

# SE media kit 2022

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

## PRINT Promotion!

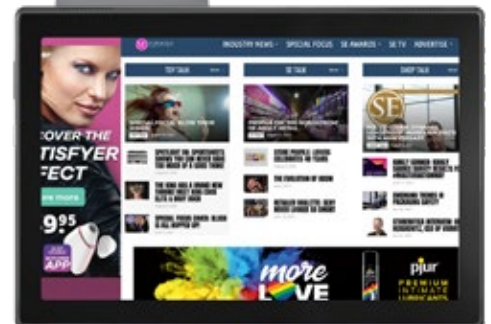
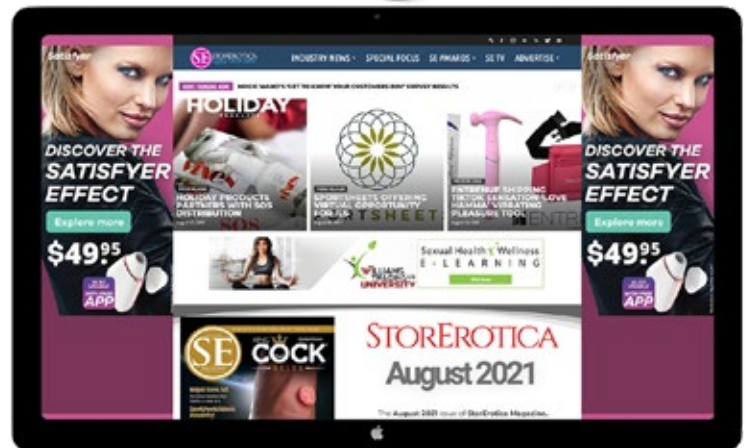
Reach thousands of store owners & buyers, and hundreds of industry professionals in every issue of our bimonthly B2B magazine, including many opportunities for free promotion in Special Focus editorials!

## ONLINE Promotion!

Tap into free PR promotion via our B2B website [STOREROTICA.com](http://STOREROTICA.com), as well as our e-Blasts, e-Newsletters, social media feeds and more!

## IN-PERSON Promotion!

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



# SE magazine 2022



STOREROTICA Magazine is mailed for free to thousands of adult 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> | \$1,149 | \$1,079 | \$999  |
| <b>1/2 page</b>  | \$699   | \$649   | \$599  |
| <b>1/3 page</b>  | \$349   | \$299   | \$259  |

**Ask about our Special Ad Packages!**

## Advertorial Prices

|                                                      |         |
|------------------------------------------------------|---------|
| <b>Front Cover</b>                                   | \$7,499 |
| —Front cover artwork and 4-page cover story          |         |
| <b>Focus Cover</b>                                   | \$5,499 |
| —Hard-stock cover inside issue, 3 pages of editorial |         |
| <b>4-Page Spotlight</b>                              | \$3,999 |
| —4 pages of editorial                                |         |
| <b>2-Page Spotlight</b>                              | \$1,999 |
| —Full-page ad facing full article, or 2-page article |         |

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. Free editorial coverage is also available via our "Hot Products" section.

| FULL                                           | 1/2 PAGE                    |                           | 1/3 PAGE                |                          |
|------------------------------------------------|-----------------------------|---------------------------|-------------------------|--------------------------|
|                                                |                             |                           |                         |                          |
| 8.25w x 10.75h<br>with bleed<br>8.75w x 11.25h | Horizontal<br>7.25w x 4.85h | Vertical<br>3.65w x 9.75h | Square<br>4.85w x 4.85h | Vertical<br>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  
[Danika@EDpublications.com](mailto:Danika@EDpublications.com)



To reserve your advertising space in upcoming issues, please contact Kristofer Kay or Cali Serket-Smith at (727) 726-3592, [kris@edpublications.com](mailto:kris@edpublications.com) or [cali@edpublications.com](mailto:cali@edpublications.com).

# SE packages 2022

## 6-Time Ad Packages

*A FULL YEAR's worth of coverage!*

- ◆ Six full-page display advertisements (one every issue) in **SE Magazine!**
- ◆ Six personalized **email blasts!**
- ◆ Full-page **editorial profile** in the magazine and on **STOREROTICA.com**
- ◆ Six customized **social media promotions** (reaching our 10K B2B social media followers)

**Total cost:** \$14,881  
**Discounted rate:** \$9,981\*  
*You'll save over 30%!*

## 3-Time Ad Packages

*Hit three key issues!*

- ◆ Three full-page display advertisements in three issues of **SE Magazine**
- ◆ Three personalized **email blasts!**
- ◆ Half-page **editorial profile** in the magazine and on **STOREROTICA.com**
- ◆ Three customized **social media promotions** (reaching our 10K B2B social media followers)

**Total cost:** \$8,440  
**Discounted rate:** \$5,990\*



*The best advertising campaign incorporates multiple media and marketing streams: print ads, digital marketing, email blasts and social media promotion!*

## Your Brochure Insert

- ◆ 1oz ..... \$4,299
- ◆ 2oz ..... \$5,199
- ◆ 3oz ..... \$6,499



To order one of these **special packages**, please contact Kristofer Kay or Cali Serket-Smith at (727) 726-3592, [kris@edpublications.com](mailto:kris@edpublications.com) or [cali@edpublications.com](mailto:cali@edpublications.com).



