

Demographics & Reach
Social Media
Editorial Franchises
Advertisers
Advertising Specs



PLAYBOY.com

Media Kit 2012/2013

“I read it for the articles.”

Since its inception, Playboy has been associated with the highest in editorial standards. Not only is the magazine a leader in journalism, style and interviews, but it also helped shape the sexual revolution.

The new Playboy.com is a tribute to the sophistication of the contemporary man: young, fresh, and cutting edge. The re-launch is, in many ways, a return to Playboy's roots. Editorials will remain strong but internet-friendly to capture and tend to the rapidly changing needs of today.

Playboy.com is now entirely SFW (safe for work) and available for everyone to enjoy.

In an effort to appeal to a broader audience and reclaim our leadership role, we have relegated all nude content to PlayboyPlus, our freshly redubbed member's area.

The re-launch will set Playboy.com as the one-stop shop for what today's man needs to know about women, fashion, global issues, music, culture, and everything in between, a gentlemen's bible for 'The Modern Playboy.'

SFW




SAFE
FOR
WORK

EVEN

MORE VALUE

FOR YOUR MEDIA DOLLARS



64MM unique visitors
Worldwide

with over

70K is the
median HHI
of our users


220MM
page views

+

a combined
SOCIAL
FOLLOWING

of over

8 million
people



75% of our
users
are employed,
college educated
men

With 7.3MM Facebook fans and 585K Twitter followers, Playboy leads the world of men's magazines in social media.



7.3 Million

Facebook fans

facebook.com/playboy



585K

Twitter followers

twitter.com/Playboy
AKA @Playboy



105K

YouTube subscribers

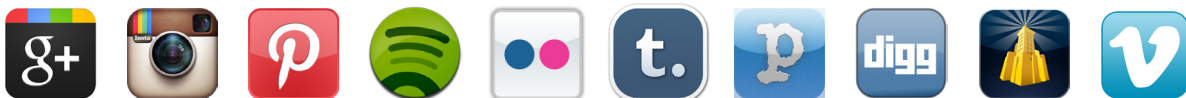
110MM

YouTube video views

youtube.com/playboy

Stats from October 2012

We're also paving the way on the latest social media platforms, creating strong inroads on Instagram, Google+, Pinterest, and more.





The PlayBook

A dark and humorous take on the world of professional sports, The PlayBook always pushes boundaries; giving readers a no-holds-barred look at American sports culture.



Play-By-Playmate

Sports-obsessed Playmate and former Miami Dolphins cheerleader Jaime Edmondson gives readers a funny and informative look at some of the hottest topics and events in sports.



Never Sleeps

New week, new city. Never Sleeps takes readers on a 12-hour rollercoaster ride through the world's best nightlife cities, from fine dining and nightclubs to greasy-spoons and dives.



Facetime

Facetime utilizes social media to create a fan-generated weekly interview with Cybergirls and Playmates, allowing readers to interact with, and get to know their favorite models.



Femme on Fire

This Q&A interview series features some of the hottest up-and-coming female talent in television, film, and music.



Gadget Geek

The Gadget Geek covers a specific topic, highlights the most advanced and exclusive gadgets and reviews the best and latest gaming apps.



Alcoholic Geography

We take readers on an adventure to the best known alcohol homelands in the world. From Speyside malts in Scotland to the vodkas of Russia, get ready to be the ultimate drink connoisseur.



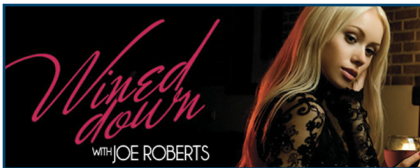
The Spot

Everyone dreams of traveling like a rock star. In The Spot, stars tell Playboy.com readers about their favorite bars, restaurants and nightclubs in major cities.



Where to Bring Your Bunny

This competition-based destination guide puts two very different locales head-to-head to showcase the coolest hotels, restaurants and nightlife across the globe.



Wined Down

Joe Roberts, one of the 100 Most Influential People in the US Wine Industry, introduces readers to the world of wine in this bimonthly article.



The Pickup with Nick Savoy

Learn the secrets of a successful pickup from the professionals. Nick Savoy, president of Love Systems (the leading pickup artist firm) unmaskes the mysteries of the opposite sex.

In the tradition of the Playboy brand standard, Playboy.com has effectively partnered with many of the top brands in each respective category. The goal of every campaign is to develop unique and high-impact media solutions that ultimately drive consistent traffic to our partners websites or co-branded features.

