

# ED magazine

Proudly Serving The Adult Nightclub Industry For 25 Years

theEDexpo.com

For over 25 years ED (Exotic Dancer) Publications has been the leading resource for the adult nightclub industry. Meeting at the critical intersection of club owners and providers of club products and services, ED is the industry's B2B publication geared specifically toward the owners, general managers and entertainers at adult nightclubs nationwide. ED's goal is to facilitate the connection—and commerce—of this multi-billion-dollar industry we share.

Whether in print through ED Magazine or via digital marketing or at our Annual Gentlemen's Club EXPO, ED's advertising options are geared to maximize your company's exposure to the audience that matters most—the club owners, managers, and entertainers.

- Print Circulation:** 3,800
- Frequency:** Bimonthly
- Digital Circulation:** ED Online issue, Facebook, Twitter, Instagram
- Distribution:** USPS Mail, Club Expo, Nightclub & Bar, Online
- Deadline:** 1st of month prior to publication
- Readership:** Club Owners, GMs, Entertainers, Vendors
- Convention:** Annual Gentlemen's Club EXPO
- Awards:** Annual Adult Nightclub & Entertainer Awards

**OUR  
NEW  
LOOK!**

**Check It Out!**



# ED Magazine's 2018 Ad Rates

## Advertisement Prices for Print *including editorial:*

Cover (Front cover artwork and 4 page cover story editorial)	\$6,500
4 page Spotlight (with front cover headline)	\$4,500
2 page Spotlight (either full page ad and facing article, or 2 page article)	\$2,500
1 page Special Report Teaser (1/2 page article on top of 1/2 page ad)	\$1,500
Special Report (Hard Stock Interior Cover plus 2 page editorial)	\$3,500

## Advertisement Prices for Print:

Full page	\$1,200
1/2 page	\$800
1/3 page	\$600
1/4 page	\$500
Cool Product Review (in every issue for a year)	\$1,500

## Advertisement Prices for Web:

Newsletter Banner (per week)	\$200
Website Banner (per month)	\$500
e-blast (advanced per time)	\$600
e-blast (basic per time)	\$300
Social media posts (per week)	\$200
Featured Review/Editorial (per time)	\$500

(on newsletter, website and print)

## Brochure Insert:

1oz	\$2,800
2oz	\$3,700
3oz	\$4,500
4oz	\$5,400

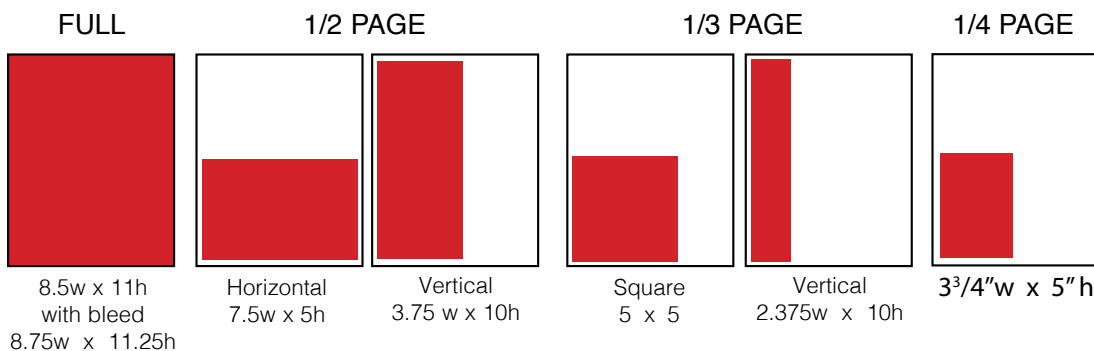
## E-Guide Ad Rates:

Full	\$900
1/2	\$600
1/3	\$400
Extras to your ad:	
Video:	\$300
Slideshow:	\$300
Media Feeds:	\$300

## Contact us!

(727) 723-8827

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### File formats accepted:

EPS, PDF, JPEG or TIFF

### Resolution:

CMYK and 300 DPI

### Bleed:

Only required for full page.  
Please add .25 to all sides.

## Special Half-Price Package:

### 50% Discount Full-Page Package includes:

Six full-page advertisements; full-page ad in the Preferred Vendor E-guide; four months on the ED home page; banner on the weekly ED newsletter for two months; a personalized advanced email blast; and a full-page Editorial Spotlight.

Total cost: \$13,900    Discounted rate: \$6,950

For more information on all of ED's half-price packages, see the full 2018 media kit!





# 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



For marketing, contact Kristofer Kay at (727) 726-3592, [Kris@EDpublications.com](mailto:Kris@EDpublications.com)  
For editorial, contact Eugenio Torrens (727) 726-3592, [Eugenio@EDpublications.com](mailto:Eugenio@EDpublications.com)

# ED Magazine's 2018 Ad Packages

We believe that **the best advertising campaign** is one that incorporates all of the media and marketing streams available in today's market: print ads, social media, website presence, email blasts, and in-person tradeshow attendance. That's why we offer substantial price discounts to companies that sign up for the ad package specials below.

# 50% OFF

## Buy MORE Save MORE!

\* Package Terms: 50 percent up front, balance in 90 days

### Full-Page Package includes:

- Six full page advertisements/one per issue
- Full-page ad in the Preferred Vendors E-guide
- Four months on the ED home page
- Banner on the weekly ED newsletter for two months
- A personalized advanced email blast
- Full-page Editorial Spotlight

**Total cost: \$13,900    Discounted rate: \$6,950**

### Half-Page Package includes:

- Six half-page advertisements/one per issue
- Full-page ad in the Preferred Vendors E-guide
- Four months on the ED home page
- Banner on the weekly ED newsletter for two months
- A personalized advanced email blast

**Total cost: \$10,300    Discounted rate: \$5,150**

### Third-Page Package includes:

- Six third-page advertisements/one per issue
- Full-page ad in the Preferred Vendors E-guide
- Four months on the ED home page
- Banner on the weekly ED newsletter for two months

**Total cost: \$8,500    Discounted rate: \$4,250**



**EXPO**  
THE GENTLEMEN'S CLUB OWNERS EXPO

**BONUS:** Add an EXPO 2018 Tradeshow booth to any of the three packages above for half price—just \$995.

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