

ED the media kit

2021

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 buyer through the bimonthly ED Magazine.

INTERNET Promotion!

Tap into our new B2B/consumer hybrid website theEDpub.com, as well as our e-Blasts, e-Newsletters, social media feeds, and specialized websites.



IN-PERSON Promotion!

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

YOU Promotion!

Step into the spotlight in one of our special editorial focuses on your company's area of expertise.



ED the magazine ²⁰²¹

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



Display Advertisement Prices

	1-time	3-time	6-time
Full page	\$1,000	\$900	\$800
1/2 page	\$600	\$550	\$500
1/3 page	\$400	\$350	\$300
1/4 page	\$300	\$250	\$200

Ask about our AD Special Packages!

The **“Editorial Focus”** and **“Cool Products!”** sections in ED Magazine spotlight products and services of interest to club owners, general managers and entertainers—**for free!** We welcome submissions from all companies; send your new product press release and photos to Kristofer Kay at Kris@EDpublications.com.

Advertorial Prices

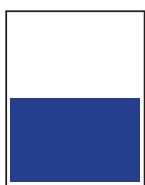
Front Cover	\$5,000
—Front cover artwork and 4-page cover story	
4-Page Spotlight	\$3,500
—Front cover headline and 4-page article inside	
2-Page Spotlight	\$2,500
—Ad facing article, or 2-page article	
1-Page Teaser	\$1,500
—Half-page article on top of half-page ad	

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.

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



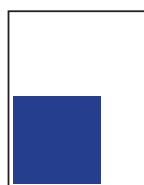
Full
8.75w x 11.25h
with bleed



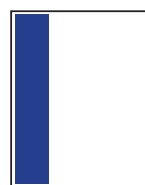
1/2 Horizontal
7.5 w x 5h



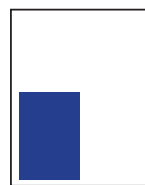
1/2 Vertical
3.75w x 10h



1/3 Square
5w x 5h



1/3 Vertical
2.375w x 10h



1/4 Square
3 3/4 w x 5h

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



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

ED the packages ²⁰²¹

6-Time Ad Packages

A FULL YEAR's worth of coverage!

- ◆ Six full-page display advertisements (one every issue) in **ED Magazine**
- ◆ Your Preferred Vendor banner on the **ExoticDancer.com** for 6 months
- ◆ Your Banner on the weekly **ED newsletter** for six months
- ◆ Two personalized "advanced" **email blasts**
- ◆ Full-page **editorial profile** in the magazine and on **ExoticDancer.com**

Total cost: \$15,500

50% discounted rate: **\$7,750***



*The best advertising campaign incorporates multiple media and marketing streams: print ads, digital marketing, email blasts and in-person tradeshow attendance. See the Special Packages on this page. Half-page ad packages and multiple EXPO booth packages are available. *Signed contract and 50 percent deposit required on all packages.*

3-Time Ad Packages

Hit three key issues!

- ◆ Three full-page display advertisements in three issues of **ED Magazine**
- ◆ Your Preferred Vendor banner on the **ExoticDancer.com** website for 3 mos.
- ◆ Your Banner on the weekly **ED newsletter** for three months
- ◆ One personalized "advanced" **email blast**

Total cost: \$7,500

50% discounted rate: **\$3,750***

BONUS: EXPO Booth for Half Price!

Buy a package and get this special:

- ◆ Booth at EXPO 2021 — \$2,290 value
- ◆ Ad in the EXPO 2021 Program Guide — \$800 value
- ◆ Two Awards tickets — \$180 value



Regular cost of additions: \$3,270

Discounted rate: **\$1,635**



To order one of these special packages, please contact Kristofer Kay or Danika Bruner at **(727) 726-3592**, kris@edpublications.com or danika@edpublications.com.

ED Magazine's 2020 Special Focus Editorials



January 2021

deadline: December 10

Don't Touch! Hands-free solutions for your club

Until COVID is in our rearview mirror, the more "touchless" solutions clubs can utilize the better it will be for them, their staff, entertainers and guests. We'll highlight anything and everything that's truly touchless, including solutions for restrooms, payment processing and more.

