



2022 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!

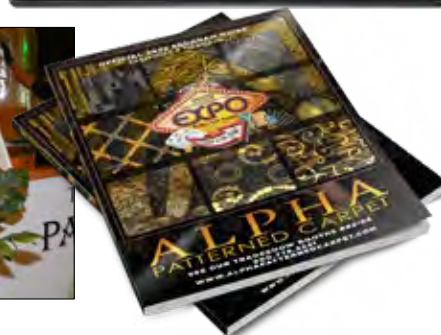
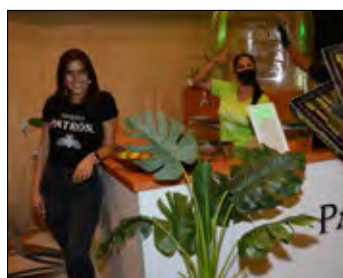
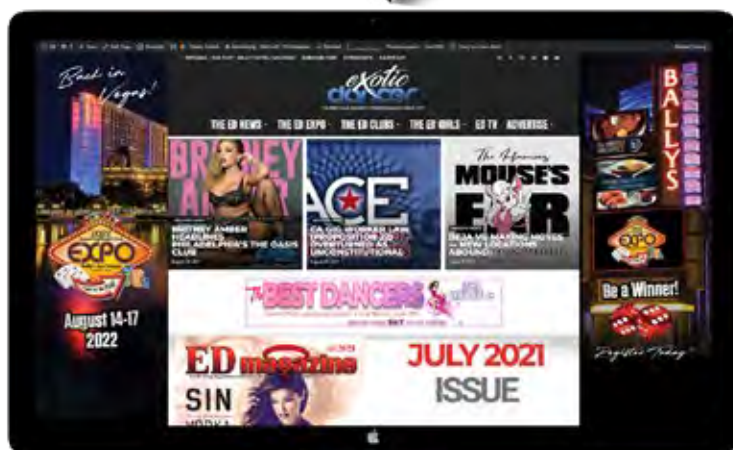
Reach every club owner, general manager and business pro through the bimonthly ED Magazine.

INTERNET Promotion!

Tap into our B2B/consumer hybrid website **ExoticDancer.com**, as well as our custom e-Blasts, e-Newsletters, and social media feeds, which include over 15,000 followers!

IN-PERSON Promotion!

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





the packages ²⁰²²

6-Time Ad Packages

A FULL YEAR's worth of coverage, in print and online!

- ◆ Six full-page display advertisements (one every issue) in **ED Magazine**
- ◆ Six customized **email blasts** (during non-magazine months) sent to our entire email database
- ◆ Six customized **social media promotions** (reaching our 15K combined social media followers)
- ◆ Full-page **editorial profile** in the magazine and on **ExoticDancer.com**



*The most effective marketing campaigns incorporate multiple media platforms. And with this package you get it all: **Print, online and in-person!***

**Signed contract and 50 percent deposit required on all packages.*

Total cost: \$12,781
36% discounted rate: **\$8,187**



Get your EXPO 2022 Booth for Half Price!



Pre-book this six-time promotional package and get your EXPO 2022 Tradeshow booth for half-price!

EXPO 2022 Tradeshow booth: \$2,290* value
 New price: \$1,145! (*corner booths are \$2,590)



To reserve your 2022 six-time package plus half-price EXPO booth, contact Kristofer Kay or Cali Serket-Smith at **(727) 726-3592**, **kris@edpublications.com** or **cali@edpublications.com**.



ED 2022 the convention

FACE-TO-FACE PROMOTION!

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



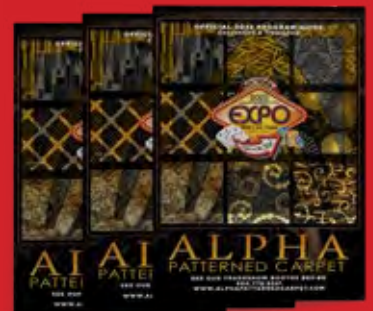
Sponsorships

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

The Official EXPO Program Guide is handed out to all show attendees, and full-page ads are just **\$499!** (\$799 if you are not sponsoring or exhibiting at the EXPO)



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

For nearly 30 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, club pros and entertainers.



