



the media kit

2024

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.

We are still 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!

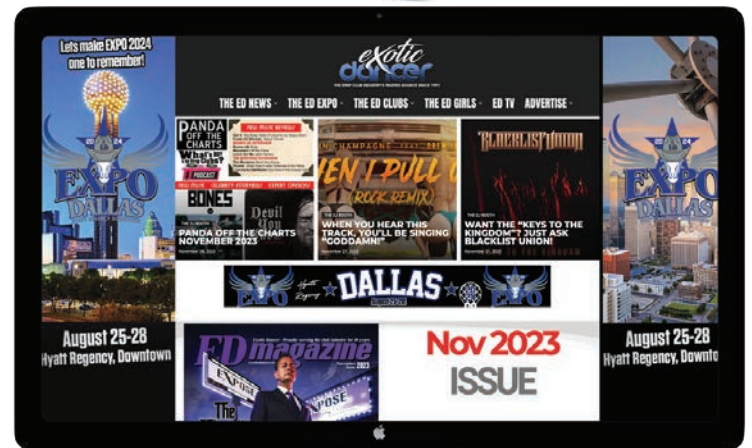
Reach every club owner, general manager and business pro through the bimonthly ED Magazine.

INTERNET Promotion!

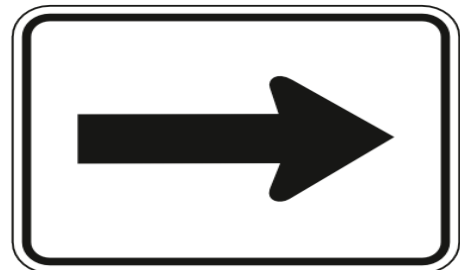
Tap into our B2B website **ExoticDancer.com**, as well as our custom e-Blasts, e-Newsletters, and social media feeds, which include over 15,000 followers!

IN-PERSON Promotion!

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



Don't miss the BRAND NEW opportunities we have available for 2024!



NEW for 2024

Looking to stand out? Check out the ED Magazine Tab!

Looking for new ways for your company and its products to stand out in the pages of ED? Look no further than the ED Magazine Tab, which *quite literally stands out of the magazine* with your branded tab! This tab-page includes two full-page ads (front & back) plus your branded tab. Limited placements available per issue!

\$2,499

Or add the tab to an "Inside Cover" for just **\$999 more!**



This tab-page includes two full-page ads (front & back) plus your branded tab!



NEW for 2024

The ED Magazine Bookmark!

Want to bring more attention to your brand AND give readers something they can use every day? ED presents the **ED Magazine Bookmark!** *This heavy-stock bookmark is also perforated so that readers can pop your bookmark out and use it,* which can give this advertisement a much longer shelf life!

\$1,699

The ED Magazine Postcard!

Wait, what's that thing that just popped out of this issue of ED Magazine? It's the **ED Postcard!** If you want to guarantee that your brand gets noticed when the next issue of SE Magazine is opened by your favorite club owners, consider the new ED Magazine Postcard! Multiple sizes and prices are available!

\$1,299



Limited placement opportunities are available in each issue, so book yours today!





2024 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!



One time, or all year!

	1-time	3-time	6-time
Full page	\$1,049	\$949	\$839
1/2 page	\$849	\$749	\$679
1/3 page	\$699	\$649	\$549

High-profile branding!

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

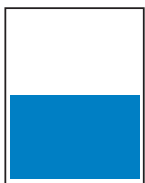
Ask about our Special Ad Packages!

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.”

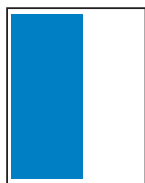
Print Circulation:	2,500	Distribution:	USPS mail, ED Expo and online
Frequency:	Bimonthly	Deadline:	Tenth day of month prior to publication
Digital Circulation:	ED online; Facebook & Instagram	Readership:	Owners, GMs, entertainers, vendors



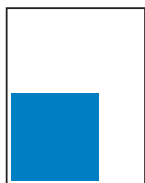
Full is 8.625w x 11.125h with bleed



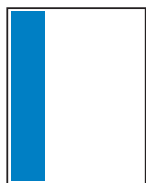
1/2 Horizontal 7.375 w x 5h



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, please contact Kristofer Kay or Sharon Meadows at (727) 726-3592 or email kris@edpublications.com or sharon@edpublications.com



digital branding

2024

What do you mean you don't utilize digital advertising?! In addition to our popular website ExoticDancer.com, we also provide several digital marketing opportunities. These include direct email "e-Blasts" to ED's 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!

Promote directly to our exclusive email database of adult nightclub owners, operators, and other industry professionals.

