

TECHNICAL DATA – PRINT

FORMAT

Width: 215 mm / height: 285 mm

COVER

4 pages, 4/4 colour sheet-fed offset,
European scale, spot UV varnish coating,
matt foil

CONTENT

192 pages, 4/4 colour offset,
European scale, matt
264 pages, 4/4 colour offset,
European scale, matt

PAPER

Cover: 250g/m²
Content: 90g/m²

PROCESSING

Adhesive bonding, 3 sides trimmed,
packed for safe transport

PRINT FILES

Print documents must be sent according
to the following requirements:

- only digitally
- as a download link, on a CD or DVD
- adaptable for reel-fed Offset printing
- ISO 12647-2, paper category 2
- each including a colour-binding proof, as far as possible based on the ICC-Profile "ISOcoated" with the Ugra/Fogra-Media Wedge CMYK

OFFSET

Data must be delivered without offset.

BLEED

3 mm

DATA FORMAT

- The print files must meet the following requirements to allow a flawless processing:
- in PDF format
 - Mac-formatted or Mac-compatible
 - embedded fonts
 - 300 dpi definition
 - CMYK-tiffs or EPS

The documents must contain all data including all used fonts, pictures and graphics. In general, the documents will be printed as delivered. Subsequent deliveries will be charged additionally. Deliveries are to be made until editorial deadline.

PRINT FILES – DELIVERY TO (GERMAN SPEAKING)

QUALITY
druck@quality-magazine.de
Kaiserin-Augusta-Allee 101
D-10553 Berlin

PRINT FILES – DELIVERY TO (ENGLISH SPEAKING)

QUALITY
druck@quality-magazine.ch
Tiefenackerstr. 49
CH-9450 Altstätten

ART DIRECTION

grafik@quality-magazine.ch

Please avoid DCS-coding. The delivery of faulty or not corresponding data cannot be accepted. Small colour or tone deviations may occur in the printing process, which cannot be accepted as a reason for complaint.



PROMOTION / ADVERTORIAL

QUALITY promotions are advertisement pages, which we create individually for you. We either work with provided images or shoot the motives in demand ourselves. A rollover to our digital platforms is possible. Promotions are especially suitable if you don't have a typical campaign motive or have a special occasion in terms of communication coming up, such as the introduction of a brand or the testing of a product.

FORMAT
from 1/2 page onward

CHARGES
On request
Prices are valid in case of delivery of text and pictures. We cannot grant any discounts on production costs. Depending on the clients briefing, additional costs for the photo shoot, layout, text and printing can be charged according to the extent and expense of the promotion.

PROCESS
After briefing the clients, the promotion department will establish a binding offer as well as an individual concept with a matching layout proposal.

DATE
The order of promotion is to be made 3 weeks prior to the publication of the issue. Comprehensive promotion orders need to be made 4 to 6 weeks in advance.

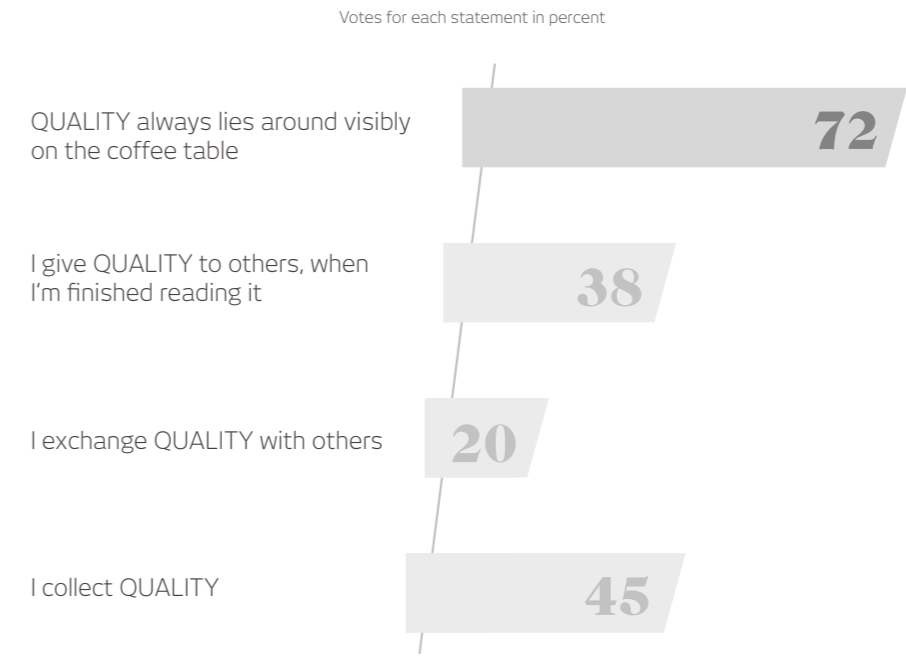
All prices are subject to the VAT of the correspondent country.



