



To whom it may concern,

"*Queen International*" is an Italian beauty centric magazine targeting the all encompassing world of female beauty: fashion, makeup, hair colouring and styling. **First published 30 years ago**, it has managed to keep up on top of the game by combining a unique all-inclusive approach towards the hairdresser and its clients. Offering not only inspiration for the professionals but, also, entertainment for the clients by providing articles covering travel, music and books.

The "*Queen International*" portfolio is currently composed by **four different localised editions**, reaching out the Central European, Benelux, Latin American and Arab Markets. As well as male centred offering "*Prince*" Magazine. Though its history "*Queen*" has amassed a cult like following, cementing its position in the industry. Amongst its pages legends of the hairdressing world have been featured innumerable times, while keeping a lifeline open for upcoming and upstart talent.

In order to maximise the reach and presence of our products, both "*Queen International*" and "*Prince*" were designed with some editorial considerations. The release calendar, **four editions per year** for "*Queen*" and three for "*Prince*", is built to fully cover the *Printemps/Estate*, *Automne/Hiver*, and *Resort* fashion seasons.

Its high quality paper and printing allow the reader to be truly immersed in the beautiful imagery portrayed, the heart of our product. In order to preserve this experience, the advertisement ratio is the lowest in a magazine of this kind. We eschew the traditional 70% ratio of advertisement to content. We are proud that "*Queen International*" has **only 10 pages out of 180** dedicated to relevant publicity.

But the product's core strength is its tremendous ability to be, quickly and easily, adapted for different markets and needs. This has been leveraged successfully by our clients in a plethora of different ways. "*Queen International*" for example, has been successfully used as a House Organ; organisers have successfully used it as a tool to **promote the products and services** offered at the shows; distributors have been able to tailor our products to suit their range of offerings and turn them into a vessel for their businesses.

All of this has positioned "*Queen Magazine*" and "*Prince*" as an ideal product for Medium and High End Salons all around the world with an average of 30 clients daily. Considering a **10k copies** distribution we reach 300.000 possible readers a day. This brings us to **47.700.000 possible readers** during the six month life span of each of our magazines. Even more, considering that the presented collections, the heart of the magazine, are always relevant.

We invite you to discover the world of possibilities "*Queen Magazine*" and "*Prince Magazine*" offer you, and don't hesitate to get in touch with us.

Gianfranco Martini
Direttore Editoriale

INTERNATIONAL Queen®



Current Issue: 103 (Quarterly)

First Issue: 1989

Target: Medium/high quality hairdressers

Distribution: 14000 copies (70% in subscription, 25% companies and distributors, 5% national and international trade shows.

Format: 240x335 mm on glossed paper

Foliation: 180 pages (average)

Contents: 200 photographs of the latest international styles, Step-by-step, 250 photographs of International style and beauty from Fashion Weeks (Milan, Berlin, London, New York, Tokyo, Mexico, Rio...)

Advertising: limited to no more than 10%

Price: Copy €30,00, Subscription €100,00

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Queen



Current Issue: 40 (Tri annual)

First Issue: 2001

Target: Medium/high quality hairdressers

Distribution: 8000 copies (70%) in subscription, 25% companies and distributors, 5% national and international Trade Shows

Format: 240x335 mm on glossed paper

Foliation: 100 pages (average)

Contents: 100 photographs of the latest international styles, Step-by-step, 100 photographs of International style and beauty from Fashion Weeks (Milan, Berlin, London, New York, Tokyo, Mexico, Rio...)

Advertising: limited to no more than 10%

Price: Copy €30,00, Subscription €80,00

International Editions

QUEEN LATIN AMERICA



First issue: 1999

Target: Medium/high quality hairdressers

Distribution: 11,000 copies: Argentina, Brazil, Chile, Peru, Uruguay, Paraguay, Colombia, Mexico, Florida.

