

SE media kit 2023

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!

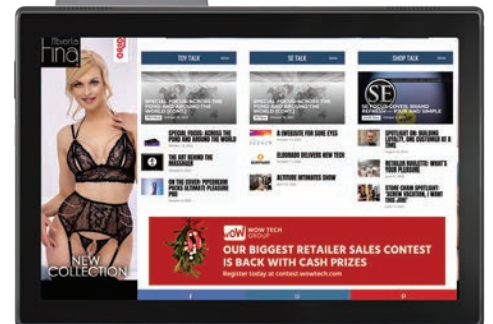
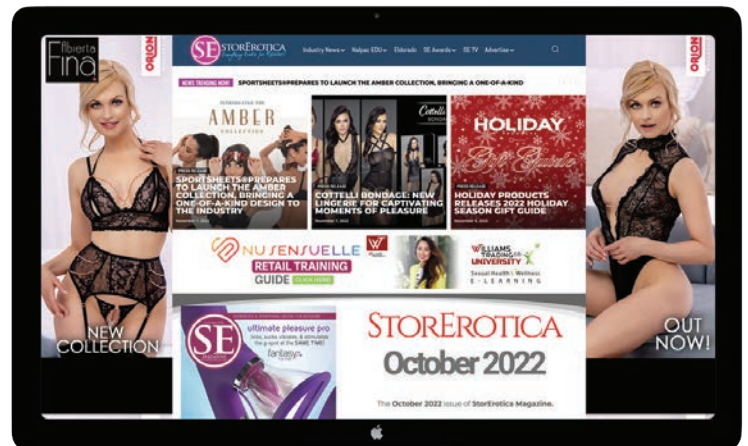
Reach thousands of store owners & buyers, and hundreds of industry professionals in every issue of our bimonthly B2B magazine, including many opportunities for free promotion in Special Focus editorials!

ONLINE Promotion!

Tap into free PR promotion via our B2B website STOREROTICA.com, 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 2023



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!

Print Circulation:	5,000
Frequency:	Bimonthly
Digital Circulation:	SE Online issue, Facebook, Twitter, Instagram
Distribution:	USPS Mail, ANME, Altitude, online/digital issue
Awards:	STOREROTICA Awards in conjunction with ANME
Online:	STOREROTICA.com

Display Advertisement Prices

	1-time	3-time	6-time
Full page	\$1,149	\$1,079	\$999
1/2 page	\$699	\$649	\$599
1/3 page	\$349	\$299	\$259

Ask about our Special Ad Packages!

Advertorial Prices

Front Cover	\$7,499
—Front cover artwork and 4-page cover story	
Focus Cover	\$5,499
—Hard-stock cover inside issue, 3 pages of editorial	
4-Page Spotlight	\$3,999
—4 pages of editorial	
2-Page Spotlight	\$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
Full is 8.625w x 11.125h with bleed	1/2 Horizontal 7.375 w x 5h 1/2 Vertical 3.75w x 9.875h	1/3 Square 5w x 5h 1/3 Vertical 2.375w x 9.875h

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

Note: STOREROTICA pages are slightly larger for 2023, please note the new ad dimensions



To reserve your advertising space in upcoming issues, please contact Kristofer Kay at **(727) 723-8827** or email kris@edpublications.com

SE packages 2023

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 at (727) 723-8827
or email kris@edpublications.com

STOREROTICA's Special Editorials for 2023



February 2023

deadline: Jan. 10

Pleasure and Pain!

Though "Fifty Shades of Gray" opened many women up to experiment with bondage play, there is so much more to BDSM than blindfolds and satin wrist ties. In this Special Focus, we'll be diving fearlessly into **the more "advanced" levels of BDSM**, as we showcase the the most popular — and the most "extreme" — products available to stores today.



April 2023

deadline: March 10

A Source of Pride!

A vital market segment for all adult retail stores is the LGBTQ community. Over the past several years, a more concerted effort has been made to create products and packaging meant to specifically cater to this demographic. In this Special Focus, we will highlight **the industry's brands that are most dedicated to — and offer the top products for — their LGBTQ clientele.**



June 2023

deadline: June 15

The 2023 ANME Program Guide

In lieu of a Special Focus in our June 2023 issue, we'll be busy preparing the **Official Program Guide for the 2023 ANME Show in Burbank, California!** This Guide will showcase the 2023 STOREROTICA Award Nominees, as well as the ANME exhibitors and all of the show information attendees will need to navigate the pleasure product industry's number-one convention!



August 2023

deadline: July 10

Prostate Awareness Month!

September is Prostate Awareness Month, so what better time to bring attention to not only prostate health but prostate pleasure! Prostate stimulation can be so enjoyable that some sexual health experts have dubbed the prostate the "male G-spot." In fact, the prostate contains almost as many nerve endings as there are in the clitoris. In this Special Focus, **we'll highlight the many variety of prostate stimulators ... and don't worry, we won't forget the lube!**



October 2023

deadline: Sept. 10

Just Hear Those Registers Jingling!

Retail stores wait eagerly each year for the sounds of jingling and ring-tingling — and we're not talking about sleigh bells! The holiday season can bring new customers and big sales to adult retail, but in order to fully take advantage of the holidays stores must have the right products merchandised in the right way. In this Special Focus **we'll showcase the must-have holiday products that will provide a happy ending for 2023!**



December 2023

deadline: Nov. 10

Welcome the lusty lovers!

For most adult retail stores, couples are much sought-after demographic. And what better time to attract these lovers than Valentine's Day? With so many products available to couples — **from lingerie, lube and toys to high-tech devices intended for long-distance encounters** — there's something for every couple of virtually every level of experience. In this Special Focus we'll present the most popular pleasure products available for those lusty lovers.

For marketing and editorial opportunities, please contact Kristofer Kay at (727) 723-8827 or email kris@edpublications.com. For a complete STOREROTICA media kit, visit Storerotica.com.

SE digital 2023

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:

Title Banner (per month, 3-month minimum) Top of page banner on all web pages	\$2,499
Prime Banner (per month) Prime placement on home page and article pages	\$899
Native Content (per article/post) Please contact SE for more information	\$699
Select Banner (per month) Banner placement within select article pages	\$599



For more information on our **digital promotions**, please contact Kristofer Kay at **(727) 723-8827** or email **kris@edpublications.com**