QUALITY HAS AN IMPACT

MOTIVATION
Advertisements cause different reactions from their viewers. Some feel the desire for more information, others want to buy the product. Considering all of the expected reactions of ad viewers, 43 % feel motivated to get active. Every fifth viewer is inspired for the longer term or decides to buy the product. It is therefore safe to say, that print ads are an important and essential part of a campaign's success.

MAGAZINES HAVE A SOCIAL AUTHORITY



SOCIAL AUTHORITY
QUALITY is sustainable generating depot effects. QUALITY stays in the household for a long time and people like displaying it, for example at the coffee table in the living room. This leads us to two remarkable findings about ads in lifestyle magazines: On the one hand, QUALITY acts like a status symbol standing for social authority, which is perfect to obtain a certain "high-quality effect" of the ads featured in the magazine. On the other hand, you get the opportunity to collect a lot more like-minded contacts by handing out or sharing the magazine with additional readers. Perfect, for the "high-quality effect" of the featured ads.



Q WORLD

Our centrepiece, the QUALITY magazine, belongs to the Q World like a piece of a larger puzzle. New measures are being developed through modern communication, which we circumscribe under the label of “The New Dimension”, be it the QOOOL App or the Q Content Store in Berlin. The QUDOS Award for products, brands, innovations, that deserve to be honoured by an excellent jury, also belongs to Q World. With the “Q-One Club – The international Business & Lifestyle Club” a never seen before platform has been created. The Club is seeing itself following the tradition of diplomats like Charles Pictet de Rochemont. It adheres to the highest standards and is offering its members numerous ways to form it, which are tailored to each member and are available globally: networking, investments, lifestyle, luxury, and wellness. With the one-of-a-kind Q World, limitless possibilities present themselves, which go far beyond the customary magazine. Our readers and users will be picked up wherever they are and the Q World will become a true win concerning lust for life, information and lifestyle.



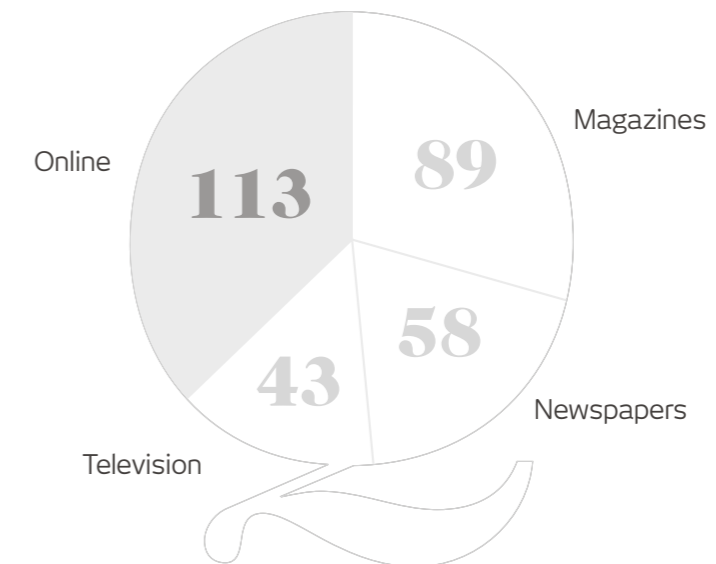
QUALITY ONLINE HAS AN IMPACT

CONFIDENCE ONLINE MAGAZINE

How much confidence there is between magazines and their German readers, is something that can be verified every day once again, considering their online use. Approx. one third of the most used, content-oriented websites are original internet offerings and more than a quarter of them are hosted by magazine brands. As a consequence, magazines are always in demand and very stable media brands – another perfect requirement for profound, long lasting advertising contacts.