Format: 240x335 mm on glossed paper

Format: 240x335 mm on glossed paper

Foliation: 100 pages (average)

Contents: 100 photographs of the latest international styles, Step-by-step, 200 photographs of models and fashion parades from the most important Fashion Weeks.

Advertising: limited to no more than 10%

Price: Copy €25,00, subscription €85,00

QUEEN FRANCE-BENELUX



First issue: 2010 (Quarterly)

Target: Medium/high quality hairdressers

Distribution: 5000 (70%) in subscription, 20% companies, 10% national and international fairs

Format: 240x335 mm on glossed paper

Foliation: 100 pages (average)

Contents: 100 photographs of the latest international styles, Step-by-step, 200 photographs of models and fashion parades from the most important Fashion Weeks.

Advertising: limited to no more than 10%

Price: Copy €25,00, subscription €85,00

QUEEN FOR YOU ARABIC



First issue: 2003 (Bimonthly)

Target: Medium/high quality hairdressers

Distribution: 9000 copies in Saudi Arabia, Bahrain, Jordan, Arab Emirates, Egypt, Lebanon, Morocco, Syria, Tunisia.

Format: 240x335 mm on glossed paper

Foliation: 100 pages (average)

Contents: 100 photographs of the latest international styles, Step-by-step, 200 photographs of models and fashion parades from the most important Fashion Weeks.

Advertising: limited to no more than 10%

Price: Copy €20,00, subscription €100,00

QUEEN EXTRACTS FOR COMPANIES



HOUSE-ORGAN

Customised for each company

Distribution over 5000 copies with special editions of extracts from QUEEN International

Special content in 16 pages including the 4 covers.

RAINBOW Collection

Price: Copy €50,00

Contents: Hardback technical books in colour print. An encyclopaedia collection of didactic books with step-by-step instructions to teach the philosophy, history and technical aspects of the most famous international stylists.

Vol. 1	Trevor Sorbie	Bridal
Vol. 2	Toni&Guy	Essensual Next Generation:
Vol. 3	Patrick Cameron	Dressing Long Hair
Vol. 4	James x Code Hair	Cutting and hairdressing
Vol. 5	Guy Kremer	Professional Men's Hairdressing
Vol. 6	Gogen A. Abei	Hair Sensation
Vol. 7	Vidal Sassoon Academy	Techniques
Vol. 8	The Gandini Team	Hairstyles
Vol. 9	The Gandini Team	Bridal



Trade Shows

Through our 30 year history we have had a great relationship with beauty fairs, championships and trade shows. We are constantly invited to bring our publications all around the world and have been present for years uninterrupted in the worlds most important shows. "Queen International" has been present in:

America's Beauty Show Chicago

BalticBeauty Riga

Beauty Düsseldorf

Beauty Secrets Emirates

Beauty Expo Australia

Beyond Beauty Asia Bangkok

China Beauty Expo Shanghai

CosmeTokyo

Cosmoprof Bologna

Cosmoprof North America Las Vegas

Expo Beauty Show Mexico

Expo Estetica Buenos Aires

HairWorld Expo Paris

InterCHARM Moscow

International Beauty Show New York

Professional Beauty Delhi

Salon International London

Salon RUSH London

Salon Look Madrid

World of Beauty Praga

And many, many more.

If you represent a Trade Show or expo, contact us! We offer great deals for a barter agreement.

Co-Editons 2018

Beauty has no borders. We want "Queen International" to be found in every corner of the world. For this we are enlisting the help of ambitious people all around the globe. We have identified three key markets to focus in 2018.

Key Markets

Asia

Distributors wanted.

United Kingdom

Localised version available upon request; distributors wanted.

United States of America

Local distributors wanted.

If you are interested in bringing "Queen International" or "Prince" into your local market, **even if it is not in the aforementioned Key markets**, don't hesitate to contact us. If there is a will, there is a way.

Contact

Collections, pitches, publicity, sales, distributions

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Editorial and International Affairs, Trade Shows

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Send us love

Queen International

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