Advanced e-Blast \$1,199

Can include multiple graphics, multiple links, embedded video and more!

Basic e-Blast \$599

One graphic with one link.

ED E-Newsletter!

Promote your products and services with a banner on ED's weekly e-Newsletter!

"Presented By" Banner at top of newsletter:

\$2,499 per month

3-Month Banner \$1,499

1-Month Banner \$899



ExoticDancer.com

Our website **EXOTICDANCER.com** reaches not only adult club owners, GMs, and staff, but also entertainers from across the US and around the world. 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 website of its kind!**

*New for 2024

Pop-Up banner! (per month) **\$1,299**

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

Prime Banner (per month) **\$899**
Prime placement on home page and article pages

Select Banner (per month) **\$599**
Banner placement within select article pages



For more information on our **digital promotions**, please contact Kristofer Kay or Sharon Meadows at (727) 726-3592 or email kris@edpublications.com or sharon@edpublications.com



2024 the magazine

The **BIG** Package

Who says size doesn't matter?
Here's "The **BIG Package**," a **FULL YEAR's**
worth of coverage in print and digital!

- ◆ Six full-page display advertisements (one every issue) in **ED Magazine**
- ◆ "NEW": One ED Magazine **Postcard**, included in the issue of your choice
- ◆ Six customized **email blasts** sent to our entire email database
- ◆ Full-page **editorial profile** facing your ad in the magazine (and featured on **ExoticDancer.com**)

Total cost: \$11,926
30% discounted rate: ONLY \$8,349



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 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. You can't just show up once and make a bunch of phone calls and expect club owners to order in droves. 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**

ED Magazine's 2024 Special Focus Editorials



January 2024

deadline: Dec. 10

POS (Personalities of Sales) Meet the people behind the machines!

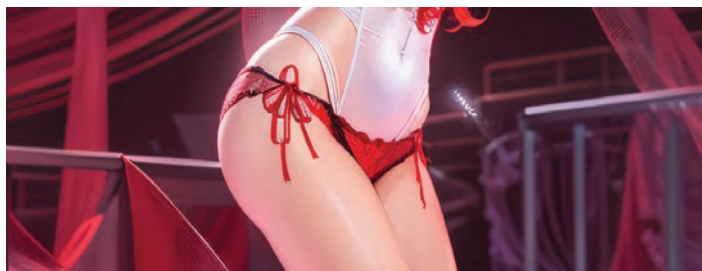
Sure, you know the companies that offer the industry's POS systems. But do you know the personalities behind those machines? In this Special Focus, we're going to get to know the individuals themselves, the people whom in many cases created the POS system that your club currently uses. A good POS system has a good story behind it, and that's exactly what our readers will find in this special editorial section.

March 2024

deadline: Feb 10

Embrace the vape! How clubs can profit from vape sales

Remember the days when clubs could sell packs of cigarettes for twice or three times what they sold for in convenience stores? Those days may be gone, but that doesn't mean there isn't a similar path to smoke-related profits in your club. In this Special Focus, we're going to showcase the companies that supply a popular product — disposable vapes — that clubs can sell to their guests.



May 2024

deadline: Apr. 10

Bar products that are shaken *and* stirred!

Cocktail shakers, strainers, corkscrews, rimmers, garnishes, bar spoons, glassware, jiggers, peelers, ice buckets ... there are so many items that are part of your bartender's repertoire. So when was the last time you updated yours? Or is your bar using tools from the last century? Our "Shaken and Stirred" Special Focus will highlight the companies providing the key products that are critical to the success of your bar — and your bartenders!

July 2024

deadline: June 10

Return of the Feature Entertainers Guide!

Every year there are fresh and exciting entertainers who are establishing new careers as features. So it makes sense that we will once again showcase all of the current touring features — including adult film stars — in our 2024 Feature Entertainers Guide! Find out who's new, who's hot, and who you want in your clubs for your calendar in 2024 and beyond!



September 2024

deadline: July 25

EXPO 2024 Program Guide!

As we head to a brand new city for EXPO 2024 — Dallas, Texas! — we will be once again showcasing the Official EXPO Program Guide! This handy guide fits easily into your back pocket and will be your source of information for everything EXPO while on-site at the Hyatt Regency in Downtown Dallas, August 25-28!

November 2024

deadline: Oct. 10

Risky Business

As technologies continues to advance, so do the risks associated with owning a business that relies upon these technologies to operate. This "Risky Business" Special Focus will help club owners and operators understand the risks that they currently face, including cyber threats, legal threats (via customer lawsuits), security threats, and threats from chargebacks and other financial setbacks.