

# SE the media kit 2021

**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!

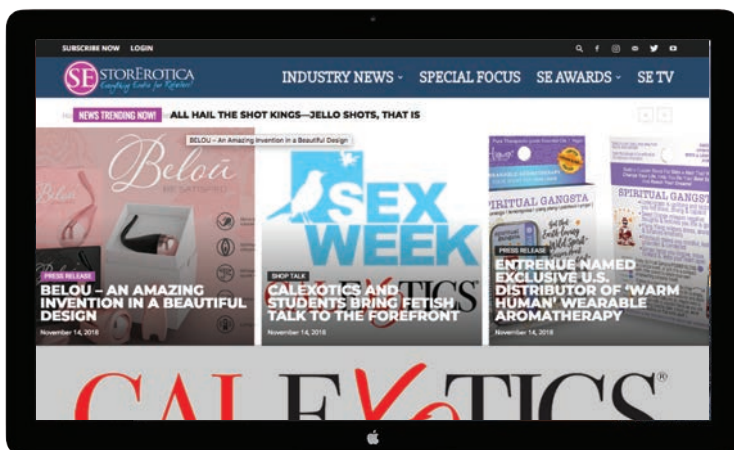
Tap into our newly redesigned B2B website STOREROTICA.com, as well as our e-Blasts, e-Newsletters, social media feeds and more

## 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 the magazine <sup>2021</sup>



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

	<b>1-time</b>	<b>3-time</b>	<b>6-time</b>
<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


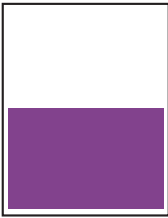

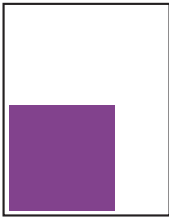

### Ask about our AD Special Packages!

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@EDpublications.com.

## Advertorial Prices

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

<b>FULL</b>	<b>1/2 PAGE</b>		<b>1/3 PAGE</b>	
				
8.25w x 10.75h with bleed 8.75w x 11.25h	Horizontal 7.25w x 4.85h	Vertical 3.65 w x 9.75h	Square 4.85 x 4.85	Vertical 2.3w x 9.75h

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



To reserve **your advertising space** in upcoming issues, please contact STOREROTICA's Kristofer Kay or Danika Bruner at (727) 723-8827, kris@EDpublications.com or danika@EDpublications.com

# SE <sup>2021</sup>the packages

## 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!*

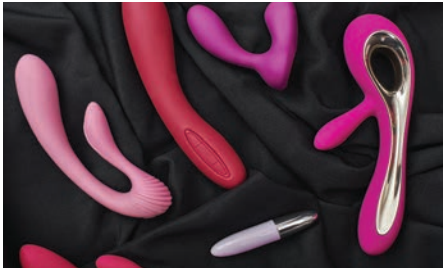
## Your Brochure Insert

- ◆ 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 Danika Bruner at (727) 723-8827, kris@EDpublications.com or danika@EDpublications.com

# STOREROTICA's 2021 Special Focus Editorials



**February 2021**

**deadline: Jan. 10**

**Sending Positive Vibes!** *A list of the newest & best wireless toys*

Today there is an app for nearly everything, including sex toys. Adult manufacturers are integrating Bluetooth technology into their latest creations, evolving the field of teledildonics. In this Special Focus, we highlight the products made for partners who are maintaining social distancing and can't otherwise be connected the old-fashioned way.

[#app](#) [#wireless](#) [#bluetoothtoys](#) [#couplestoys](#)



**April 2021**

**deadline: March 10**

**Pleasure Is Worldwide!** *Top foreign manufacturers to order from*

Two decades ago the majority of sex toys along your slat walls were all made in China. But products are now being purchased that have decisively different places of origin. SE selects a chosen few manufacturers from around the globe who are helping expand the international offerings found in stores across the US.

[#manufacturer](#) [#foreign](#) [#europe](#) [#southamerica](#) [#global](#)



**June 2021**

**deadline: May 10**

**Blow Their Mind!** *The newest & best air-pressure toys*

The standards of vibrators will never cease: they vibrate, they thrust, they pulse, they pound. But today a different type of toy tech adds to that by, quite literally, sucking. The new wave of air-pressure toys utilizes a suction method to stimulate a woman's clitoris. SE spotlights which companies have the best toys for customers who want something more than typical vibrations.

[#airpressure](#) [#clitoralstimulation](#) [#suction](#) [#externaltoys](#)



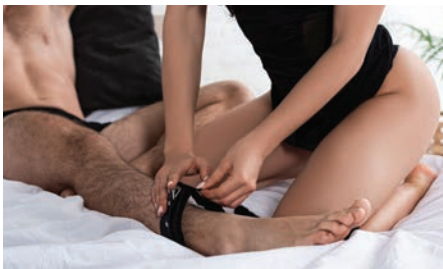
**August 2021**

**deadline: July 10**

**Everything Goes Better with CBD!** *The latest products*

CBD has found a home within adult retail stores. In this Special Focus, we will continue to discuss CBD use in products that are specifically marketed inside adult retail: lubricants, lotions, oral spray, etc. As stores expand their CBD selections, adult brands will continue to create CBD-based products that aid with the body and mind.

[#CBD](#) [#massageoil](#) [#gel](#) [#cream](#) [#lubricant](#) [#lotions](#) [#bathproducts](#)



**October 2021**

**deadline: Sept. 10**

**All Tied Up!** *The best-selling restraint wear on the market*

Handcuffs can have different meanings to different people. If worn on the street then you're f\*cked, but if worn in the bedroom you're screwed — but in that good way! In this Special Focus, we'll focus on cuffs, restraints, ropes, kits, and other products that test the tiers of kink and help consumers explore the wonderful world of bondage play.

[#cuffs](#) [#restraints](#) [#rope](#) [#softbondage](#) [#beginner](#) [#kits](#)



**December 2021**

**deadline: Nov. 10**

**Male Intuition!** *Top male-centric product manufacturers*

James Brown sings it's a man's world, but in adult retail it really never has been. But as manufacturers move the needle farther into the field of sexual wellness, product ranges for men are evolving just as quickly as those for females. We talk trends and new tech with the makers of the industry male-centric toy collections.

[#prostatetoys](#) [#masturbators](#) [#sleeves](#) [#C-rings](#) [#pegging](#) [#dolls](#)

For inclusion in these Special Focus Editorials, please contact SE's Kristofer Kay or Danika Bruner, [kris@EDpublications.com](mailto:kris@EDpublications.com) or [danika@EDpublications.com](mailto:danika@EDpublications.com), visit [storerotica.com](http://storerotica.com) or call (727) 723-

# SE the following <sup>2021</sup>

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:

**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 Storerotica’s **internet connection** to work for YOU, please contact STOREROTICA’s Kristofer Kay or Danika Bruner at (727) 723-8827, kris@EDpublications.com or danika@EDpublications.com