



2023 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!

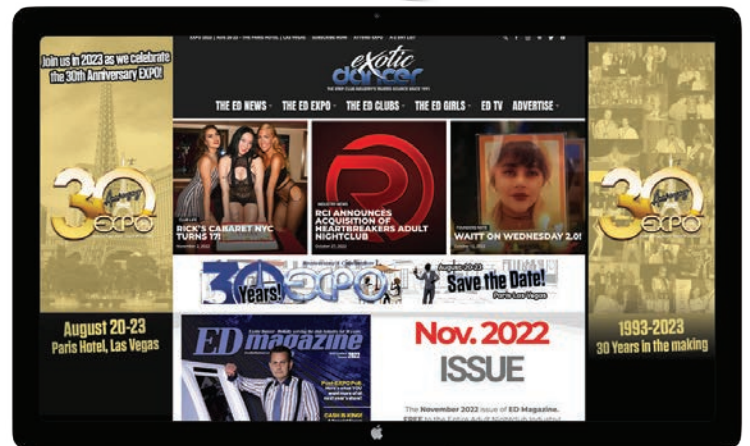
Reach every club owner, general manager and business pro through the bimonthly ED Magazine.

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.





2023 the packages

6-Time Ad Packages

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

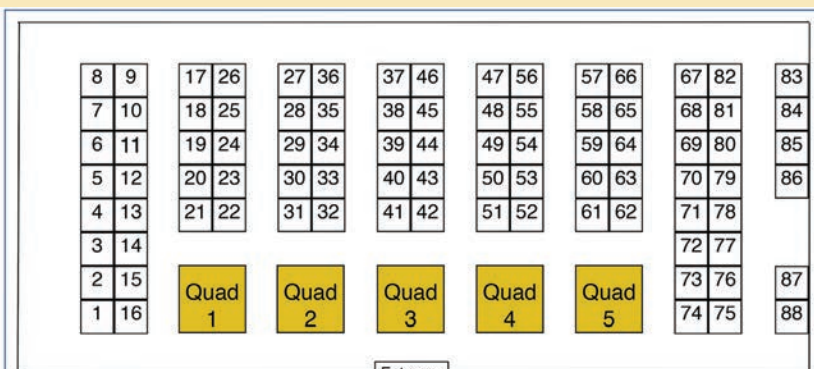
- ◆ Six full-page display advertisements (one every issue) in **ED Magazine**
- ◆ Three customized **email blasts** sent to our entire email database
- ◆ Three customized **social media promotions** (reaching our 15K combined social media followers)
- ◆ Full-page **editorial profile** in the magazine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

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



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% deposit required on this 36% off special package**



QUAD 3 (Premium): \$12,190
QUAD 2 & 4: \$10,190
QUAD 1 & 5: \$9,190
CORNER BOOTH: \$2,890
INTERIOR BOOTH: \$2,590

Boxes in gray are under contract

- Each 10-by-10 booth includes a six-foot table, two chairs, a small company sign and two EXPO badges (additional badges are \$250 each)
- Requested booth spots are not guaranteed until full payment and signed contract are received

AUGUST 20-23, 2023
 PARIS HOTEL & CASINO, LAS VEGAS

To book your booth today, call Kristofer Kay in the ED office at (727) 726-3592 or email kris@edpublications.com

EXPO 2023 Tradeshow

Meet owners and buyers from clubs across the US during our two-day B2B Tradeshow!

“We developed several relationships with vendors at the EXPO Tradeshow that we took advantage of immediately. We contacted every insurance agency from the show to get quotes. We purchased carpeting and furniture, including new custom bar stools and chairs. We took full advantage of the treasure of information and vendors made available to us, and we will definitely be back next year.”

- Charles Bass, owner, Hustler Club, Baltimore



ED 2023

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!



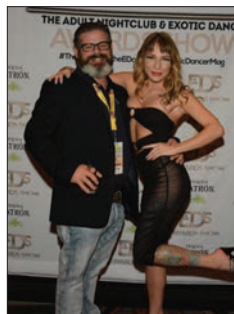
Program Guide

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 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 2,000 attendees, including over 1,200 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 110-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 2023 Sponsorship or Tradeshow booth, contact Kristofer Kay at **(727) 726-3592** or email at kris@edpublications.com



the packages ²⁰²³

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**

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



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% deposit required on this 30% off special package**

If you invest in the industry, the industry will invest in you!

“You can’t expect to do business in this industry if you’re not in the magazine and exhibiting at the EXPO Tradeshow. You have to be committed in a lot of different ways, because it’s a small industry and people do talk. But that’s a good thing, because you can get a lot of great recommendations through word of mouth, because club owners do communicate with each other and they are a very loyal group. The only way you can get to know the decision-makers in this industry is go to the EXPO and talk to them, to meet them in person.

