

ED the media kit

2019

For more than 25 years, ED (Exotic Dancer) Publications has been the industry trade magazine, convention, Awards Show and networking resource for the multi-billion-dollar adult nightclub industry. ED is the only multi-level marketing outlet for companies and business professionals to promote their products and services to the decision-makers in this industry.

PRINT Promotion!

Reach every club owner, general manager and buyer through the bimonthly ED Magazine.

INTERNET Promotion!

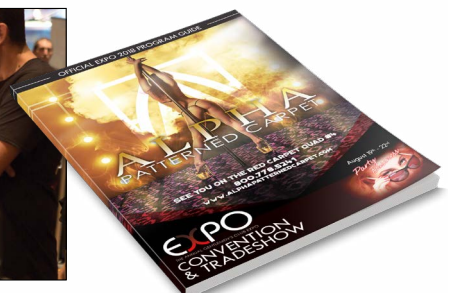
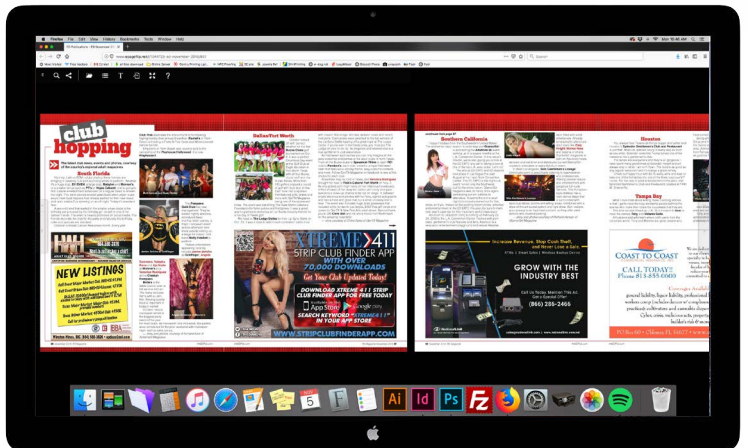
Tap into our new B2B/consumer hybrid website theEDpub.com, as well as our e-Blasts, e-Newsletters, social media feeds, and specialized websites.

IN-PERSON Promotion!

Meet buyers at the Annual Gentlemen's Club EXPO, the industry's only national convention and tradeshow.

YOU Promotion!

Step into the spotlight in one of our special editorial focuses on your company's area of expertise.



ED the magazine ²⁰¹⁹

ED Magazine is mailed for free to every adult nightclub in the U.S. as well as to hundreds of industry vendors, business professionals, and feature entertainers. This provides you **direct-to-the-buyer** marketing opportunities not available anywhere else!



Display Advertisement Prices

	1-time	3-time	6-time
Full page	\$1,000	\$900	\$800
1/2 page	\$600	\$550	\$500
1/3 page	\$400	\$350	\$300
1/4 page	\$300	\$250	\$200

Ask about our AD Special Packages!

The **“Editorial Focus”** and **“Cool Products!”** sections in ED Magazine spotlight products and services of interest to club owners, general managers and entertainers—**for free!** We welcome submissions from all companies; send your new product press release and photos to Kristofer Kay at Kris@EDpublications.com.

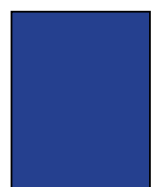
Advertorial Prices

Front Cover	\$5,000
—Front cover artwork and 4-page cover story	
4-Page Spotlight	\$3,500
—Front cover headline and 4-page article inside	
2-Page Spotlight	\$2,500
—Ad facing article, or 2-page article	
1-Page Teaser	\$1,500
—Half-page article on top of half-page ad	

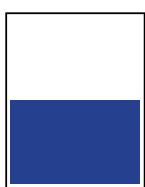
ED Magazine “Advertorials” are advertisements in the form of articles, designed specifically to read like a standard editorial page. Advertorials are available in print, online or both.

Print Circulation:	3,500
Frequency:	Bimonthly
Digital Circulation:	ED online; Facebook & Twitter

Distribution:	USPS mail, ED Expo and online
Deadline:	First of month prior to publication
Readership:	Owners, GMs, entertainers, vendors



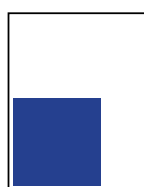
Full
8.75w x 11.25h
with bleed



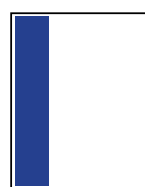
1/2 Horizontal
7.5 w x 5h



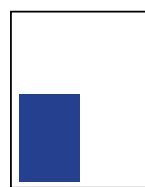
1/2 Vertical
3.75w x 10h



1/3 Square
5w x 5h



1/3 Vertical
2.375w x 10h



1/4 Square
3 3/4 w x 5h

Formats: EPS, PDF, JPEG, TIFF
Resolution: CMYK and 300 DPI
Bleed: For full add .25 all sides.
Submissions: Send artwork to Caroline@EDpublications.com



To reserve your advertising space in upcoming issues, contact Kristofer Kay or Caroline Ashe at **(727) 726-3592**, kris@edpublications.com or caroline@edpublications.com.

