

XTREME

GUIDE TO LOCAL ADULT ENTERTAINMENT

XtremeMagazine.com

Media Kit

High
Quality
Target
Market
Advertising

Free
Digitized
Subscription

Up To Date
Industry
Info

Mobile
Text
Service

Interviews
With The
Biggest Stars

PHOTO COURTESY DIGITAL PLAYGROUND'S CONTRACT SUPERSTAR, KATSUNI



"Americans spend more money at adult clubs than all: Broadway, off Broadway, regional and nonprofit theaters, the opera, ballet, classical, and jazz performances-combined."— U.S. News & World Report

DESCRIPTION

Xtreme Magazine is a free monthly high quality glossy publication targeting the adult entertainment industry. Xtreme was designed to reach 100% of its target audience by focusing on adult content and advertisements; and it is distributed only at adult locations. As a targeted publication, Xtreme is able to exceed the print quality of most national publications and offers the most responsive consumer at the most affordable cost.

CONTENT

World-famous adult stars such as Tera Patrick, Jenna Jameson, Jessie Jane, Gina Lynn, Jessica Drake and many others have graced the covers of Xtreme. With this kind of name recognition and credibility throughout the adult entertainment industry, Xtreme is able to deliver a variety of high quality content on both the national and local level.

National content includes: Adult Star Interviews, Movie and DVD Reviews, Adult News from Around the World, coverage on Adult Trade Shows and Adult Pageants, Legal Columns, National Advertiser Spotlights and other informative and entertaining pieces.

Local content includes: Club of the Month layouts, Club Spotlights, Shot On Sites, Gentlemen's Club listing and coverage on local events.

ADVERTISEMENTS

Xtreme consists of 60% advertisements. Types of Adult Businesses include: Gentlemen's Clubs, Retail Stores, Video Production Companies, Toy and Novelty Producers, Online Stores, Escort Services, Massage Parlors, Websites, Entertainment Agencies, Liquor Companies, Tobacco Companies, Cosmetic Surgeons, Tattoo Shops, etc... High profile advertiser names include: national club chains such as Larry Flynt's Hustler Clubs, Rick's Cabaret, The Gold Clubs, Scores and many others. Top National Production Company names include Hustler, Red Light District, Teravision, Gina Lynn Productions along with a host of many other producers.

DISTRIBUTION

Xtreme is distributed monthly. Free at the doors of adult businesses.

Primary Locations consist of:

Adult Clubs and Adult Retail Outlets such as the following: Gentlemen's Clubs, Swinger's Clubs, Private Modeling Clubs, S&M Clubs, DVD and Video stores, Lingerie/Boutique stores and Adult Novelty shops.

Secondary Locations consist of:

Subscriptions, Local Adult related conventions and trade shows, Liquor stores, Specialty Newsstands, Magazine Vendors etc.

New York Print edition

Circulating throughout New York state including NYC and Long Island.

New England Print edition

Circulating throughout Connecticut, Massachusetts, Rhode Island, New Hampshire, Vermont and Maine.

New Jersey/Pennsylvania Print edition

Circulating throughout New Jersey, including Atlantic City, and the state of Pennsylvania.

Mid-Atlantic Print edition

Circulating throughout Delaware, Maryland, Virginia, West Virginia, and Washington DC.

Online Digital Editions

All of the regional editions of Xtreme Magazine are distributed FREE via world wide web and email subscription. The entire magazines can be read and viewed on any computer in the world. Readers simply flip the pages with the click of the mouse and have options to print, search, save etc. As an added value this service is included free of charge with your printed ad and allows your advertisement to keep up with today's online demands.

TEXT MESSAGING SERVICE

Send your text advertisement directly to your consumers cellular phone. Ask your sales associate for more details on this brand new service.

