

WHY STRIP LAS VEGAS?



13 REASONS WHY STRIP LAS VEGAS SHOULD BE YOUR MARKETING PARTNER

IT'S NOT CALLED "The World's Adult Playground" FOR NOTHING

STRIP LAS VEGAS REACHES THE CONSUMER WHO'S LOOKING TO BUY YOUR PRODUCTS

- 1 ▶ LAS VEGAS IS HOST TO 40 MILLION VISITORS EVERY YEAR.
- 2 ▶ STRIP LAS VEGAS MAGAZINE REACHES OVER 225,000 ADULT CONSUMERS EACH MONTH.
- 3 ▶ STRIP LAS VEGAS IS THE LAS VEGAS BUYER'S SOURCE FOR ADULT ORIENTED SERVICES AND PRODUCTS.
- 4 ▶ STRIP LAS VEGAS MAGAZINE IS THE PREMIERE SOURCE TO REACH THESE CONSUMERS. WE'RE THE ONLY UPSCALE MAGAZINE DEDICATED TO THE "ADULT PLEASURES" LAS VEGAS HAS TO OFFER!
- 5 ▶ THE AVERAGE CONSUMER SPENDS MORE THAN \$1,600 PER VEGAS STAY – AND THEY READ OUR MAGAZINE.
- 6 ▶ PEOPLE WILL PAY FOR PLEASURE – VACATIONING IN SIN CITY MEANS SPENDING DISCRETIONARY INCOME!
- 7 ▶ EVERY MAJOR ADULT CLUB, SERVICE, PERFORMER AND SHOW HAVE APPEARED IN STRIP LAS VEGAS MAGAZINE.
- 8 ▶ VEGAS TOURISTS ARE IN THE "MINDSET" OF FUN...AND WILL BUY PRODUCTS AND SERVICES GEARED TO ENJOYING THEIR STAY. COST IS SECONDARY.
- 9 ▶ STRIP LAS VEGAS MAGAZINE IS THE ONLY UPSCALE, GLOSSY ADULT MAGAZINE SERVING THE ENTERTAINMENT CAPITAL OF THE WORLD.
- 10 ▶ STRIP LAS VEGAS MAGAZINE IS CELEBRATING 6 YEARS OF STAYING POWER.
- 11 ▶ STRIP LAS VEGAS MAGAZINE FEATURES EXCLUSIVE PHOTO SHOTS AND ORIGINAL EDITORIAL – SO YOUR ADS APPEAR IN A BEAUTIFUL, UPSCALE PACKAGE.
- 12 ▶ OUR ALL-INCLUSIVE MARKETING PROGRAM CAN PROVIDE PRINT ISSUE DISTRIBUTION; WEBSITE AND BANNER EXPOSURE; STRIPLV TV COMMERCIAL SPOTS; SPECIAL INSERTS; EDITORIAL COVERAGE; LOCAL VEGAS STRIP APPS AND MORE.
- 13 ▶ OUR TEAM IS DEDICATED TO YOUR NEEDS.

**Data source and statistics LVCVA*

SLVMEDIA, LLC 11700 West Charleston Blvd. #170-345 LAS VEGAS, NEVADA 89135 (702) 824-7822 OFFICE
(702) 645-5668 FAX WWW.SLVMEDIA.LLC.COM **FOR ADVERTISING RATES CONTACT** scott.s@slvmediallc.com

SLVMEDIA CONSULTANTS

SLVMEDIA

directly targets the 18-60 year-old by providing content using all forms of media: print, digital, mobile, television, and Internet; creating millions of unique impressions monthly for its advertisers.

STRIP LAS VEGAS MAGAZINE

targets adult consumers interested in the sexy side of Las Vegas, directly marketing to the consumer with a printed publication, digitally with the free online version of the magazine, emails, text messaging, internet commercials, and viral marketing on social networking sites.

SLVMEDIA owns and operates hundreds of Web sites, driving traffic to optimize its advertisers' exposure and impressions.