# STOREROTICA's Special Editorials for 2022



February 2022

deadline: Jan. 10

## Much More Than the Middle Man!

For manufacturers and retailers alike, **distributors** are a crucial cog in their wheel. In some ways, distributors are the wheel that keeps the adult retail industry turning. In this issue, the industry's distributors will greet the new year and SE readers with their company's latest news — *new lines they're carrying, new training and marketing tools they'll make available to retailers, and so much more!* **Plus**, retailers will have the opportunity to **make suggestions that may bolster the relationships between stores and distributors.**

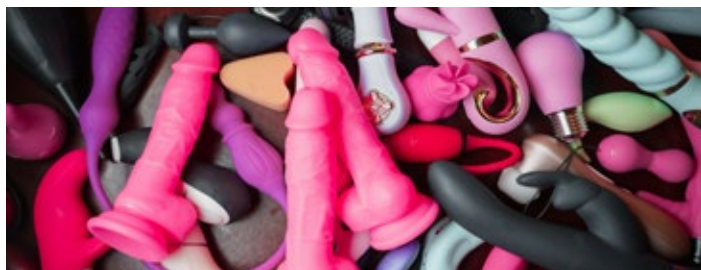


June 2022

deadline: May 10

## The "Unsung Heroes" of Adult Retail

They're the unsung heroes of the adult retail industry, rarely getting the attention that their efforts deserve. Until now, that is! This issue's Special Focus isn't on a product line or an emerging technology, it will instead highlight the **important individuals** who contribute mightily to the success of the companies that they call home. Who are the **"best salespeople in the industry"**? Find out in our June 2022 issue!



October 2022

deadline: Sept. 10

## The Top Foreign Manufacturers

As new products are continually being released in the pleasure product industry, it isn't easy to keep up with what's happening in Canada or "across the pond" in the U.K. and Europe. Who are the emerging brands our readers NEED to know about? This Special Focus will narrow this list of companies down to the best of the best: **The top foreign brands that are available to U.S. retailers today.**



April 2022

deadline: March 10

## The Evolution of Lube!

Silicone-based, water-based and hybrid: For years, those were the only choices that consumers had when it came to choosing **personal lubricants**. But that was then — and this is now. In 2022, the choices in lube are more diverse than ever before, as this lucrative product category continues to evolve. In this issue, **we'll highlight the newest and most popular brands and types of personal lubricant**, with a special concentration on what's new to the category.



August 2022

deadline: July 10

## The Best of "Boutique"

A few years ago, STOREROTICA introduced its **"Boutique Brand of the Year" Award**, an award designed to highlight the companies that might only manufacture a handful of products or serve a very specific industry "niche." Now, we're bringing the spirit of that SE Award to the pages of the magazine, with our Special Focus on the **industry's top boutique brands.** These brands may seem small, but what they offer is huge!



December 2022

deadline: Nov. 10

## Lingerie's Love Letter

As we ring in the new year and stores ramp up for Valentine's Day, what better time to showcase the industry's **newest and most alluring lingerie brands?!** This Special Focus will highlight not only the top styles for the lovers' holiday, but showcase the brands that retailers continually have the most success with.

**To be included in a Special Focus, or for special ad rates, contact SE's Kris Kay or Cali Serket-Smith at (727) 726-3592 or email [kris@edpublication.com](mailto:kris@edpublication.com)/[cali@edpublications.com](mailto:cali@edpublications.com).**

**For editorial opportunities, contact SE's Eugenio Torrens at [eugenio@edpublications.com](mailto:eugenio@edpublications.com).**

# SE digital 2022

Our commitment to online expansion has led to the “upgraded” **STOREROTICA.com**, which offers a more user-friendly experience and several new online advertising and marketing avenues. In addition to our 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!

Promote directly to our exclusive email database of pleasure product store owners & buyers and other industry professionals.

**Advanced e-Blast** ..... \$999  
Can include multiple graphics, multiple links, embedded video, text, etc.

**Basic e-Blast** ..... \$499  
One graphic with one link.

## Social Shout-Outs!

Promote directly via our exclusive STOREROTICA social channels, including Facebook & Instagram (over 10K followers!)

**Social Shout-Out** ..... \$499  
Can include multiple graphics, multiple links, and customized text.

## SE E-Newsletter!

Promote your products and services with a banner on SE’s weekly e-Newsletter!

**“Presented By” Banner** at top of newsletter:  
**\$2,499** per month (3-month minimum)  
**3-Month Banner** ..... \$1,499  
**1-Month Banner** ..... \$899



## StorErotica.com

Visit our site today to see all of the great features and user-friendly design. In addition to the plethora of press releases featured at the top of the page (a FREE service of SE), 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)<br>Top of page banner on all web pages | <b>\$2,499</b> |
| <b>Prime Banner</b> (per month)<br>Prime placement on home page and article pages       | <b>\$899</b>   |
| <b>Native Content</b> (per article/post)<br>Please contact SE for more information      | <b>\$699</b>   |
| <b>Select Banner</b> (per month)<br>Banner placement within select article pages        | <b>\$599</b>   |



For more information on our **digital promotions**, please contact Kristofer Kay or Cali Serket-Smith at (727) 726-3592, [kris@edpublications.com](mailto:kris@edpublications.com) or [cali@edpublications.com](mailto:cali@edpublications.com).

