



Q MINNESOTA — QUOTE SHEET

August 2026

“Advertisers aren't a necessary evil here — they're a big part of how this gets made. We keep the line between ads and editorial clear, on the page and off it, but that line isn't a wall. We're grateful for every business that steps up.”

— Andy Lien, editor-in-chief and publisher, co-founder

“We didn't pick ‘queer’ by accident. We talked with a lot of people before we landed on it, because we wanted a name wide enough to hold this whole community.”

— Barry Leavitt, vice president of sales and events, co-founder

“We wanted the name to be clear about who this is for and what it's about. Q Minnesota isn't part of any other Q-named publication out there — we respect what each of those represents, but this one is ours, built for this community, right here.”

— Barry Leavitt, vice president of sales and events, co-founder

“We're not telling anyone how to vote. We're telling them where to find people in this community who'll tell them what's actually going on where they live. That feels more useful to hand someone before an election than another opinion.”

— Andy Lien, editor-in-chief and publisher, co-founder

“We're building this because the community deserves to see itself clearly — not flattened into one story, but shown in all the ways it actually shows up.”

— Andy Lien, editor-in-chief and publisher, co-founder

“The website is where we will live day to day — news, events, the fast-moving stuff will belong there. That's what will let the magazine slow down and do what print actually does well: tell a story all the way through.”

— Nell Gelhaus, vice president of digital content and marketing, co-founder

“This isn't a magazine site with a blog bolted on. It's a real destination — directories, events, guides, video — the kind of thing you bookmark, not just visit once.”

— Nell Gelhaus, vice president of digital content and marketing, co-founder

“Queer media doesn't have to look like it's playing catch-up. We're building something as current and as sharp as anything else people are reading in 2026.”

— Andy Lien, editor-in-chief and publisher, co-founder

“A great story shouldn't live in one place. Something we report for the magazine might become a guide on the site, a newsletter feature, a video — whatever gets it in front of the person who needs it.”

— Nell Gelhaus, vice president of digital content and marketing, co-founder