Entertainment

- Film District
- HBO
- Lionsgate Entertainment
- Relativity
- Showtime
- Sony
- SPIKE TV
- Starz
- SyFy
- Universal
- Warner Brothers

Gaming

- Activision
- Sega
- Sony Playstation
- Square Enix

Beer

- Bud Light
- Milwaukee's Best
- Pabst Blue Ribbon

Spirits

- Seagram's 7 Crown
- Bacardi
- Belvedere Vodka
- Bombay Sapphire
- Jim Beam
- Ketel One Vodka
- Pinnacle
- Smirnoff
- Sobieski Vodka
- Stoli
- Captain Morgain Rum
- Tanqueray

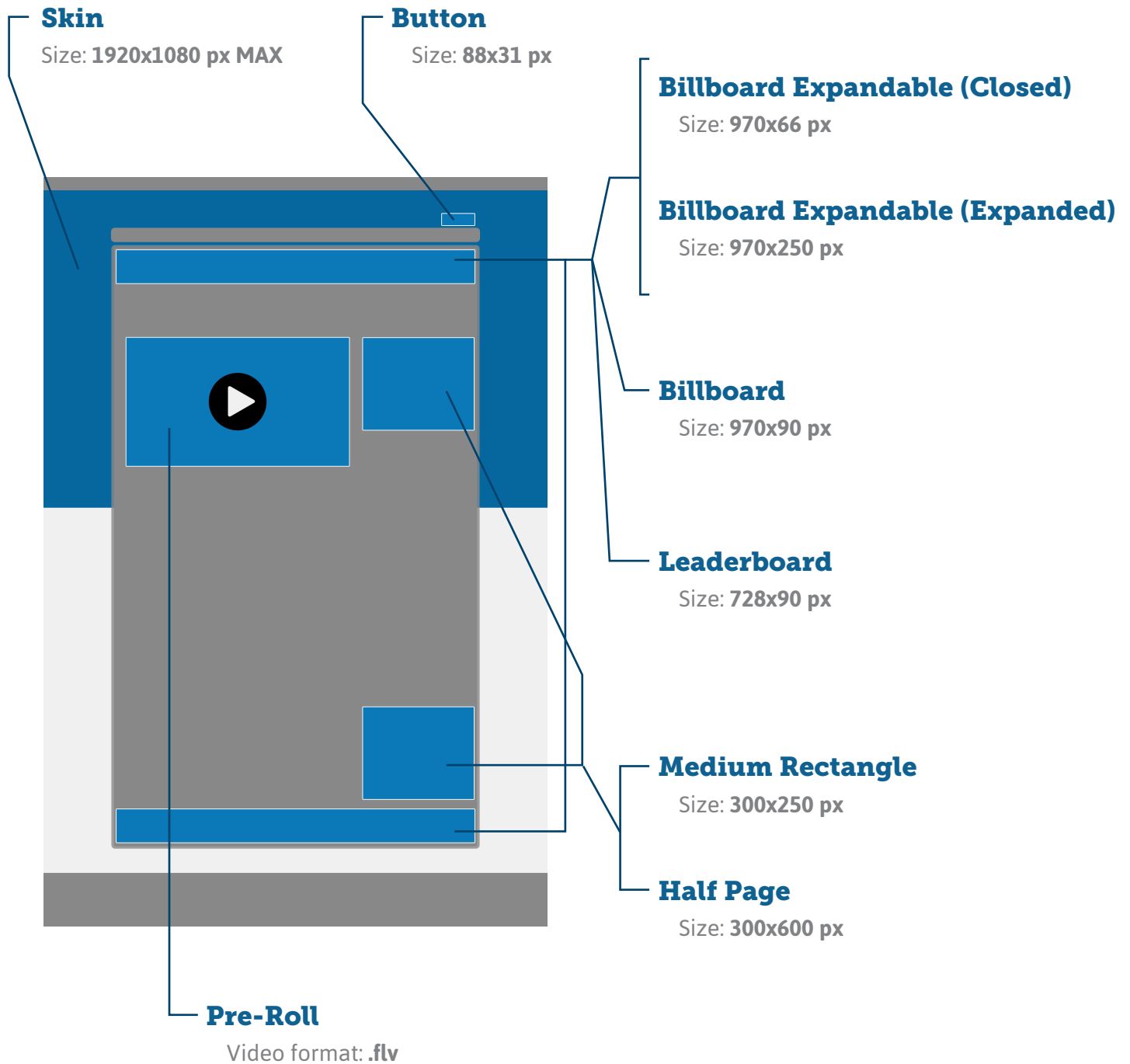
Auto

- BMW
- Harley-Davidson Motorcycles
- Mini
- Victory Motorcycles

Fashion / Grooming

- Axe
- Brut
- Coty
- Pert Plus

Online Advertising Units



PLACEMENT NAME	RICH MEDIA							
	Max Banner Weight	Accepted File Formats	Flash Version	Direction of Expansion	Max. Size while Expanded	Sync Accepted	Audio / Video Auto-Play	Max. Video Weight
:15 Pre-roll	N/A							
:30 Pre-roll	N/A							
Medium Rectangle	35KB	.swf / .gif / .jpg	Flash 8	Left, up, Down	300x600 * or 600x250 *	Yes	No	2.2MB
Leaderboard	35KB	.swf / .gif / .jpg	Flash 8	Left, up, Down	970x250 *	Yes	No	2.2MB
Half Page	45KB	.swf / .gif / .jpg	Flash 8	Left *	500x600 *	Yes	No	2.2MB
Billboard Expandable (Closed)	35KB	.swf / .gif / .jpg	Flash 8	Down *	970x418 *	Yes	No	2.2MB
Billboard Expandable (Expanded)	55KB	.swf / .gif / .jpg	Flash 8	Down *	970x250 *	Yes	No	2.2MB
Billboard	45KB	.swf / .gif / .jpg	Flash 8	N/A	970x90	Yes	No	2.2MB
Skin	400KB	.jpg / .png	N/A	N/A	Max 1920x1080	N/A	N/A	N/A
Button	10KB	.jpg / .png	N/A	N/A	88x31	N/A	N/A	N/A

Playboy.com

If you use flash objects, set **wmode="opaque"** (NOT wmode="transparent") - This is to fix banners from appearing in the foreground/on top of the drop down menu and to prevent them from blocking other elements.

