

2020

# SE the media kit

**STOREROTICA (SE) Magazine** is the leading resource for the erotic retail community. Meeting at the critical intersection of manufacturers and store owners, SE is the industry's B2B publication geared specifically toward the owners and buyers at erotic retail locations throughout North America.

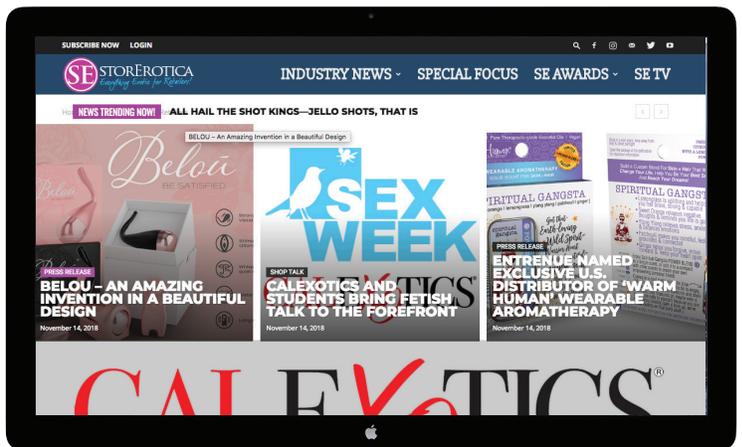


## PRINT Promotion!

Reach thousands of store owners & buyers, and hundreds of industry professionals in every issue of our bimonthly B2B magazine

## INTERNET Promotion!

Tap into our newly redesigned B2B website STOREROTICA.com, as well as our e-Blasts, e-Newsletters, social media feeds and more



## IN-PERSON Promotion!

STOREROTICA is handed out at both ANME shows and produces the Official ANME Show Guide (July show)

## YOUR Promotion!

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



# SE <sup>2020</sup> the magazine



STOREROTICA Magazine is mailed for free to thousands of erotic retail stores in the U.S. as well as to hundreds of industry vendors and business professionals. This provides you **direct-to-the-buyer** marketing opportunities in a magazine that's read by the people who matter to YOU!

<b>Print Circulation:</b>	<b>6,500</b>
<b>Frequency:</b>	<b>Bimonthly</b>
<b>Digital Circulation:</b>	<b>SE Online issue, Facebook, Twitter, Instagram</b>
<b>Distribution:</b>	<b>USPS Mail, ANME, Altitude, online/digital issue</b>
<b>Awards:</b>	<b>StorErotica Awards in conjunction with ANME</b>
<b>Online:</b>	<b>STOREROTICA.com</b>

## Display Advertisement Prices

	1-time	3-time	6-time
<b>Full page</b>	\$1,100	\$990	\$880
<b>1/2 page</b>	\$660	\$605	\$550
<b>1/3 page</b>	\$440	\$385	\$330
<b>1/4 page</b>	\$330	\$275	\$220

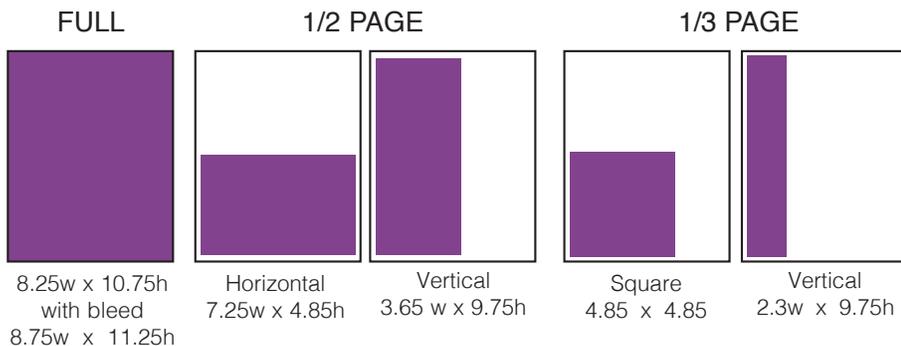
### Ask about our AD Special Packages!

The "Editorial Focus" and "Hot Products!" sections in STOREROTICA spotlight products and services of interest to erotic retail store owners and buyers—**for free!** We welcome submissions from all companies; send your new product press release and photos to Kristofer Kay at [Kris@Storerotica.com](mailto:Kris@Storerotica.com).