USE OF ONLINE CONTENT

Base: content-oriented numbers; data in Mio. Unique Users



Source: AGOF internet facts 2014-06, Top 100 content-oriented offers by Unique Users; definition of content-oriented: own editorial content, no email portals, e-commerce offers, social media platforms, corporate sites or offers mainly

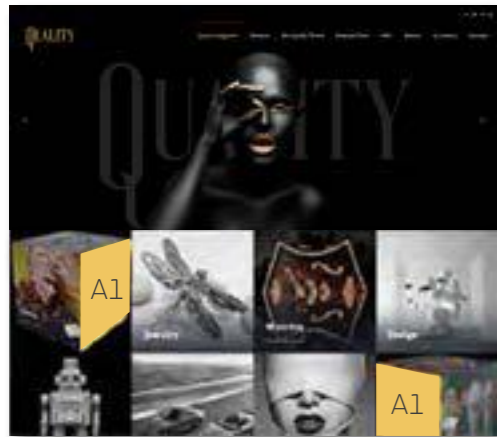
created by User Generated Content; assigned to the media according to the descent of established media brands of the respective genre.

GENERATION IPAD

New generations do not only attract young users. The average user is 46 years old and is characterized by an over-average income, which he/she also invests in the purchase of magazines for his/her iPad. Approx. two thirds of all iPad users read magazines on their devices.

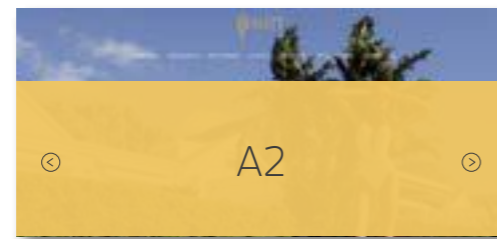


WAYS TO PLACE AN ADVERTISEMENT ONLINE



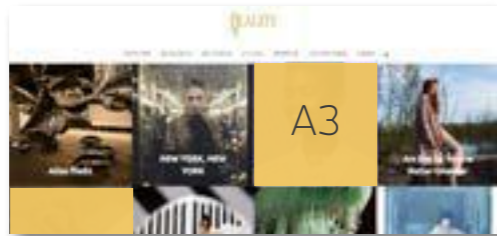
A1 – CUBE BANNER

Presentation of your products. You can also send an animated GIF as an ad. 320x320px. Ideal file size is 50 KB.



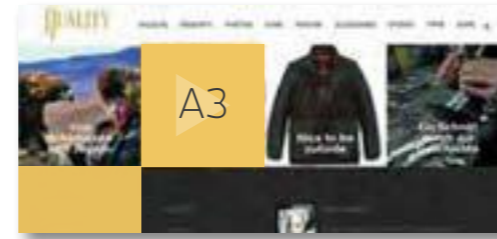
A2 – SLIDERBANNER

Presentation of your top topics in the slider including your logo, 1300x675px.



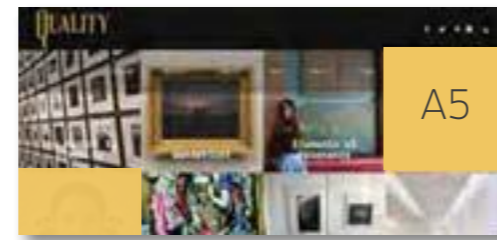
A3 – RECOMMENDATION BANNER

Presentation of your products / topic specific. You can also send an animated GIF as an ad. 320x320px. Ideal file size is 50 KB.



A4 – VIDEO

Presentation of your products / topic specific. Video presentation / moving image of your brand on our section page. 1:1, .mp4, .m4v, .mov or .wmv



A5 – ADVERTORIAL

Presentation of your brand with your own article. Picture with a link to your article. 320x320px. Ideal file size is 50 KB.





PRICES QUALITY 2020

TYPE	PLACEMENT	PLACEMENT	FORMAT	PRICE FOR 4 WEEKS	PRICE FOR 2 MONTH
Cube Banner	Q-2021-OM-2001-A1	Mainsite	320x320px	6.600 €	11.900 €
Sliderbanner	Q-2021-OM-2001-A2	Ressort	1300x675px	5.900 €	10.700 €
Recommendation Banner	Q-2021-OM-2001-A3	Ressort	320x320px	4.300 €	7.500 €
Video	Q-2021-OM-2001-A4	Ressort	1:1	4.300 €	7.500 €
Advertorial	Q-2021-OM-2001-A5	Ressort	320x320px	on request	on request

All prices exclude value-added tax (VAT) and are valid as of January 1st, 2021.

