

ED ²⁰²⁰ the media kit

For 30 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!

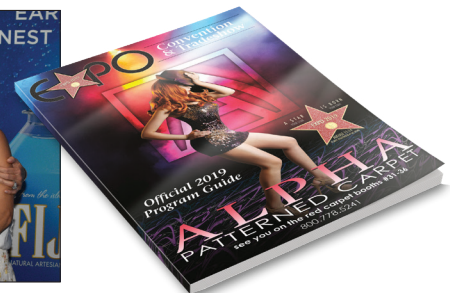
Tap into our new B2B/consumer hybrid website theEDpub.com, as well as our e-Blasts, e-Newsletters, social media feeds, and specialized websites.

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 ²⁰²⁰

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

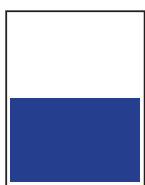
Front Cover	\$5,000
—Front cover artwork and 4-page cover story	
4-Page Spotlight	\$3,500
—Front cover headline and 4-page article inside	
2-Page Spotlight	\$2,500
—Ad facing article, or 2-page article	
1-Page Teaser	\$1,500
—Half-page article on top of half-page ad	

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	Distribution:	USPS mail, ED Expo and online
Frequency:	Bimonthly	Deadline:	First of month prior to publication
Digital Circulation:	ED online; Facebook & Twitter	Readership:	Owners, GMs, entertainers, vendors



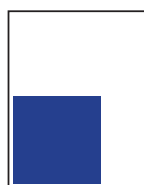
Full
8.75w x 11.25h
with bleed



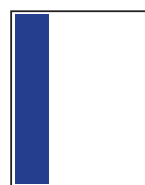
1/2 Horizontal
7.5 w x 5h



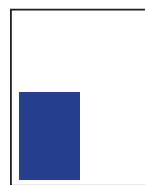
1/2 Vertical
3.75w x 10h



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 2020

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 **ExoticDancer.com** 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 **ExoticDancer.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 **ExoticDancer.com** website for 3 mos.
- ◆ 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 2020 — \$2,290 value
- ◆ Ad in the EXPO 2020 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 Magazine's 2020 Special Focus Editorials



January 2020

The new-tech evolution

deadline: December 10

Whether it's **apps**, **social media marketing**, **virtual reality** or **state-of-the-art POS systems**, new technology has arrived that can help you manage your club, market your club or make it more attractive to a younger clientele. Our "New-Tech Evolution" Special Focus will highlight the latest technology aimed at the evolving gentlemen's club industry and why you need to know about what these products and services can do for you.

#tech #newtechnology #apps #VR #virtualreality #socialmedia #IDverification



March 2020

The show(girl) must go on

deadline: March 10

For the first time ever, the Gentlemen's Club EXPO will present "**Feature Entertainers Row**," where club owners and operators can meet some of the industry's top touring features. In our "**The Show(girl) must go on**" Special Focus, we'll showcase all of the top industry feature entertainers, including those scheduled for "Feature Entertainers Row," as well as the showgirls competing in the Annual Exotic Dancer Invitational (EDI) East and West Contests in 2020.

#showgirl #feature entertainer #dancer #exoticdancer #burlesque #EDI



May 2020

When SE met ED

deadline: May 10

ED Magazine readers may not know that we publish a "sister" magazine, **STOREROTICA (SE)**, which is a B2B magazine for the adult store and lingerie boutique industries. Over the past few years, a number of companies within this sector have become interested in the obvious similarities between clubs and stores, and explored this crossover appeal by exhibiting at the EXPO. In this "**When SE met ED**" Special Focus, we highlight the companies and products that should be of interest to gentlemen's clubs.

#adult store #boutique #crossover #lingerieboutique #erotic



July 2020

We'll drink to that!

deadline: June 10

The 2019 EXPO saw a surge in **liquor, wine & beer brands** supporting the industry's convention through sponsorships and tradeshow booths, and the 2020 EXPO will surely continue this trend. In our "**We'll drink to that!**" Special Focus, we will showcase the liquor brands who have made the gentlemen's club industry a priority by supporting its only national convention, tradeshow and awards show.

#liquor #alcohol #tequila #vodka #rum #beer #champagne #wine



September 2020

Attack the chargeback

deadline: July 30

They call it "**buyer's remorse**." They call it a "drunken mistake." Whatever they call it, *you* call chargebacks a serious pain in the ass. So what products and services will protect you when that big spender decides to double-cross your club by trying to get out of paying for his bill? And what can your club staff do to prevent a chargeback from happening in the first place? Our "**Attack the chargeback**" Special Focus will answer these questions and more.

#chargeback #creditcard #buyersremorse #IDverification #servers



November 2020

Don't sleep on the barkeep

deadline: October 10

There's only one product that you sell everyday in your club. That product, of course, is the beverages you offer your guests, be they liquor or non-alcoholic. So what are you using to serve these libations? Are your bartender's tools of the trade archaic? And how are you tracking your beverage sales to know that you're maximizing your profits? Our "**Don't sleep on the barkeep**" Special Focus will showcase products that will ensure your bar is slingin' drinks in the most stylish and efficient ways possible.

#glassware #barproducts #inventory #POS #bartools #mixology #shots #pourcontrol

For inclusion in these Special Focus Editorials, please contact ED's Kristofer Kay or Caroline Ashe at kris@edpublications.com or caroline@edpublications.com, visit exoticdancer.com or call (727) 726-3592

ED ²⁰²⁰ 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 industry's leading website ExoticDancer.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 our websites; 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, ExoticDancer.com, we also produce several specialty sites that are available for marketing opportunities, including theEDexpo.com, theEDawards.com, theEDIs.com and StripClubsForSale.com



exoticdancer.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 ²⁰²⁰



*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 \$2,290 or \$2,590 (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. Go to 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).



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.