

ETO

erotictradeonly.com

THE PLEASURE PRODUCTS
TRADE MAGAZINE

EDITORIAL

T: +44 (0) 1633 480 751

E: editorial@erotictradeonly.com

ETO, Suite 2, Lakeside Court,
Llantarnum Park Way,
Cwmbran NP44 3GA

Please send news, press releases,
review samples and letters
to this address.

ADVERTISING

T: +44 (0) 1253 895 767

E: advertising@erotictradeonly.com

PRODUCTION AND HEAD OFFICE

T: +44 (0) 1767 60 10 40

E: production@erotictradeonly.com

ETO, Unit 2, The Old School,
Church Street, Biggleswade,
Beds SG18 0JS

Please send all advertising copy
to this address.

SUBSCRIPTION RATES

UK: £60

Europe: £90

RoW: £120

@ETOMagazine

/Erotictradeonly

erotictradeonly.com

2014 MEDIA INFORMATION

erotictradeonly.com

THE PLEASURE PRODUCTS TRADE MAGAZINE

IN THIS ISSUE...

- And The Nominations Are... P28
- Say You Want An Evolution P38
- Putting On The Rouge P50

ISSUE 123 MAY 2014

erotictradeonly.com

ENTICE
ACCESSORIES

GIVE IN TO
TEMPTATION

CALIFORNIA
EXOTIC
NOVELTIES

Since its launch in July 2003, ETO has become an essential reference source for every company trading in the UK pleasure products sector. ETO is a completely independent publication which has no links to or connections with any other adult business.

Published monthly, it is freely available to qualifying companies, individuals, retail outlets and online

Private eyes female-friendly future format

Show far show good for the UK's leading adult trade event

stores in the UK and, via subscription, to interested worldwide organisations.

4,500 requested and individually-addressed copies each issue

Read by almost **15,000** industry peers every month

10,000 unique visitors every month, generating upwards of **20,000** page impressions

3,700  followers
2,100  'likes'
Weekly e-mails to over **23,000** worldwide

print circulation

ETO's mailed circulation has shown a steady increase over the past couple of years with the addition of more than 500 lingerie and costume outlets and party planners. Including the online version, ETO is read by almost 15,000 industry peers every month. The mailed circulation comprises more than 4,500 requested and individually-addressed copies distributed throughout the UK where they reach almost every single relevant store and online trader.

The magazine is also circulated to both branch and head office levels of the major chains, and the head offices of other retailers with an interest in this market. Publishers, distributors and service providers in the UK adult industry as well as key companies operating in Europe, America, Asia and Australia also receive ETO.

online circulation

Erotictradeonly.com regularly averages 10,000 unique visitors every month, generating upwards of 20,000 page impressions. Additionally, since 2008, the magazine has been available to read online and currently averages 4,000 individual viewers with occasional highs approaching 6,000 per issue.

ETO is currently extending its reach through social media networks such as Twitter (3,700 followers) and Facebook (2,100 'Likes'). Regular weekly email updates allow ETO to communicate with just over 23,000 addresses worldwide, further advancing ETO's influence into all areas of the industry.

editorial

Covering all aspects of the adult market, ETO provides a monthly platform for **news, views, reviews** and **analysis**. From the start of 2011, the magazine shifted its editorial emphasis away from the UK's legally restricted R18 market, allocating more editorial space and time to products which can be sold by all retailers, such as toys, novelties, lingerie and consumables. ETO has always treated its readers with the respect that every trade-only title should, whilst retaining a particular focus on the retail environment.



**LELO'S LATEST LAUNCH:
A RETAIL COMPETITION
WITH BIG PRIZES**

Swedish luxury brand Lelo is one of retail's biggest supporters, offering stores a range of high-quality POS materials, and now it is going further by running an in-store competition with big prizes.

£3,000
WORTH OF STOCK
AND A LELO PRODUCT
OF THEIR CHOICE
FOR EVERY MEMBER OF
STAFF WHO WORKS IN
THAT STORE



LELO'S LATEST LAUNCH: A RETAIL COMPETITION WITH BIG PRIZES. The Swedish luxury brand Lelo is one of retail's biggest supporters, offering stores a range of high-quality POS materials, and now it is going further by running an in-store competition with big prizes. The competition is open to every retailer, whether they are a specialist sex shop or a generalist store. Staff who work in the store for a minimum of three months are eligible to enter. The prize is £3,000 worth of stock and a Lelo product of their choice. The competition is open to every retailer, whether they are a specialist sex shop or a generalist store. Staff who work in the store for a minimum of three months are eligible to enter. The prize is £3,000 worth of stock and a Lelo product of their choice.



LELO'S LATEST LAUNCH: A RETAIL COMPETITION WITH BIG PRIZES. The Swedish luxury brand Lelo is one of retail's biggest supporters, offering stores a range of high-quality POS materials, and now it is going further by running an in-store competition with big prizes. The competition is open to every retailer, whether they are a specialist sex shop or a generalist store. Staff who work in the store for a minimum of three months are eligible to enter. The prize is £3,000 worth of stock and a Lelo product of their choice.



LELO'S LATEST LAUNCH: A RETAIL COMPETITION WITH BIG PRIZES. The Swedish luxury brand Lelo is one of retail's biggest supporters, offering stores a range of high-quality POS materials, and now it is going further by running an in-store competition with big prizes. The competition is open to every retailer, whether they are a specialist sex shop or a generalist store. Staff who work in the store for a minimum of three months are eligible to enter. The prize is £3,000 worth of stock and a Lelo product of their choice.



