

# SE media kit 2024

**STOREROTICA (SE) Magazine**, established in 2009, is the leading, national 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!*

## Here's what we can do for you!

### PRINT Promotion!

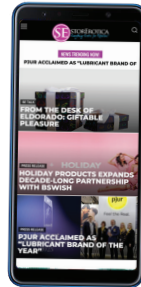
Reach thousands of store owners & buyers, and hundreds of industry professionals in every issue of our bimonthly B2B magazine, including many opportunities for free promotion in Special Focus editorials!

### ONLINE Promotion!

Tap into free PR promotion via our B2B website STOREROTICA.com, as well as our e-Blasts, e-Newsletters and more!

### IN-PERSON Promotion!

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



**Find out what's NEW for 2024 on the next pages!**



# NEW for 2024

Looking to stand out? Check out the **STOREROTICA Tab!**

Looking for new ways for your company and its products to stand out in the pages of SE? Look no further than the STOREROTICA Tab, which *quite literally stands out of the magazine* with your branded tab! This tab-page includes two full-page ads (front & back) plus your branded tab. Limited placements available per issue!



**This tab-page includes two full-page ads (front & back) plus your branded tab!**

**Or add the tab to an SE Focus Cover for just \$999 more!**





# NEW for 2024

## The STOREROTICA Bookmark!

Want to bring more attention to your brand AND give readers something they can use every day? SE presents the **STOREROTICA Bookmark!** *This heavy-stock bookmark is also perforated so that readers can pop your bookmark out and use it, which can give this advertisement a much longer shelf life!*

**\$1,699**

## The STOREROTICA Postcard!

Wait, what's that thing that just popped out of this issue of SE Magazine? It's the **STOREROTICA Postcard!** If you want to guarantee that your brand gets noticed when the next issue of SE Magazine is opened by your favorite retailers, consider the new STOREROTICA Postcard! Multiple sizes and prices are available!

**\$1,299**



**Limited placement opportunities are available in each issue, so book yours today!**



# SE magazine 2024



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>5,000</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

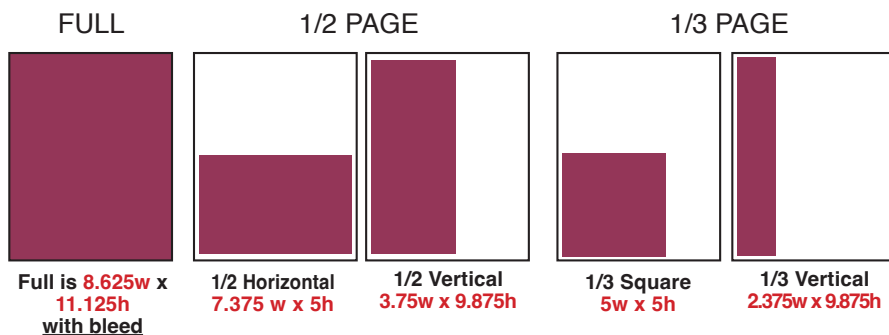
	1-time	3-time	6-time
<b>Full page</b>	\$1,199	\$1,149	\$1,099
<b>1/2 page</b>	\$749	\$699	\$649
<b>1/3 page</b>	\$399	\$349	\$299

## Advertorial Prices

<b>Front Cover</b>	\$7,799
—Front cover artwork and 4-page cover story	
<b>Focus Cover</b>	\$5,899
—Hard-stock cover inside issue, 2 facing pages of editorial	
<b>2-Page Spotlight</b>	\$2,199
—Full-page ad facing full article, or 2-page article	

**Ask about our Special Ad Packages!**

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.



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

*For full-page ads, the full bleed is 8.625 x 11.125; trim size is 8.375 x 10.875; the live area is 7.375 X 9.875*



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

# SE packages 2024

The best advertising campaign incorporates multiple media and marketing streams: print ads, digital marketing & email blasts!  
*We've blended all of these into ONE PACKAGE to make it easy for you!*



## 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**

**Total cost:** \$11,287  
**Discounted rate:** \$9,599\*

## 3-Time Ad Packages

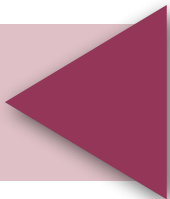
**Total cost:** \$6,343  
**Discounted rate:** \$5,990\*

*Hit three key issues!*

- ◆ **Three full-page** display advertisements in three issues of **SE Magazine**
- ◆ Three personalized **email blasts!**
- ◆ Full-page **editorial profile** in the magazine and on **STOREROTICA.com**



To order one of these **special packages**, please contact Kristofer Kay or Sharon Meadows at (727) 723-8827 or email [kris@edpublications.com](mailto:kris@edpublications.com) or [sharon@edpublications.com](mailto:sharon@edpublications.com)





# SE digital 2024

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, as well as **sponsored content** and **banner advertising** within the **SE e-newsletter** and on STOREROTICA.com.



## Custom Email Blasts!

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

**Advanced e-Blast** ..... \$1,199

Can include multiple graphics, multiple links, embedded video and more!

**Basic e-Blast** ..... \$599

One graphic with one link.

## 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 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,” and “SE Talk” all on the home page. There are several marketing opportunities on our new site, including:

### \*New for 2024

**Pop-Up banner!** (per month) **\$1,299**

**Title Banner** (per month, 3-month minimum) **\$2,499**  
Top of page banner on all web pages

**Prime Banner** (per month) **\$899**  
Prime placement on home page and article pages

**Select Banner** (per month) **\$599**  
Banner placement within select article pages



For more information on our **digital promotions**, please contact Kristofer Kay or Sharon Meadows at (727) 723-8827 or email [kris@edpublications.com](mailto:kris@edpublications.com) or [sharon@edpublications.com](mailto:sharon@edpublications.com)