STRIPLV.COM

is the flagship site that opens the floodgates for the **STRIP LAS VEGAS** advertiser. **STRIPLV.COM** features **ALL ACCESS**, showcasing Vegas nightlife the way that only **STRIP LAS VEGAS** can. **SLVMEDIA**-owned Web sites receive more than 750,000 unique visitors per month.

STRIPLVTV

features snippet interviews, behind-the-scenes footage from photo shoots and films, club-hopping, and more.



STRIP LAS VEGAS MAGAZINE since inception in 2006 has been known for its breathtakingly beautiful photography, comprehensive entertainment information, in-depth interviews and features, show and music reviews, sex advice, and features on men's health, gourmet cuisine, spirits, and more.



STRIP LAS VEGAS is a niche-driven boutique magazine with true pass-along readership, along with a loyal subscriber base full of "collectors" of hard copies of the magazine. The print version is distributed FREE in Las Vegas at clubs, restaurants, boutiques, tattoo shops and gentlemen's clubs, and at select magazine retailers across the country. The digital version of **STRIP LAS VEGAS** is distributed free via the Internet and e-mail, along with feature pop-out ads, coupons, and links to all our advertisers' Web sites.

SLVMEDIA drives advertisers' messages through viral marketing on social networking sites such as Facebook, MySpace, and Twitter, with an incredible 10% feedback response per invitation or bulletin.

Let SLVMEDIA become your marketing partner and drive business to you and your company with our targeted email blasts, text message blasts, banner advertising on the Internet, and banner advertising and product reviews on STRIPLVTV.

WHY STRIP LAS VEGAS?

**REACH OVER
ONE MILLION
CONSUMERS
EACH MONTH!**

SLVMEDIA

provides its advertisers an extremely focused and efficient media buy. Targeting adult readers 18-60 who have an insatiable appetite for Las Vegas, the magazine provides a multimedia marketing attack, utilizing print, Internet, television, direct streaming, email blasts, text blasts, and direct marketing at events and promotions.

Fact:

50% of consumers are obtaining their media online via streaming television stations, reading e-mags and listening to music; all of this via the Internet and mobile technologies.

Strip Las Vegas has been on the cutting-edge of this technology since our inception in January 2006, and is gaining a stronger foothold on the market share everyday.



Strip Las Vegas readers are male and female eighteen to sixty year-olds, from every corner of the United States, and nearly every country in the world. This unique cultural mix is the bedrock of Las Vegas. With vision and robust energy befitting one of the fastest growing cities in the U.S. and a top tourist destination for the world, our magazine embraces the adult side of Las Vegas. Our reader is a motivated spender when it comes to adult entertainment, travel, shopping, dining, resorts, and big ticket consumer goods. Strip Las Vegas readers are sophisticated, upscale professionals with dynamic interests and a lust for life!

- INCREASE BRAND RECOGNITION AND AWARENESS**
- REACH CONSUMERS BEFORE THEY ARRIVE IN VEGAS**
- INTERACTIVE CUSTOMER FORUMS**
- MULTI-MEDIA MARKETING PLATFORMS**
- CLICK-THROUGHS AND TRAFFIC DRIVING**
- DIRECTLY TARGET THE CONSUMER THAT'S LOOKING FOR WHAT YOU SELL**
- DIGITAL COUPONS AND DISCOUNTS, WITH DIRECT POP-UP ADS AND/OR LINKS TO YOUR WEB SITES**
- DIRECT MARKETING AT EVENTS AND PROMOTIONS**

STRIPLV EVENTS

*a great way to create
brand awareness,
increase revenue,
and gain new
customers*

PREVIOUS SLV EVENTS

STRIPLV 5 YEAR ANNIVERSARY PARTY
FEBRUARY 2011 COVER GIRL PARTY
OFFICIAL AVN AWARDS AFTER PARTY
OFFICIAL AVN OPENING NIGHT PARTY
BLONDEHELL AWARDS
VEGAS ADULT CLUB AWARDS
STRIPLV CYBER GIRL OF THE MONTH
BOOBS OR BUST
STRIP LAS VEGAS COVER GIRL PARTY
STRIPPER KARAOKE
STRIP LAS VEGAS XXX-MAS PARTY
TAO BEACH



SPONSORSHIP OPPORTUNITIES AVAILABLE FOR EVENTS

LET US CUSTOMIZE
A MARKETING PLAN
SPECIFICALLY FOR
YOUR COMPANY
NEEDS AND
BUDGET!