*Touchless payment options * Money guns * Touchless hand sanitizing stations
Temperature-check devices * Hand-dryers * Soap dispensers * Trash receptacles*



March 2021

deadline: February 10

Keep Your Hands to Yourself! The best security products

In the "new normal," how clubs keep their entertainers, staff and patrons safe will be changing. When communication is key and "touch-free" is the goal, security products like radios, wands, metal detectors and touch-free ID scanners become go-to solutions for clubs. We'll highlight the products and companies that provide these critical products and services.

*Touch-free ID scanners * Wands * Metal detectors * Radios * Partitions * Signage*



May 2021 * The EXPO 20/21 issue!

deadline: April 10

South Florida Market Feature: Clubs that turn up the heat!

It's arguably the number-one club market in the US -and- it's the host city for the 20/21 EXPO! So why not take a look at what makes **South Florida** clubs so special? In this **ED Market Feature**, we look at this incredible area for adult clubs, and list the top clubs from West Palm Beach to Miami.

*Top S. Florida clubs * Top South-Florida-based businesses * Top S. Florida entertainers*



July 2021

deadline: June 10

Stay On Track! Products to track everything that matters to you!

Every dollar, every dime — and every person — is important to the success of your club. There are several companies that can help you keep track of those things that matter most, whether it's your liquor inventory, your dance sales, your POS system, your payroll or your entertainers.

*Liquor inventory systems * Pour control products * Payroll companies
Dancer communication/apps * POS systems * Dance tracking*



September 2021

deadline: August 10

The Top 10 Industry Insurance Companies!

There are a handful of items your club NEEDS to operate, and insurance is certainly at the top of that list. But which companies have your best interests in mind, and which ones truly know the specific needs of the gentlemen's club industry? In this Special Focus, we highlight the **ONLY** insurance companies that clubs should call for coverage.



November 2021

deadline: October 10

Year-End Discounts! Companies with year-end specials!

Whether it's cars, furniture or electronics, the end of the year always seems to be the time of the "deal," and our industry is no different! In our November issue's Special Focus, we'll highlight companies that are offering specials on products and/or services that are **at least 30% off their regular price!**

For inclusion in these Special Focus Editorials, please contact ED's Kristofer Kay or Danika Bruner at kris@edpublications.com or danika@edpublications.com, visit exoticedancer.com or call (727) 726-3592

ED ²⁰²¹ the internet

Though ED Publications began publishing magazines back in 1991 — *and still publishes its bimonthly trade publication ED Magazine* — the company continues to expand its reach and influence in the digital arena. In addition to the industry's leading website ExoticDancer.com, ED Publications also provides 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.

Custom Email Blasts!

Have your message sent directly to our exclusive club email database of club owners, general managers, entertainers, DJs and other industry professionals.

Advanced e-Blast \$500
Can include multiple graphics, multiple links, embedded video, text, etc.

Basic e-Blast \$200
One graphic with one link.

ED E-Newsletter!

Promote your products and services with a banner on ED's weekly e-Newsletter emailed to the industry's top club owners, general managers and business professionals.

3-Month Banner \$1,000

1-Month Banner \$600

1-Week Banner \$200

ED Websites!

In addition to our main website, ExoticDancer.com, we also produce several specialty sites that are available for marketing opportunities, including theEDexpo.com, theEDawards.com, theEDIs.com and StripClubsForSale.com



exoticdancer.com

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

Title Banner (per month, 3-month minimum) **\$2,000**
Top of page banner on all web pages

Prime Banner (per month) **\$750**
Prime placement on home page and article pages

Select Banner (per month) **\$500**
Banner placement within select article pages

Sponsored Content (per month) **\$750**
Graphic on home page with link to editorial on your club/company



Put ED's Internet connections to work for you, contact Kristofer Kay or Danika Bruner at **(727) 726-3592**, kris@edpublications.com or danika@edpublications.com.



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

For more than 25 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 and entertainers.



ED

2021 the convention

Promote Your Business

IN PERSON

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

Full-page display advertisements in the Official EXPO Program Guide handed out to all show attendees are \$799 (or \$599 for companies with a booth at the tradeshow).



To have a company presence at EXPO 2021, contact Kristofer Kay or Danika Bruner at **(727) 726-3592**, kris@edpublications.com or danika@edpublications.com.