CONTACT

online@quality-magazine.ch



SOCIAL MEDIA

All day

QUALITY ONLINE – AT A GLANCE

WWW.QUALITY-MAGAZINE.CH WWW.QUALITY-MAGAZINE.DE

INTERNATIONAL COVERAGE IN 5 LANGUAGES

In addition to German, the online magazine will be presented in 4 other languages: English, French, Italian and Spanish. This is why the coverage of QUALITY online is tremendously high, especially among the country-specific readership. Articles written in the correspondent language guarantee a high level of international presence.

LIFESTYLE FROM A TO Z

Exclusive brands and the people behind it, innovative products and creative ideas, a conscious pleasure and exquisite lifestyle... QUALITY manages to impress with the most beautiful and exciting things in life while transferring its intuition for fascinating stories and its sensitivity for unusual imagery as well as high standards also on its independent online platform.

FAST REPORTING

QUALITY online upholds the high standards of the popular print magazine regarding entertainment and lifestyle. In six categories, each of them with different subcategories, the online magazine reports about interesting news in the lifestyle-sector. With detailed stories and state-of-the-art photo shoots, QUALITY online represents a unique selling point in digital media which is the result of a fast and fact-based reporting.

CURRENT TOPICS

Within the category of Fashion, the readers can get an insight into selected fashion shoots and read appealing stories about exquisite brands. The category Design is all about uncommon shapes and excellent designers. Motion reports about technical finesse and innovative design around locomotion. Shootings and news from the world of cosmetics are presented within the category of Beauty. Food reports about excellent restaurants and delicious treats. The online magazine also works as a voice for Culture and tells unusual stories in the field

of art. Divine travel destinations and luxurious hotels are presented in the category of Travel. Our category Jewelry & Watches presents the finest jewelry creations alongside state-of-the-art timekeepers. Wildlife is a new member in the QUALITY world and focuses on news and stories about hunting. Not only brilliant products and their consumption play a significant role in QUALITY online, but also the creative minds behind those brands get a chance to speak out in our interviews. We tell the capturing stories about the way they live while focusing on unexpected curiosities.

SEO FOR OUR CLIENTS

By constantly working on our digital presence and on the Search Engine Optimization (SEO), QUALITY online has reached an ideal presence in digital media and occupies a very high position when it comes to search engine rankings.



PRINT & DIGITAL / COVERCARD

Print and digital are no longer independent variables, at least not at QUALITY. For us, both areas are equally relevant and the symbiose of both components leads the way to a new understanding of media and an important step towards a modern future. Therefore, QUALITY has created the world's first COVERCARD, which allows the reader to receive the digital and print issue simultaneously all in one price. QUALITY knows: As different as people are, so different are their reading habits. One rather read the magazine at home in their comfy chair, while the other going on the bus, prefers the digital version. Worlds overlap at times and at one time, the reader peruses the print issue, the next they use fast, digital information for entertainment without the weight of paper

in their hands. Furthermore, we introduced the mini-subscription at 1 Euro per 24 hours, which is ideal for short-time reading pleasures, for instance at the hairdressers. Through the connection between print and digital offers, QUALITY addresses different target groups in an innovative way and is giving a new coat of paint to the E-paper, while also giving it a new meaning.

PRICE ON INQUIRY.



QOOOL®

QUALITY IS QOOOL ... OR COOL? THE NEW QOOOL APP (INTERNATIONAL)

Another digital invention from our Q universe is the new lifestyle app QOOOL. It connects the best of the QUALITY world with the latest digital news and tips. The app is highly customisable and comes with lots of other perks, like gamifications and personal diaries, as well as a textile creator by QUALITY – to only name a few examples of the variety of QOOOL. Just like the print issue of QUALITY is presenting its reader with exciting news and high-quality content, the QOOOL App is offering its user practical information and the latest updates from the high-end sector.

The newly-developed App does not just allow access to the content of the QUALITY print and online magazine, but also offers additional services and goodies and are personally tailored to each user, so that they can experience their preferred lifestyle up close and personal through QOOOL.

The subscription fee per month is 28,50 Euro and offers all the latest content, exclusive invitations to high-end events, lectures and tastings and many more perks of the individuals lifestyle choices. The latest print issue of QUALITY in print is an added and free bonus of the subscription package.

