



## **Q MINNESOTA — FACT SHEET**

August 2026

### **THE COMPANY**

- Gateway Media LLC, operating as Q Minnesota
- Founded 2026 by Barry Leavitt, Nell Gelhaus, Andy Lien and Brad Leventhal

### **THE PRODUCT**

- A statewide LGBTQ+ magazine and website
- Qminnesota.com launches ahead of the first print issue as the hub for newsletter signups and day-to-day content
- First print issue: October 2026
- 12 monthly issues a year, plus a 13th issue each year as an annual community directory
- Premium-finish, full-color print; 10,000 copies distributed free at high-traffic pickup points across the Twin Cities metro and greater Minnesota
- Each issue also available as a digital flip-through edition

### **CONTENT**

- Long-form storytelling, intersectional at its core
- Topics include: Community & Pride, Food & Drink, Love & Relationships/Weddings, Arts & Culture, Home & Garden, Health & Wellness, Business & Policy, History & Family and Faith & Spirituality
- Qminnesota.com will carry online-exclusive content — video, guides, an events calendar — beyond what runs in print
- First issue centers a “State of the Rainbow” contributor section, timed to reach readers ahead of the midterm elections; Q Minnesota will not endorse candidates

### **BUSINESS MODEL**

- Free to readers; a subscription/membership option is planned for later
- Advertising and editorial are kept separate, with sponsored content clearly marked

### **LEADERSHIP**

- Barry Leavitt (he/him), vice president of sales and events
- Nell Gelhaus (she/her), vice president of digital content and marketing
- Andy Lien (she/her), editor-in-chief and publisher
- Brad Leventhal (he/him), investor and co-founder

### **CONTACT**

- Media: Barry Leavitt, vice president of sales and events — [barry@qminnesota.com](mailto:barry@qminnesota.com)
- Newsletter and updates: [qminnesota.com](https://qminnesota.com)