Find different assets and templates at: playboy.com/ad_sales/

Context in which the ads will appear at the top of the page

```
<section style="display: block; width: 970px; padding: 6px 7px 7px;">
  <div style="display:inline-block; text-align: center; width: 100%">
    <!--ad will be here -->
  </div>
</section>
```

Context in which the ads will appear at the bottom of the page

```
<section style="display: block; position: relative; width: 970px; padding: 6px 7px 7px;">
  <div style="display:inline-block; text-align: center; width: 100%">
    <!--ad will be here -->
  </div>
</section>
```

Welcome GUEST | Please SIGN UP or LOGIN

f t | POSE FOR PLAYBOY | CASTING CALL SCHEDULE

BUTTON
80 x 31 px

[VIDEOS](#) | [GALLERY](#) | [GIRLS](#) | [PLAYGROUND](#) | [PLAYBOY PLUS](#) | [WORLD OF PLAYBOY](#) | [MAGAZINE](#) | [SHOP](#)

COLLAPSED BILLBOARD
970 x 90 px

TAKEOVER SKIN
SUGGESTED SIZE:
1920 x 1080 px

playboy.com's
femme on fire
women to watch for

Meghan Rath

ADVERTISEMENT

MEDIUM RECTANGLE
300 x 250 px

TAKEOVER SKIN
SUGGESTED SIZE:
1920 x 1080 px

PLAYGROUND MORE >>

UP IN SMOKE: BE PROUD YOU'RE A DICK
Studies show that keeping your smiles to yourself while you're prowling the dating scene is a plus.

CRAZY CONCEPT: RANGE ROVER EVOQUE CONVERTIBLE
We check out the hot top-down SUV: The Range Rover Evoque Convertible Concept is a plus.

INTERVIEW: PLAYBOY.COM'S EXCLUSIVE INTERVIEW WITH RECOL STAR DANNY TREJO
Whether he's fighting on screen, or visiting a juvenile hall to counsel, Danny Trejo is one bad ass you don't mess with.