QOOOL premium is the upgraded version of the app, which connects the sophisticated user directly with international brands to receive exclusive offers from the luxury segment. The premium version is available for 297 Euro per month and also offers exclusive access to the Q One international business and lifestyle club.



Basic
28,50€/Month



Premium
297€/Month

Q-TV

The Quality cosmos not only contains the innovative connection between print and online mode, but also the movie sphere. Moving content is growing to be more relevant than ever. Next to relevance and variety, we add to the filmic world editorial content in highly professional production and development. QUALITY is shooting their own short films in an unmistakable design and format of the highest standards, from styling and make-up to exclusive international modes and selected brands, just like the editorials of the print magazine have proven for several years. Storytelling and a certain point of view add to the brands and enrich their field of communication on the same level. Produced independently of the brands, the viewer will be introduced to a new world. Fast cars, sparkling jewellery, newest fashion. No movie is like the other. QUALITY addresses all senses and is launching an all-new viewing experience.

PRICE ON INQUIRY.
CONTACT US.





Q CONTENT STORE

The newly developed Q Content Store is the beating heart of QUALITY. The entire national and international content is developed here. Lifestyle and quality will be experienced on an area of 1200 m² in an old warehouse located directly by the river Spree in Berlin. All of the media by the Global Q Media Cosmos, such as the print magazine QUALITY, the QUALITY online magazine, the content for our international licensing partners and also the content of the soon to be launched Q-App is created here.

All aspects of the special way of life are mirrored in 12 different editorial departments or resorts. QUALITY sets a high value on internationality, yet still wants to preserve a certain closeness to its readers or users. Therefore, the Q Content Store will be a permanent virtual accessible magazine to display texts, pictures, brands, products and host events in a completely

unprecedented way. The walk-in magazine presents a world of quality. Brands display their products in a cosmos created by QUALITY, in the form of generally valid topics that serve as a link between the brand and the magazine. The specifically created magazine world offers the opportunity to build a direct connection to art and communication.

A NEW MEDIA FORMAT

Events on a regular basis encourage the individual collaborations between brands that can empower and enhance each other. Excellent target groups become potential new customers especially while getting to know each other at extraordinary events. The idea of a walk-in magazine is unique and will generate a lot of attention just because of this fact.

- Virtual tours through the QUALITY cosmos are possible allowing the reader to

experience the products of his/her interest and also acquire them online with a simple click or fingertip

- Media nights and discussions
- Events with brands in variable, high-class settings
- "Visit the Q Content Store" once a month

PRESENTATION OF THE BRANDS

The brands which are visible in the Q Content Store are part of our Curated Content and will be given the opportunity to highlight individual products and to stage them as so called "heroes" in specially designed theme worlds of our 12 editorial departments/resorts. It is not so much about presenting entire collections, much rather about highlighting a selection of special products and putting them in the spotlight. Curated content in perfection. The brand acts alongside other "heroes" (from other brands) with its own and unique presence. The brilliance of the

others combined with each individual brand profile equals a glamorous presentation. The brands and products are visible...

- during events in the Q Content Store
- during virtual and real tours
- in the online magazine as well as in the QUALITY print edition
- via live streaming
- via staging combined with other brand messages pushing each other
- Curated content in perfection. The core competence of high-quality magazines becomes directly noticeable and realizable for readers and users. The products are not only promoted by the special location, they are also pushed out of the crowd by the competence of our editors and ready to be analyzed.