ED the packages ²⁰¹⁹

6-Time Ad Packages

A FULL YEAR's worth of coverage!

- ◆ Six full-page display advertisements (one every issue) in **ED Magazine**
- ◆ Your Preferred Vendor banner on the **theEDPub.com** website for 6 months
- ◆ Your Banner on the weekly **ED newsletter** for six months
- ◆ Two personalized "advanced" **email blasts**
- ◆ Full-page **editorial profile** in the magazine and on **theEDPub.com**

Total cost: \$15,500
50% discounted rate: \$7,750*



*The best advertising campaign incorporates multiple media and marketing streams: print ads, digital marketing, email blasts and in-person tradeshow attendance. See the Special Packages on this page. Half-page ad packages and multiple EXPO booth packages are available. *Signed contract and 50 percent deposit required on all packages.*

3-Time Ad Packages

Hit three key issues!

- ◆ Three full-page display advertisements in three issues of **ED Magazine**
- ◆ Your Preferred Vendor banner on the **theEDPub.com** website for 3 months
- ◆ Your Banner on the weekly **ED newsletter** for three months
- ◆ One personalized "advanced" **email blast**

Total cost: \$7,500
50% discounted rate: \$3,750*

BONUS: EXPO Booth for Half Price!
Buy a package and get this special:

- ◆ Booth at EXPO 2019 — \$2,290 value
- ◆ Ad in the EXPO 2019 Program Guide — \$800 value
- ◆ Two Awards tickets — \$180 value



Regular cost of additions: \$3,270
Discounted rate: \$1,635



To order one of these special packages, please contact
 Kristofer Kay or Caroline Ashe at **(727) 726-3592**,
kris@edpublications.com or **caroline@edpublications.com**.

ED the focuses 2019



March Issue Sounds Like a Bright Idea

Deadline: February 1

**Club lighting • 3-D mapping • Fixtures • Speakers
Systems integration • Exterior lighting • Searchlights**

A sound and lighting upgrade is certainly an investment, but is it an investment you can afford to do without? Is your old lighting costing you more than if you upgraded to LED fixtures? Our Special Focus on the top modern sound, lighting and effects will highlight the top vendors who specialize in the adult nightclub industry.

Focus Extra *Putting it all on the table! (Flameless candles, coasters and napkins, table tents and printed material, promo items, cell phone chargers, menus)*



May Issue Robot Managers!

Deadline: April 1

**• POS systems
• Inventory control**

Today's POS systems are a far cry from the "cash registers" of old. They can help track liquor inventory, provide vital sales information, reduce costs and save time, which frees up your staff to provide an even higher level of customer service. This Special Focus will highlight the top POS systems and what features separate one from another.

Focus Extra *When you need to communicate NOW! (Security radios and earpieces)*



July Issue The Furniture Trifecta

Deadline: June 1

**Furniture • Bar stools • Fixtures
Portable bars • Carpet**

Comfort, durability and price—this elusive "trifecta" is what drives the decision-making process for purchasing adult club furniture. The question is, can clubs have all three? Our July issue's Special Focus will highlight the top furniture companies currently serving the adult club sector, and whether they can deliver the trifecta.

Focus Extra *Pole Position! (Dance poles and portable stages)*



September Issue They Wear it Well

Deadline: July 20

**• Club apparel (tees, tank tops, sweatshirts, hats)
• Uniforms & attire for waitresses and bar staff
• Gowns and dancewear**

** Distributed at EXPO 2019*

Whether it's customers (branded club apparel), staff (outfits for waitresses and bartenders) or entertainers (gowns and dancewear), there's no doubt that quality apparel factors into several areas of daily club operation. This Special Focus will spotlight those companies who specialize in this industry's apparel needs.



November Issue Isn't Plastic Fantastic?

Deadline: October 1

**• Credit card processors
• Fraud protection
• ID verification**

** Post-Expo coverage issue*

Sure, cash may be king. But the real power is in plastics—credit cards, that is. That's why the ways in which you collect and process those credit cards is so vitally important. But what happens when your business is the frequent target of credit card fraud? Who do you turn to when Visa and call yours a "high-risk" business? That's where companies who specialize in the adult nightclub industry are especially valuable, and our November issue's Special Focus will highlight these companies.

