

PLEASE NOTE: Marketing Strategies Involving Adult Media.

This is a limited mailing to marketers who target an audience of men between the ages of 35 and 44 who earn more than \$50,000 a year.¹ Marketers who are ready to make the logical leap of validating the tastes of entertainment consumers in this \$12 billion a year industry.

Placing your product or service prominently, yet tastefully and exactly within dictated limits, in adult only erotic media can send sales “through the roof.”²

¹ <http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html>

² “Through the roof” were the exact words of a web manager describing his sales after adult media mention of his gay novelty e-commerce website.

Planned Design

is involved with matters pertaining to the

Adults Only
entertainment industry.

We invite mature consideration and deliberation of the marketing strategy information enclosed, which is not of a graphic nature.

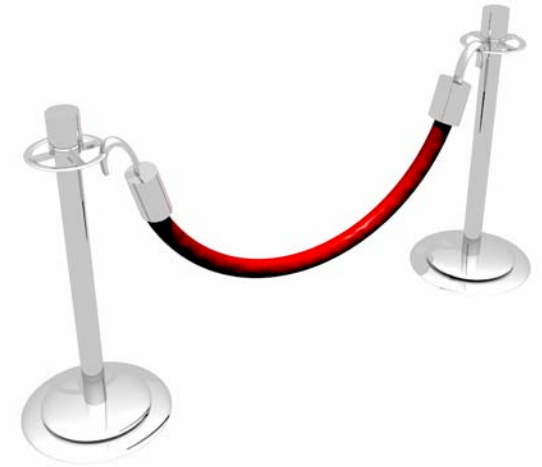
We are aware that the topic alone may offend some people. We ask that you please pass this proposal along unread if it might offend you.

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“In art, immorality cannot exist. Art is always sacred”
- August Rodin

For Your Consideration



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Product Placement Agency

SUPPLIERS: See your product or service in these Gentleman's Entertainment venues:

- Hotel, motel, cruise line, and on-line pay per view (PPV)
- Cable only access "soft" media
- Web and print model photo shoots
- Viral placement in amateur videos for public "tube site" viewing
- Live chat site "guest room" decor
- Adult oriented greeting cards
- **AND MANY MORE**

PRODUCERS: Get paid for simply

- featuring a product on camera
- mentioning a product in a script
- showing use of the product
- shooting at exotic commercial locations
- **AND MORE**

Ask Planned Design about location services.



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✓ **Uncluttered, international exposure (especially Germany and the UK) for sophisticated marketing of:**

- E commerce sites
- Travel related services
- Adult "toys" and attire
- Lubricants/Condoms
- Energy Drinks/Liquor
- Car Dealerships
- Clothing and Retail Brands
- **AND MORE**

✓ **Arranging hassle free partnerships for placement in:**

- Web and print photo spreads
- Video On Demand (VOD) media
- DVD titles
- "Scrambled" (softcore) cable and satellite channels
- Cell phone feeds
- Adult fiction
- **AND MORE**

*The possibilities are endless.
Contact us to create your own pre-contract portfolio and we'll match you with the perfect partners.*

✓ + + + + **REACH** + + + +

- A demographic of 35-44 year old men who earn more than \$50K per year
- The significant gay portion of the \$12 billion dollar a year adult entertainment market
- The rural, even remote, gentleman who is *unlikely* to view other, more mainstream, gay marketing attempts
- Placement in medias with a virtually endless shelf life
- An international audience with a single big push contract or an annual multi-slot campaign
- Always ready for a fast paced calendar; many producers change their multi-media offerings weekly, *or even daily!*
- Your product will be displayed as you wish, either in a stealthy, subtle way, or in a splashy manner

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Why Planned Design?

- Professional
- Discreet
- Market familiarity
- Innovative
- Flexible
- "Clean" contracts