



2025 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. **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!

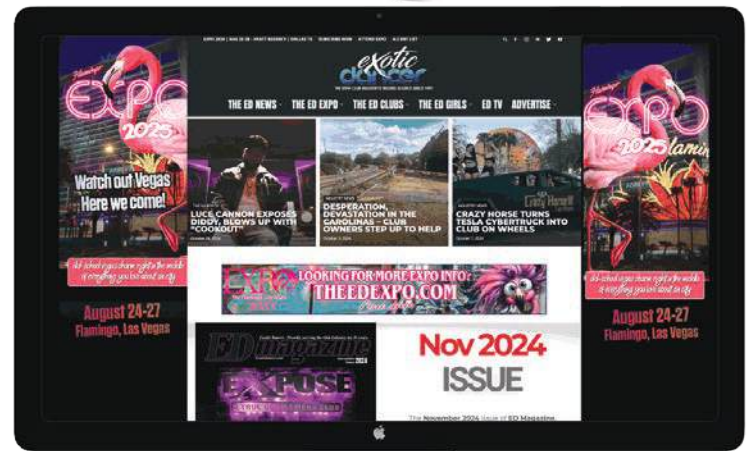
Reach every club owner, general manager and business pro through the bimonthly ED Magazine.

INTERNET Promotion!

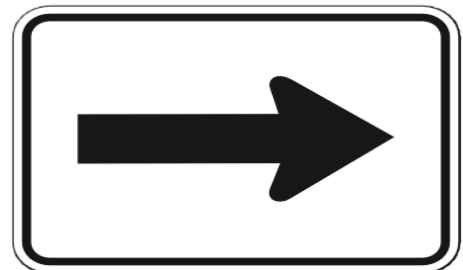
Tap into our B2B website **ExoticDancer.com**, as well as our custom e-Blasts, e-Newsletters, and social media feeds, which include over 15,000 followers!

IN-PERSON Promotion!

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



Don't miss the PREMIUM opportunities we have available for 2025!



PREMIUM for 2025

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

Looking for more impactful ways for your company and its products to stand out? Look no further than the ED Magazine Tab, which *quite literally stands out of the magazine* with your branded tab! 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!



PREMIUM for 2025

The ED Magazine Bookmark!

Want to bring more attention to your brand AND give readers something they can use every day? The heavy-stock **ED Bookmark** stands out, and is also perforated so that readers can pop your bookmark out 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 by club owners, operators and other industry pros, 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!





2025 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	

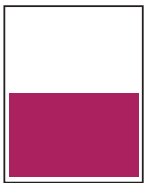
Save even more with our Special Ad Packages!

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.”

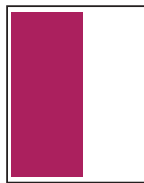
Print Circulation:	2,500	Distribution:	USPS mail, ED Expo and online
Frequency:	Bimonthly	Deadline:	Tenth day of month prior to publication
Digital Circulation:	ED online; Facebook & Instagram	Readership:	Owners, GMs, entertainers, vendors



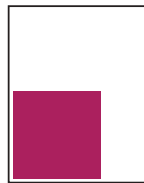
Full is 8.625w x 11.125h with bleed



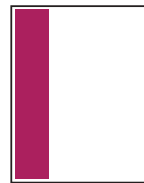
1/2 Horizontal 7.375 w x 5h



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 call (727) 726-3592 or email sales@edpublications.com



2025 digital branding

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.

Just \$599!

ED E-Newsletter!

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

Prime spot - 'Presented by' banner!

Placed at the very 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 2025

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 call (727) 726-3592 or email sales@edpublications.com



2025 *the BIG Package*

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**)



The most effective marketing campaigns incorporate multiple media platforms. And with this package you get it all!

**Signed contract and 50% deposit required on this 30% off special package*

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

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**