

ED Magazine's Special Focuses for 2018

January Issue

Deadline: December 10th

Who you gonna call? The companies that support YOU!

Too many businesses are happy to take the money of adult nightclub owners, yet not be seen to **"support"** the adult club industry at large. And yet, that's what every ED advertiser and EXPO tradeshow exhibitor is saying — that they **value this industry, they support it, and they have a product or service that will make a club run better and more profitably.** In this issue we will be encouraging our readers who are looking to add a new product or service at their club to first consider the fine companies who'll be included in this **"Who You Gonna Call" Special Focus.**



March Issue

Deadline: February 10th

New technology that works for you

If it can make your life as a club operator easier, if it can make you more money — or if it's simply pretty damn cool — **isn't it worth considering?** The products and services showcased in our "High Tech" Special Focus will boast **the latest in adult-nightclub-related technology.** Find out what's new — **NOW!**

- Virtual reality
- Apps
- Cam sites
- Club management software



May Issue

Deadline: April 10th

Thieves in your backyard: How to stop internal theft

As **shocking** as it sounds, 75% of employees have admitted to **stealing at least once** from their employer. In the bar & restaurant industry alone, **employee theft totals between \$3 and \$6 billion dollars annually.** So what in the world can you do to **stop internal theft** and keep those profits in your club? Our Special Focus on internal theft prevention will highlight the products available to help lessen this threat.

- Video surveillance
- Pour control
- Inventory products
- POS systems



July Issue

Deadline: June 10th

The liquor brands that love you!

The adult nightclub industry, collectively, **sells millions (if not billions) of dollars of beer and liquor annually.** In order to gain the attention of this powerful audience, there are some **liquor companies** who have stepped up to support the industry via the **Annual Gentlemen's Club EXPO.** Who are these liquor brands that love you, and why do you want to carry them in your club? Find out in our **July issue's Special Focus!**

- Liquor
- Beer
- Wine
- Champagne
- Mixers



September Issue

Deadline: July 20th

It's a dancer's world ... make sure they look GOOD!

While some lament that dancers are showing up to the club to dance in an outfit that looks like it came off the rack at WalMart, we're happy to showcase some attire that any savvy entertainer would want to wear. The Special Focus in this issue (*which will be distributed at the 2018 EXPO*) will highlight the **top dancewear and accessories!**

- Gowns
- Dancewear
- Pasties
- Footwear



November Issue

Deadline: October 10th

For the love of money!

In addition to full coverage of the **2018 Gentlemen's Club EXPO**, including those who won top honors at **the Annual ED's Awards Show**, this issue's Special Focus will highlight those companies whose products and services help clubs in two vital ways: **Process credit card payments, and protect them from the dreaded chargebacks!**

- Credit card processing
- Chargeback protection services



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