“I serve a lot of other industries, but the adult nightclub industry is still 50 percent of my business—that’s only because I’m involved with the EXPO and with (the magazine). I’ve talked to some club owners for two or three years before they actually bought carpet. They may not order right away, but you have to continue to exhibit every year. You can’t just show up once and make a bunch of phone calls and expect club owners to order in droves. They’re probably not going to, and I don’t blame them. If you expect dedication from them you have to be dedicated to them. You have to support the industry if you want them to support you.” — **Industry veteran Kristin Messick of Omega Pattern Works**

For all advertising and EXPO Tradeshow opportunities, contact ED’s Kristofer Kay at (727) 723-8827 or email kris@edpublications.com

ED Magazine's 2023 Special Focus Editorials



January 2023

deadline: Dec. 10

Meet the insurance rockstars! A Special Focus on the personalities behind the brands

Insurance is a necessity for every single adult nightclub, and no two insurance companies — or insurance agents — are exactly alike. In this Special Focus we'll go beyond the coverages and brands in order to get to know the agents themselves. There are fewer decisions a club owner will make more important than which insurance company they'll work with, and these personal profiles will provide a window into this process.



March 2023

deadline: Feb 10

Crank it Up! A Special Focus on speakers, sound systems and microphones

Every adult club relies upon a clear, concise sound system, one that helps keep the party going without killing conversation between entertainers and customers. And let's not forget microphones, the top tool in a DJ's arsenal. This Special Focus will highlight the **sound companies and products** that will keep your club pumping and the party going!



May 2023

deadline: Apr. 10

Set the Table!

A Special Focus on beverage and food-service products

Glasses, menus, coasters, plates ... they aren't the sexiest items in your club, but they are nonetheless a critical component of your bar and, if you offer it, food service. This Special Focus will encompass the myriad products that assist in food and beverage service, including **glassware, menus, fryers, table tents, coasters** and much more!



July 2023

deadline: June 10

Official Feature Entertainer Directory

For the past 30-plus years, featuring entertainers have been a popular choice for club promotions and special events. Not only do they provide clubs with an "event" to promote, but they give their guests a "show" unlike anything else. This **Feature Directory** will list all of the currently touring feature entertainers, along with current promo and bios to help club owners and operators select the right entertainer for their specific needs.

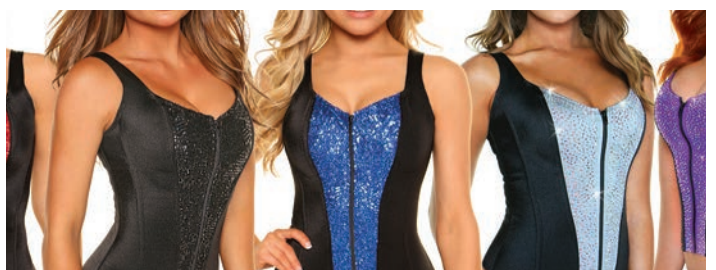


September 2023

deadline: July 25

The 30th Anniversary EXPO Guide

In lieu of a Special Focus, we'll be busy preparing the **Official 2023 EXPO Program Guide** for the 30th Anniversary EXPO at Paris Hotel and Casino in Las Vegas! This Guide will boast all of the information EXPO attendees will need to navigate the EXPO, including a complete list of exhibitors and sponsors, ED's Awards nominees, the most current EXPO agenda and so much more!



November 2023

deadline: Oct. 10

Impressively dressed!

A Special Focus on club merchandise and uniforms

Who do you turn to for branded T-shirts, hats and other promo items? Who will you call when you want attention-grabbing outfits for your servers and bartenders? Our Special Focus on **merchandise & uniforms** will showcase the latest styles and go-to companies — who can keep everyone in your club impressively dressed!

For all marketing and editorial opportunities, contact ED's Kristofer Kay at (727) 723-8827 or email kris@edpublications.com



2023 the magazine

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

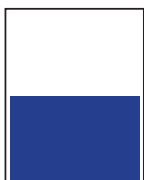
Front Cover	\$6,499
—Front cover artwork and 4-page cover story	
NEW! "Inside" Cover	\$4,499
—"Front cover" interior art on hard-stock paper, front cover headline, three pages of editorial	
4-Page Spotlight	\$2,999
—Front cover headline and 4-page article inside	
2-Page Spotlight	\$1,999
—Ad facing article, 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:	2,500	Distribution:	USPS mail, ED Expo and online
Frequency:	Bimonthly	Deadline:	Tenth day of month prior to publication
Digital Circulation:	ED online; Facebook & Twitter	Readership:	Owners, GMS, entertainers, vendors



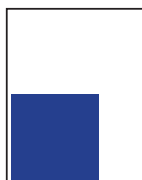
Full is 8.625w x 11.125h with bleed



1/2 Horizontal 7.375 w x 5h



1/2 Vertical 3.75w x 9.875h



1/3 Square 5w x 5h



1/3 Vertical 2.375w x 9.875h

NEW: Full bleed 8.625 X 11.125 / Trim size 8.375 x 10.875 / Live area 7.375 X 9.875

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



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



2023 the internet

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



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