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STRIP LAS VEGAS

Readers are 66% male and
34% female ages 18-60
with an average
income of \$52,400

Subscribers are nationwide

The only nationally distributed adult magazine
in and about Las Vegas

Available free digitally every month via the
Internet

Print edition available via subscription and
free in locations in Las Vegas

Internet penetration and traffic builder with
100's of Web sites for impressions and unique
views

Multimedia market and one-stop shopping for
all your advertising and promotional needs

STRIP LAS VEGAS



2011 ADVERTISING RATES

AD SIZE	OPEN	3X	6X	12X
FULL PAGE	3500	3150	2975	2500
1/2 PAGE	2000	1800	1700	1500
1/4 PAGE	1250	1125	1062	900
DOUBLE TRUCK SPREAD	5500	4950	4675	4000
BUSINESS CARD 3.5" X 2"	825	745	700	650
BACK COVER	5500	4950	4675	4000
INSIDE COVER	5000	4500	4250	3500
INSIDE BACK COVER	5000	4500	4250	3500
BANNER ADS				
728 X 90	400	360	340	300
160 X 317	300	270	255	225
200 X 74	175	157	149	140
243 X 184	125	112	107	100
160 X 89	175	157	149	140
708 X 400	200	180	170	155
468 X 60	150	135	127	120
STRIP LV TV BANNER AD	350	315	300	275

All ad pricing is per month, billed monthly. Discounts available for full contract payments.
Please inquire for a custom quote for Internet, e-mail, text message, and viral marketing promotions.

ADVERTISING SUBMISSION SPECIFICATIONS

Mechanical Specifications:

Ad Sizes Available (in inches) Width Length

Full Page Trim Size 8.386 X 10.866

2 Page Spread Bleed * 17.272 X 11.116

Full Page Bleed (includes .125 bleed) 8.636 X 11.116

Full Page Non-Bleed (live area) 7.423 X 9.6

½ Page Horizontal no Bleed 7.41 X 4.77

½ Page Vertical no Bleed 3.853 X 9.60

¼ Page no Bleed 3.853 X 4.783

Business Card 3.5 X 2.0

***Two page spreads must be provided in single-page format (two page files)**

Digital Files Required:

All files must be preflighted prior to submission to assure that all components, including fonts, high-res images, and graphics are collected and free of corrupt files. Full page ads must be set up to trim size with 1/8" additional added beyond the trim for ads that bleed.

Press:

Strip Las Vegas Magazine covers are produced on a sheet-fed offset press. The text portion is produced on a web-offset press. A maximum composite density of 280% is recommended. Do not compensate for dot gain. Do not select a SWOP ink or paper color profile. The publisher cannot guarantee the reproduction quality of type smaller than 10 points or type reversed out of more than two colors.

Images:

300 dpi images will output to 150 Line Screen.

Photoshop images must be saved as either an EPS, JPEG or TIFF.

Additionally, 4/C and grayscale images must be scanned at 300 dpi.

Bitmap images need to be scanned at 900 dpi. All *Illustrator* images must be saved as EPS and have all type converted to outlines. Please do not scale photos in *InDesign* or *Quark*.

Fonts:

All Printer and Screen fonts used in *InDesign*, *Quark* or *Illustrator* files must be included.

Post Script Fonts Only. No True Type Fonts.

For logos: convert all type to outline.

PMS Colors:

Please convert all designated PMS spot colors used in any application to CMYK in preparation for 4/C printing.

Proofs:

A SWOP-certified high resolution proof made from the exact files submitted is required to match color. The publisher cannot guarantee the reproduction quality of ads submitted without a SWOP-certified proof and/or not generated from the same files submitted. Otherwise, a color laser output or a black and white proof is absolutely required, and final color match will be determined by the publisher.