**FOR MORE INFORMATION,
PLEASE CONTACT
+49 30 403674550 OR
INFO@QCONTENTSTORE.DE**

NEW MEDIA FORMAT – Q CONTENT STORE – THE FIRST WALK-IN MAGAZINE – 3D DIGITAL WALKS 24/7

BERLIN & THE WORLD





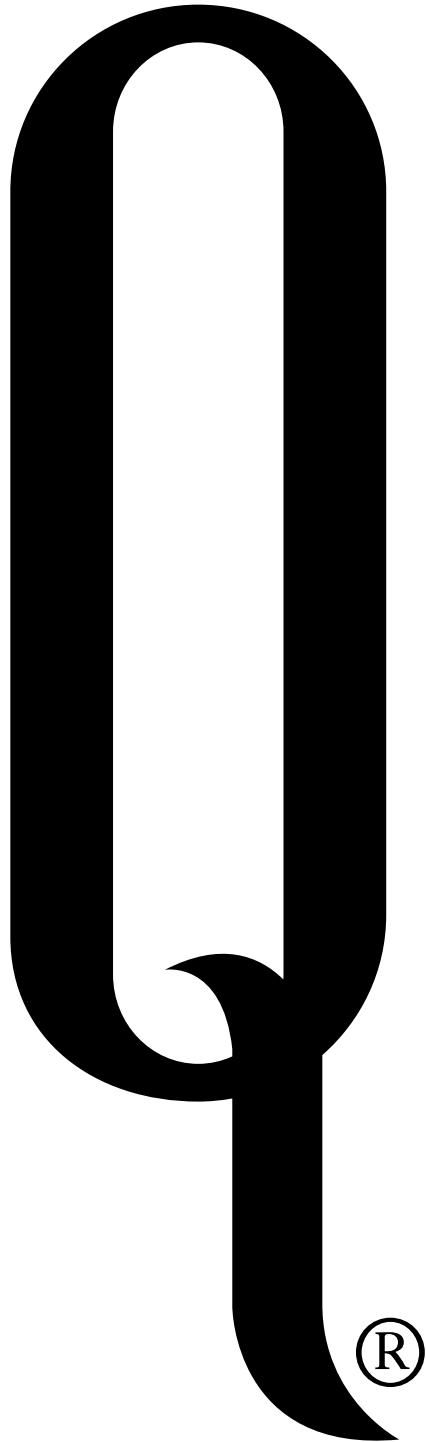
19
57 While the world keeps turning, our cosmos keeps growing. Renaissance and innovation, radical changes and renovation are empowering our senses and stimulate our work. Some don't make any progress even though they follow the motto "higher, faster, further". We, on the other hand, keep the focus on quality but manage to reinvent ourselves every single time. If you in fact think that QUALITY's conquest of the international magazine market only began a decade ago, you are very wrong. The story of QUALITY is older than you might think! Global Q Media owns the rights of the title which appears in the movie. Consequently, it belongs to the oldest Lifestyle magazines worldwide. While others celebrate 50 or 100 years, we bet on the number 63! Because in 1957, QUALITY saw the light of day for the first time alongside no one less than Audrey Hepburn. In a movie about the magazine, she sings and dances herself into the hearts of the viewers and on the cover of QUALITY with Fred Astaire by her side. It is with pride that we look back to our roots.



20
21 The times that lie ahead of us are every bit as exciting as those that lie behind the magazine focusing on the sophisticated lifestyle. As one of the few magazines that consistently addresses both female and male readers equally, today QUALITY acts more global than ever before. Twelve delightful resorts, all of them full of well-researched stories, extravagant photo productions and entertaining news, form the diverse QUALITY-Cosmos. However, the particular topics are not isolated from the others, but put in complex contexts at all times. Which handbag goes best with a Bentley? Which gadgets are not only state-of-the-art technology but also convince us with special aesthetics? Which restaurant is an obligatory visit on a trip to New York? QUALITY builds bridges between the different aspects that build a classy lifestyle strengthening its relevance on the international lifestyle-market. A long and exciting history lies behind QUALITY, the future starts now. It is being written right now. Online, offline, in German, in English and by using a language that will last for much longer than 63 years. Because QUALITY is timeless!

EXCERPT FROM OUR PARTNERS AND REFERENCES





QUALITY

EDITORIAL OFFICE GERMANY

Kaiserin-Augusta-Allee 101 / Hansehaus

DE -10553 Berlin

Fon: +49 30 548 107 01

Fax: +49 30 548 107 10

info@quality-magazine.de

www.quality-magazine.de

PUBLISHER

Global Q Media AG

Tiefenackerstr. 49

CH-9450 Altstätten

info@globalqmedia.ch

www.globalqmedia.ch

Fon: +41 71 588 08 42

Fax: +41 71 757 50 21

Verwaltungsrat: Matthias K. H. Arens

THE Q WORLD

www.globalqmedia.ch

www.quality-magazine.ch

www.qcontentstore.de

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www.q-one.club

BOOK NOW

Fon: +49 30 - 40 36 74 55 0

sales-international@quality-magazine.de

Fon: +41 71 - 588 08 42

sales-international@quality-magazine.ch