## Advertorial Prices

<b>Front Cover</b>	\$7,000
—Front cover artwork and 4-page cover story	
<b>4-Page Spotlight</b>	\$3,500
—Front cover headline and 4-page article inside	
<b>2-Page Spotlight</b>	\$2,500
—Ad facing article, or 2-page article	
<b>1-Page Teaser</b>	\$1,500
—Half-page article on top of half-page ad	

SE 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.



**Formats:** EPS, PDF, JPEG, TIFF  
**Resolution:** CMYK and 300 DPI  
**Bleed:** For full add .25 all sides.  
**Submissions:** Send artwork to [Caroline@Storerotica.com](mailto:Caroline@Storerotica.com)



To reserve **your advertising space** in upcoming issues, please contact STOREROTICA's Kristofer Kay or Caroline Ashe at (727) 723-8827, [kris@storerotica.com](mailto:kris@storerotica.com) or [caroline@EDpublications.com](mailto:caroline@EDpublications.com)

# SE the packages 2020

## 6-Time Ad Packages

*A FULL YEAR's worth of coverage!*

- ◆ Six full-page display advertisements (one every issue) in **SE Magazine**
- ◆ Your Prime banner on website **StorErotica.com** for 6 months
- ◆ Your Banner on the weekly **SE newsletter** for six months
- ◆ Two personalized **email blasts**
- ◆ Full-page **editorial profile** in the magazine and on **StorErotica.com**
- ◆ Full-page ad in **ANME Program Guide**

**Total cost:** \$14,880  
**Discounted rate:** \$8,999\*

## 3-Time Ad Packages

*Hit three key issues!*

- ◆ Three full-page display advertisements in three issues of **SE Magazine**
- ◆ Your Prime banner on the **StorErotica.com** website for 3 months
- ◆ Your Banner on the weekly **SE newsletter** for three months
- ◆ One personalized **email blasts**
- ◆ Full-page ad in **ANME Program Guide**

**Total cost:** \$7,700  
**Discounted rate:** \$4,999\*



*The best advertising campaign incorporates multiple media and marketing streams: print ads, digital marketing, email blasts and a convention show guide (ANME). See the Special Packages on this page!*

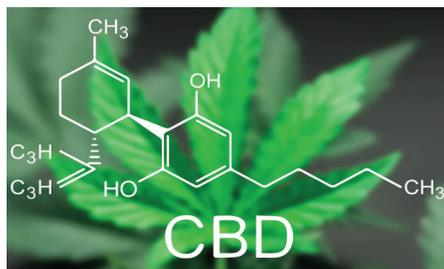
## Your Brochure Insert

- ◆ 1oz ..... \$3,700
- ◆ 2oz ..... \$4,500
- ◆ 3oz ..... \$5,400
- ◆ 4oz ..... \$6,000



To order one of these **special packages**, please contact STOREROTICA's Kristofer Kay or Caroline Ashe at (727) 723-8827, kris@storerotica.com or caroline@EDpublications.com

# STOREROTICA's 2020 Special Focus Editorials



## February 2020 The ABC's of CBD

**deadline: Jan. 10**

No matter where you go they're the three letters you can't seem to escape: C-B-D. With the prevalence of **CBD products** into our daily lives, it was only a matter of time before adult retailers began integrating these goods along their store shelves. In this Special Focus we will spotlight those adult vendors who are offering the latest CBD products and speak to store owners who have already reaped the benefits.

**#CBD #natural #edibles #oils #lubricants #creams #pillpacks #tinctures #gummies**



## April 2020 The (Pro)state of the Union

**deadline: March 10**

With **prostate toys** continuing to gain consumer acceptance, this Special Focus will take a deeper look at which companies are creating the most innovative products for this ever-growing niche of adult retail, as well as get feedback from brick and mortars to find out which brands are stimulating that special spot of men nationwide.

**#prostate #Anal #dildos #buttplugs #vibrators #beads #plugs**



## June 2020 Elixirs of Intimacy

**deadline: May 10**

There is but one certainty in adult retail: Lube is life. But in this Special Focus, we will highlight the liquids, creams and lotions that are *everything but* that one essential item, including **massage and body oils, masturbation creams, delay sprays and enhancement lotion**. Consider them lube's second cousins, but still must-have items for any adult store—and any bedroom.