January 2020 Issue

Contact ED Publications at (727) 726-3592 for the **2020 Special Focuses**.



To have your company included in one of these Special Focuses, contact Kristofer Kay or Caroline Ashe at **(727) 726-3592**, kris@edpublications.com or caroline@edpublications.com.

ED ²⁰¹⁹ the internet

Though ED Publications began publishing magazines back in 1991 — *and still publishes its bimonthly trade publication ED Magazine* — the company continues to expand its reach and influence in the digital arena. In addition to the brand new website theEDPub.com, ED Publications also provides several other digital marketing opportunities. These include **direct email “e-Blasts”** to ED’s one-of-a-kind targeted databases; **sponsored content** and **banner advertising** within the **ED e-newsletter** and on theEDPub.com; and exposure via ED’s ever-increasing **social media** presence.

Custom Email Blasts!

Have your message sent directly to our exclusive club email database of club owners, general managers, entertainers, DJs and other industry professionals.

Advanced e-Blast \$500

Can include multiple graphics, multiple links, embedded video, text, etc.

Basic e-Blast \$200

One graphic with one link.

ED E-Newsletter!

Promote your products and services with a banner on ED’s weekly e-Newsletter emailed to the industry’s top club owners, general managers and business professionals.

3-Month Banner \$1,000

1-Month Banner \$600

1-Week Banner \$200

ED Websites!

In addition to our main website, theEDpub.com, we also produce several specialty sites that are available for marketing opportunities, including theEDexpo.com, theEDawards.com, and StripClubsForSale.com



theEDpub.com

Our website reaches not only adult club owners, GMs, and staff, but also entertainers and fans of adult entertainment. It receives tens of thousands of visits every month because of its industry news, club and entertainer promotions, exclusive interviews, extensive industry video coverage, and much more. ***It is the only adult nightclub industry — and consumer — website of its kind in the world!***

Title Banner (per month, 3-month minimum) **\$2,000**

Top of page banner on all web pages

Prime Banner (per month) **\$750**

Prime placement on home page and article pages

Select Banner (per month) **\$500**

Banner placement within select article pages

Sponsored Content (per month) **\$750**

Graphic on home page with link to editorial on your club/company



Put ED’s Internet connections to work for you, contact Kristofer Kay or Caroline Ashe at **(727) 726-3592**, kris@edpublications.com or caroline@edpublications.com.

ED the convention

2019



THE ANNUAL GENTLEMEN'S CLUB EXPO
AUGUST 11-14 ★ PLANET HOLLYWOOD ★ LAS VEGAS

*Meet one-on-one with current and **NEW** clients at the industry's only convention!*

For more than 25 years, the Annual Gentlemen's Club EXPO has been the only national convention, Awards Show and tradeshow for the multi-billion-dollar adult nightclub industry. The **EXPO draws over 2,500 attendees**, including over 1,500 adult nightclub owners, club executives, general managers, floor managers, DJs, entertainers and club personnel from individual clubs and club chains. EXPO attendees benefit from **three full days** of must-attend **workshops and panel sessions**; two days of a **125-booth Tradeshow** with vendors showcasing their latest products and services; **evening parties** that are equal parts networking and enjoyable fun; and the **Annual ED's Awards Show** honoring the industry's top adult nightclubs and entertainers.



Promote Your Business

IN PERSON

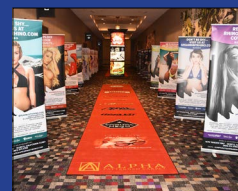
Tradeshow Booths

Exhibit booths are \$2,190 or \$2,490 (for corners). Each 10-by-10 booth is pipe and draped and includes a table, two chairs and two EXPO badges. See the floorplan at www.theEDexpo.com



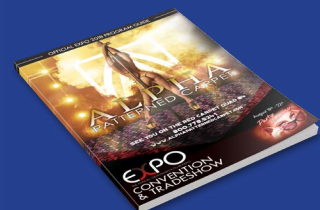
Sponsorships

EXPO Sponsorships opportunities include **Title Sponsorships** (\$17,500), **Awards Show Sponsorships** (\$15,000), **Event Sponsorships** (\$9,500) and other sponsorships that start at \$5,000. Each sponsorship comes with numerous benefits. www.theEDexpo.com for more details.



Program Guide

Full-page display advertisements in the Official EXPO Program Guide handed out to all show attendees are \$799 (or \$599 for companies with a booth at the tradeshow).



Goodie Bag

Place a brochure, product sample or promo item in the Official EXPO Goodie Bag. Just **\$595!**



To have a company presence at EXPO 2019, contact Kristofer Kay or Caroline Ashe at **(727) 726-3592**, kris@edpublications.com or caroline@edpublications.com.