NEW YORK

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL PREMIUM	\$1,755	\$1,620	\$1,485	\$1,350
FULL	\$1,530	\$1,410	\$1,290	\$1,175
1/2 PAGE	\$845	\$780	\$715	\$650
1/4 PAGE	\$550	\$510	\$470	\$425
1/8 PAGE	\$325	\$300	\$275	\$250
1/16 PAGE	\$800/SIX MONTHS		\$1,400/TWELVE MONTHS	

NEW ENGLAND

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL PREMIUM	\$1,650	\$1,525	\$1,395	\$1,270
FULL	\$1,435	\$1,325	\$1,215	\$1,105
1/2 PAGE	\$795	\$735	\$670	\$610
1/4 PAGE	\$540	\$480	\$440	\$400
1/8 PAGE	\$305	\$285	\$260	\$235
1/16 PAGE	\$700/SIX MONTHS		\$1,300/TWELVE MONTHS	

NEW JERSEY/PENNSYLVANIA

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL PREMIUM	\$1,440	\$1,330	\$1,220	\$1,110
FULL	\$1,250	\$1,155	\$1,060	\$965
1/2 PAGE	\$690	\$640	\$585	\$530
1/4 PAGE	\$450	\$420	\$385	\$350
1/8 PAGE	\$265	\$245	\$225	\$205
1/16 PAGE	\$600/SIX MONTHS		\$1,100/TWELVE MONTHS	

MID-ATLANTIC

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL PREMIUM	\$1,335	\$1,230	\$1,130	\$1,025
FULL	\$1,160	\$1,070	\$980	\$890
1/2 PAGE	\$640	\$590	\$545	\$495
1/4 PAGE	\$420	\$385	\$355	\$320
1/8 PAGE	\$250	\$225	\$210	\$190
1/16 PAGE	\$600/SIX MONTHS		\$1,100/TWELVE MONTHS	

ALL EDITIONS

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL	\$3,835	\$3,540	\$3,245	\$2,950
1/2 PAGE	\$2,080	\$1,920	\$1,760	\$1,600
1/4 PAGE	\$1,170	\$1,080	\$990	\$900
1/8 PAGE	\$650	\$600	\$550	\$500
1/16 PAGE	\$1,600/SIX MONTHS		\$2,800/TWELVE MONTHS	

(One version of ad with no nudity between all editions, ask your sales rep for custom quote on premium placement and availability)

ONLINE DIGITAL MAGAZINES

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
FULL PREMIUM	\$700	\$650	\$600	\$550
FULL	\$600	\$550	\$500	\$475
1/2 PAGE	\$350	\$300	\$275	\$250
1/4 PAGE	\$225	\$200	\$175	\$150

BANNERS

DISPLAY ADVERTISEMENTS: RATES PER MONTHLY INSERTION

DISPLAY AD SIZE:	1 TIME	3 TIME	6 TIME	12 TIME
"MAIN MENU" SECTION	NA	\$450 <small>prepaid for 3 months</small>	\$700 <small>prepaid for 6 months</small>	\$1000 <small>prepaid for 12 months</small>
"ADULT VENUE" SECTION	\$600	\$300 <small>prepaid for 3 months</small>	\$450 <small>prepaid for 6 months</small>	\$600 <small>prepaid for 12 months</small>
"EVENTS" SECTION	\$175 <small>per month</small>	\$400 <small>prepaid for 3 months</small>	\$550 <small>prepaid for 6 months</small>	\$800 <small>prepaid for 12 months</small>

AD SPECS

Magazine Trim Size: 8" x 10^{3/4}"
Binding method: Perfect Bind
Printing Process: CMYK

Digital File Specifications:

All ad designs are created on PC platform. All ads must be submitted as a Photoshop JPEG, TIFF or PDF at 300dpi/CMYK on a CD-Rom.

All materials must be received no later than closing date.

FULL PAGE 7 ^{1/4} " x 10"	1/2 PAGE HORIZONTAL 7 ^{1/4} " x 4 ^{1/8} "
Full page bleed size 8 ^{1/4} " x 11" (trims to 8" x 10 ^{3/4} "	1/8 PAGE 3 ^{1/2} " x 2 ^{3/8} "
	1/4 PAGE 3 ^{1/2} " x 4 ^{7/8} "
	1/16 PAGE 1 ^{3/4} " x 2"

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