**#massage #cream #olis #sprays #gels #bath #enhancement #lotion**



## August 2020 Are you strapped in?

**deadline: July 10**

Here's another niche sector of your store that, if done right, has really experienced strong growth over the years with even more to come. Once marketed as devices for lesbian couples, **strap-ons and harnesses** provide safe alternatives for fantasy play used by all lifestyles. In this Special Focus we examine how far the sector has come and what companies are doing to evolve the standard strap-on into something far more pleasurable for your customers.

**#strapon #harness #kit #dildo #pegging #Strapless #leather**



## October 2020 The Sweet Suffering

**deadline: Sept. 10**

Recent months have seen a great deal of hype surrounding **c-rings and chastity devices**. While this explosion of this market segment may seem a bit befuddling—they're not as widely acknowledged as female toys—retailers won't deny sales figures when it comes to these devices. Technology has finally caught up with the ability to provide men with "sweet suffering," both pleasure *and* punishment, and this Special Focus will highlight the best of the bunch.

**#cockrings #ring #erection #chastity #bondage #vibration #silicone #cage #enhancer**



## December 2020 Shock and Awe

**deadline: Nov. 10**

Erotic **electrostimulation**—commonly spoken as 'electrosex'—continues to grow in popularity as more manufacturers unveil toys that take sensory overload to higher levels through safe electrical current. These types of **tinglers** now include: **wands, anal toys, kits, sleeves, c-rings, claps, and kegel balls, vibes** and much more. In this Special Focus we feature the latest in e-stim mechanics and talk to retailers to find out if the e-stim phenomenon will continue to charge on.

**#estim #electrostimulation #wands #vibes #sensoryplay**

For inclusion in these Special Focus Editorials, please contact SE's Kristofer Kay or Caroline Ashe, kris@storerotica.com or caroline@EDpublications.com, visit storerotica.com or call (727) 723-8827

# SE **the following** 2020

STOREROTICA not only publishes its bimonthly business magazine but continues to expand its reach and influence in the digital arena. This commitment to online expansion has led to the brand new **STOREROTICA.com**, which offers a more user-friendly experience and several new online advertising and marketing avenues. In addition to this brand new website, STOREROTICA also provides several other digital marketing opportunities. These include **direct email “e-Blasts”** to SE’s targeted databases; **sponsored content** and **banner advertising** within the **SE e-newsletter** and on **STOREROTICA.com**; and exposure via SE’s ever-increasing **social media** presence.



## Custom Email Blasts!

Have your message sent directly to our exclusive club email database of erotic retail store owners & buyers and other industry professionals.

**Advanced e-Blast** ..... \$800  
Can include multiple graphics, multiple links, embedded video, text, etc.

**Basic e-Blast** ..... \$500  
One graphic with one link.

## SE E-Newsletter!

Promote your products and services with a banner on SE’s weekly e-Newsletter emailed to erotic retail store owners & buyers, industry professionals, manufacturers and distributors.

**3-Month Banner** ..... \$1,000  
**1-Month Banner** ..... \$600  
**1-Week Banner** ..... \$200

## StorErotica.com

We are proud to introduce our newly redesigned website, STOREROTICA.com! Visit our site today to see all of the new features and user-friendly design. In addition to the plethora of press releases featured at the top of the page, the site also has such sections as “Toy Talk,” “Shop Talk,” “Blog Talk” and featured videos, all on the home page. There are several marketing opportunities on our new site, including:

<b>Title Banner</b> (per month, 3-month minimum) Top of page banner on all web pages	<b>\$2,000</b>
<b>Prime Banner</b> (per month) Prime placement on home page and article pages	<b>\$750</b>
<b>Select Banner</b> (per month) Banner placement within select article pages	<b>\$500</b>
<b>Sponsored Content</b> (per month) Graphic on home page with link to editorial on your club/company	<b>\$750</b>



Put Storerotica’s **internet connection** to work for YOU, please contact STOREROTICA’s Kristofer Kay or Caroline Ashe at (727) 723-8827, kris@storerotica.com or caroline@EDpublications.com