



**MAGAZINE**

# 2022 Special Focus

**deadline: Oct 20**

## January

Sit and Spin!  
*club furnishings, dance  
poles and stages*

**Deadline Dec. 10**

## March

That's a bright idea!  
*Interior & exterior lighting*

**Deadline Feb. 10**

## May

Take a shot at a  
better bar!

**Deadline Apr. 10**

## July

They put the "sin"  
in Sin City  
*\*Vegas market feature!*

**Deadline June 10**

## September

The Who's Who  
of EXPO '22

**Deadline Aug. 31**

## November

Social media  
marketing

**Deadline Oct. 20**

## What's YOUR online marketing strategy?



### A Special Focus on social media marketing

An industry poll has revealed that social media marketing is the number-one area of concern for club operators. The question is, where can adult nightclubs turn for help with their Facebook, Instagram and TikTok 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.

***Don't miss your chance for a great editorial opportunity!***

To be included in this Special Focus, or for focus-specific ad rates,  
contact ED's **Kristofer Kay** at (727) 726-3592  
or email [kris@edpublications.com](mailto:kris@edpublications.com).

For editorial opportunities, contact ED's Assistant Editor  
**Eugenio Torrens** at [eugenio@edpublications.com](mailto:eugenio@edpublications.com)

# November 2022

*Focus*