In addition to a large number of news pages in each issue, ETO's regular features include **profiles** of the market's major – and minor – players, in-depth examinations of product sectors, **'mystery shopper'** reports, and practical advice for retail on every aspect of business – from the in-depth analysis of legislative changes to shop window dressing.

**B BAI
NOT ONLY
BUTT ALSO...**

Woody Guthrie is credited with saying: "Any fool can make something complicated, it takes a genius to make it simple," and this quote seems a rather apt way to introduce Fun Factory's latest launch...



The image, captioned as 'The image is credited to our partner', shows a person using a Fun Factory product.

**NEW SHOPS
IN LONDON**

ETO has visited and reviewed five new adult retail shops in London, including the latest addition to the city's adult retail scene.



ETO has visited and reviewed five new adult retail shops in London, including the latest addition to the city's adult retail scene. The shops are: Victoria's Secret, Clonazone, Harmony, Ziggy, and House of Harlot.

Exceptional and inspiring
An impressive shopping experience
Ticks almost all of the right boxes
Lacking some vital elements
Memorable for the wrong reasons

Mystery Shopper

According to Robert Hughes, new is shocking. He was talking about modern art in 1950, but is it equally true of adult retail today? By targeting new shops in London our Mystery Shopper hoped to find out: Were they derivative or did she suffer The Shock of the New?

<p>Victoria's Secret ★★★★★</p>	<p>Clonazone ★★★★★</p>	<p>Harmony ★★★★★</p>	<p>Ziggy ★★★★★</p>	<p>House of Harlot ★★★★★</p>
---	-----------------------------------	---------------------------------	-------------------------------	---



influence

ETO has influenced the way the UK market does business and over the last eleven years has proven itself to be a completely trustworthy reporter of the industry, neither displaying preferences nor singling out individuals for unwarranted criticism.

The magazine has also changed the way the UK adult market perceives itself. The introduction of the **ETO Awards** in 2005 gave the industry a stage to recognise and reward excellence in every sector from retail to manufacturing, and the unique democratic voting system ensures all the winners are chosen by the industry as a whole – unlike any other awards in the market.

At the same time as introducing the awards, ETO also launched the UK's very first trade-only exhibition. Staged in mid-summer alongside the Awards Presentations, the **ETO Show** has become one the industry's key events, attracting exhibitors and visitors from America and Europe, as well as every major player from the UK market.



**all advertisements,
regardless of size, are
placed on or facing
editorial copy**

advertising

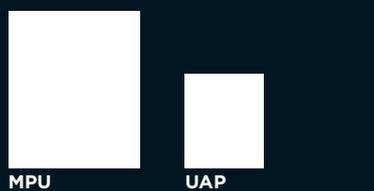
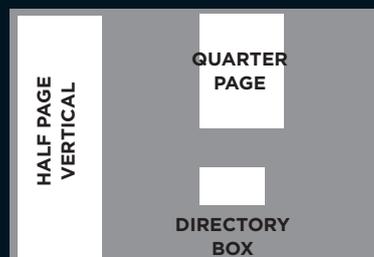
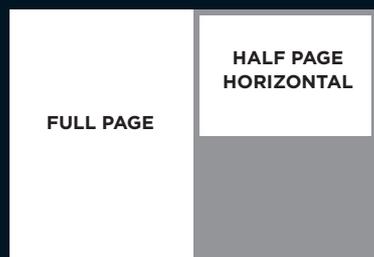
While press releases are important components in any communications strategy, it is advertising that allows you to persuade as well as inform. Appearing within a greatly respected environment that encourages discussion and provides a forum for lively debate enhances the message of any ETO advertiser.

Whether advertisers are looking to increase their profile within the trade, promote new products or services or make major announcements, they know that having their message included

within ETO will ensure it reaches all their customers – and their rivals' customers – for a fraction of the cost of mailing each account individually.

With the exception of double page spreads and the Directory section, all advertisements, regardless of size, are placed on or facing editorial copy, thereby eliminating so called 'advertising graveyards'.

ETO reserves the right to censor, or omit, any material which in its opinion is offensive, pornographic or illegal.



Advertising Rates

Size	1 month	3 months	6 months	12 months
Double page spread	£2,000	£1,900/month	£1,800/month	£1,600/month
Full page	£1,200	£1,140/month	£1,080/month	£960/month
Half page	£800	£760/month	£720/month	£640/month
Quarter page	£500	£475/month	£450/month	£400/month
Directory box	£100	£95/month	£90/month	£80/month

Special positions include: **2/3 Spread, Centre Spread, Outside Back Cover, Inside Front Cover.**

All special positions carry a 10% surcharge.

4 Page/Cover Wrap and Loose inserts: price on application.

Mechanical data - printed magazine

Size	Height	Width	Comments
Double page spread	340mm	490mm	+ 10mm bleed all round
Full page	340mm	245mm	+ 10mm bleed all round
Half page horizontal	160mm	225mm	This is within type area. No bleed required
Half page vertical	320mm	110mm	This is within type area. No bleed required
Quarter page	160mm	110mm	This is within type area. No bleed required
Directory box	50mm	85mm	This is within type area. No bleed required

Copy Requirements: High resolution (300dpi) jpeg or print-resolution PDF with colour proof.

Deadlines: As a general rule, the deadline for the following month's issue is around the 13th of the each month. Please contact the advertising team for further information for specific months or issues.

Mechanical data - ETO online (prices on application)

Size	Height (pixels)	Width (pixels)	File format(s) accepted
MPU	300	250	.gif .jpeg .swf
UAP	180	150	.gif .jpeg .swf
Header	400	640	.jpeg
eShot / Newsletter banner	115	699	.jpeg
Background	Call for specifications and template		