To reserve your EXPO 2022 Sponsorship or Tradeshow booth, contact Kristofer Kay or Cali Serket-Smith at **(727) 726-3592**, kris@edpublications.com or cali@edpublications.com.



the packages ²⁰²²

3-Time Ad Packages

Before, during and after EXPO they'll know about YOU!

- ◆ Three full-page display advertisements (one every issue) in **ED Magazine**
- ◆ Three customized **email blasts** sent to our entire email database
- ◆ Three customized **social media promotions** (reaching our 15K combined social media followers)
- ◆ Full-page **editorial profile** in the magazine and on **ExoticDancer.com**



*The most effective marketing campaigns incorporate multiple media platforms. And with this package you get it all: **Print, online and in-person!***

**Signed contract and 50 percent deposit required on all packages.*

Total cost: \$7,390
Package rate 30% off! **\$5,294**



Save \$500 on your EXPO 2022 booth!



Pre-book this three-time promotional package and save \$500 on your EXPO 2022 Tradeshow booth!

EXPO 2022 Tradeshow booth: \$2,290* value
New price: \$1,790! (* corner booths are \$2,590)



To reserve your 2022 three-time package plus \$500 off EXPO booth, contact Kristofer Kay or Cali Serket-Smith at **(727) 726-3592**, kris@edpublications.com or cali@edpublications.com.

ED Magazine's 2022 Special Focus Editorials



January 2022

deadline: Dec. 10

Sit and Spin!

A Special Focus on club furnishings, carpet & dance poles

Whether your guests sit on them, set their drinks on them, or dance on them, **club furnishings, carpet, dance poles and portable stages** are a standard component of every adult nightclub in the US. Isn't it about time yours get an upgrade? We'll kick off 2022 by highlighting the newest styles, top companies and current trends in furniture, fixtures, dance poles and stages.



March 2022

deadline: Feb 10

Now that's a bright idea!

A Special Focus on exterior and interior lighting & signage

Lighting sets the mood for your club, whether it's the **exterior lighting** that adds "curb appeal" or the **interior lighting** that flatters your entertainers. Upgrading your club's lighting is a bright idea, and that's why we'll be featuring the top lighting and signage companies in this Special Focus!



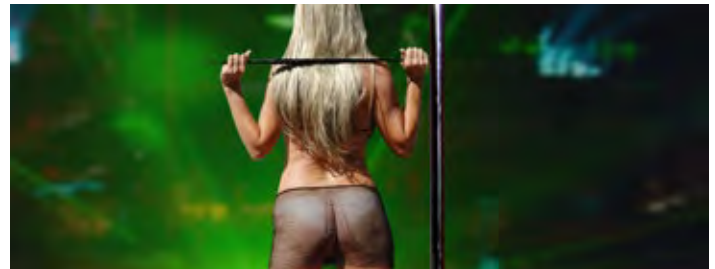
May 2022

deadline: Apr. 10

Take a shot at a better bar!

A Special Focus on the "tools of the trade" for bartenders

Having the latest tools of the trade make your bartenders and wait staff happy and make your bar area more efficient. **Increased efficiency means your bar staff and your club make more money.** And isn't that what everyone wants? If your bartenders or wait staff use it, you'll find the companies who supply them in this Special Focus!



July 2022

deadline: June 10

They put the "sin" in Sin City

A Special Focus on Las Vegas' top adult nightclubs

As EXPO makes its triumphant return to Sin City, we'll be highlighting the top adult nightclubs in what many consider to be the number-one market for adult clubs in the world. Our **Las Vegas Market Feature** will offer a directory of Vegas clubs and profile the clubs you MUST see when you're in town for the 2022 EXPO (Bally's, August 14-17).



September 2022

deadline: Aug. 25

The Who's Who of EXPO '22

A Special Focus on EXPO 2022's exhibitors and award winners

With so much to see and experience at the Annual Gentlemen's Club EXPO, it's a bit of a whirlwind. Thankfully our "Who's Who of EXPO '22" Special Focus will **shine the spotlight on convention exhibitors, sponsors, and winners from the 24th Annual ED's Awards Show.**

November 2022

deadline: Oct. 15

Your customer is online - are you?

A Special Focus on social media marketing

Where can adult nightclubs turn for help with their social media accounts? What are the **top strategies** for utilizing social media in ways that will actually put butts in seats? This Special Focus will highlight the companies that offer modern online marketing tactics.

**To be included in a Special Focus, or for special ad rates, contact ED's Kris Kay or Call Serket-Smith at (727) 726-3592 or email kris@edpublication.com / call@edpublications.com.
For editorial opportunities, contact ED's Eugenio Torrens at eugenio@edpublications.com.**



the magazine ²⁰²²

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



NEW Display Ad Prices

	1-time	3-time	6-time
Full page	\$999	\$899	\$799
1/2 page	\$799	\$699	\$599
1/3 page	\$599	\$499	\$399

Ask about our Special Ad Packages!

NEW Advertorial Prices

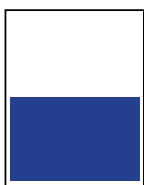
Front Cover	\$6,499
—Front cover artwork and 4-page cover story	
NEW! “Inside” Cover	\$4,499
—“Front cover” interior art on hard-stock paper, front cover headline, three pages of editorial	
4-Page Spotlight	\$2,999
—Front cover headline and 4-page article inside	
2-Page Spotlight	\$1,999
—Ad facing article, or 2-page article	

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. Free editorial coverage is also available via our “Special Focuses.”

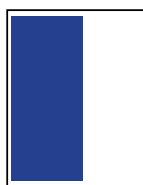
Print Circulation:	3,500	Distribution:	USPS mail, ED Expo and online
Frequency:	Bimonthly	Deadline:	First of month prior to publication
Digital Circulation:	ED online; Facebook & Twitter	Readership:	Owners, GMS, entertainers, vendors



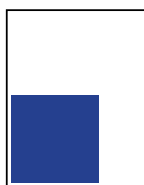
Full
8.75w x 11.25h
with bleed



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

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



To reserve your advertising space in upcoming issues, contact Kristofer Kay or Cali Serket-Smith at **(727) 726-3592**,
kris@edpublications.com or cali@edpublications.com.

ED the internet ²⁰²²

MAGAZINE

In addition to our popular website ExoticDancer.com, we also provide 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 with **customized posts**.

Custom Email Blasts!

Have your message sent directly to our exclusive club email database!

ED e-Blast \$399

Up to two graphics and web links, as well as social media sites linked.

Advanced e-Blast \$799

We design your blast with multiple graphics, multiple links, embedded video, text, etc.

NEW: Social Shout-Outs!

We will promote you to **over 15,000** of our social media followers (Facebook, Instagram, Twitter).

ED Social Shout-Out \$399

We will create a customized social media post including multiple graphics and web links

ED E-Newsletter!

Note: All web banner purchases include complimentary editorial on ExoticDancer.com.

“Presented By” Banner at top of newsletter:

\$2,499 per month (3-month minimum)

3-Month Banner \$1,199

1-Month Banner \$799



Our website **EXOTICDANCER.com** 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 coverage, and much more. ***It is the only adult nightclub industry—and consumer—website of its kind!***

Title Banner (per month, 3-month minimum) **\$2,499**
Top/side of page banner on all web pages
(includes sponsored article)

Prime Banner (per month, 3-month minimum) **\$999**
Prime placement on home page and article pages
(includes sponsored article)

Sponsored Article (per article/post) **\$799**
Please contact ED for more information

Select Banner (per month) **\$499**
Banner placement within select article pages

ED

To reserve your advertising space in upcoming issues, contact Kristofer Kay or Cali Serket-Smith at **(727) 726-3592**, kris@edpublications.com or cali@edpublications.com.