MAGAZINE

EVERY ISSUE. EVERY ON YOUR IPAD

IN THIS MONTH'S ISSUE
BRUNO MAGLI • INTERVIEW: JOHN HANNA • 2011 MEGHAN MCCAIN
PLAYMATES & ROCKSTARS • MISS MARCH 2012

FOLLOW PLAYBOY

POSE FOR PLAYBOY

we're searching for the next playboy model

[CLICK HERE FOR THE LATEST GASTING CALLS >>](#)

GALLERY MORE >>

INTERNATIONAL: AVA KARABATIC
Hometown: n/a, n/a
Height: 5'7"
Weight: n/a
Measurements: 32B-26-34

AMATEURS: CHLOE MIRANDA
Hometown: Irvine, CA
Height: 5'7"
Weight: n/a
Measurements: 32B-26-34

CORED GIRLS: KATIE CAROLL
Hometown: Los Angeles, CA
Height: 5'6"
Weight: n/a
Measurements: 34B-27-34

VIDEOS MORE >>

AMATEURS: CHLOE MIRANDA
34 Views | 0 Comments
03/09/2012 | 3:00 min

CORED GIRLS: KATIE CAROLL
34 Views | 0 Comments
03/09/2012 | 3:00 min

CORED GIRLS: ABIGALE ALAYNE
33 Views | 0 Comments
03/08/2012 | 3:00 min

COLLAPSED PUSHDOWN
970 x 66 px

MEDIUM RECTANGLE
300 x 250 px

Welcome GUEST | Please SIGN UP or LOGIN

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PLAYBOY BUTTON 80 x 31 px

VIDEOS | GALLERY | GIRLS | PLAYGROUND | PLAYBOY PLUS | WORLD OF PLAYBOY | MAGAZINE | SHOP

COLLAPSED BILLBOARD
970 x 90 px

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

playboy.com's
femme
of fire
women to watch for

Meaghan Rath

SPECIAL EDITION: Playboy's Dream

CELEBRITIES: London Calling

PLAYMATES: Playmates and Rockstars

GEEKS

GAMEROOM: The Gadget Geeks

ADVERTISEMENT

HALF PAGE
300 x 600 px

PLAYGROUND MORE >>

SCIENCE | GARAGE

MAGAZINE

<p>INTERNATIONAL: AVA KARABATIC Hometown: n/a, n/a Height: 5' 7" Weight: n/a Measurements: 32B-26-34</p>	<p>AMATEURS: CHLOE MIRANDA Hometown: Irvine, CA Height: 5' 7" Weight: n/a Measurements: 32B-26-34</p>	<p>COED GIRLS: KATIE CAROLL Hometown: Los Angeles, CA Height: 5' 6" Weight: n/a Measurements: 34B-27-34</p>
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VIDEOS LATEST MOST VIEWED HIGHEST RATED MORE >>


<p>AMATEURS: CHLOE MIRANDA 33 Views 0 Comments 03/10/2012 3:00 min</p>	<p>COED GIRLS: KATIE CAROLL 34 Views 0 Comments 03/09/2012 3:00 min</p>	<p>COED GIRLS: ABIGALE ALAYNE 33 Views 0 Comments 03/08/2012 3:00 min</p>
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MEDIUM RECTANGLE
300 x 250 px

COLLAPSED PUSHDOWN
970 x 66 px

Welcome GUEST | Please SIGN UP or LOGIN

f t | POSE FOR PLAYBOY | CASTING CALL SCHEDULE

 **PLAYBOY** BUTTON 80 x 31 px

VIDEOS | GALLERY | GIRLS | **PLAYGROUND** | PLAYBOY PLUS | WORLD OF PLAYBOY | MAGAZINE | SHOP

BILBOARD
970 x 250 px

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

GIRLS | ENTERTAINMENT | EVENTS | LIFESTYLE | ADVICE | INTERVIEWS | SPORTS | NEWSROOM | NIGHTLIFE | GAMEROOM

ADVERTISMENT
MEDIUM RECTANGLE
300 x 250 px

CRAZY CONCEPT WEEKLY

ENTERTAINMENT MORE >>

#TWITTERMOVEMENT
03/12/12
Has Twitter strengthened call to actions or created more dissent for their messages?... [READ ON](#)
8 Views 0 Comments

MICKEY AVALON PREMIERE
03/06/12
Watch the exclusive premiere of Mickey Avalon's latest video "More Junk"... [READ ON](#)
54 Views 0 Comments

MUSIC REVIEW: WRECKING BALL BY BRUCE SPRINGSTEEN
03/06/12
The Boss is back with his latest album... [READ ON](#)
10 Views 0 Comments

baristas, the Late Night Foodie covers this week in food... [READ ON](#)
47 Views 0 Comments

GAMEROOM MORE >>

THE GADGET GEEK'S GUIDE TO TABLET GAMING
03/08/12
The best in tablet gaming... [READ ON](#)
21 Views 0 Comments Rating: 5/5


GAMER NEXT DOOR: JO REVIEWS MORTAL KOMBAT COMPLETE EDITION
02/29/12
Jo Garcia explains the new and expanded features found in the newly released Mortal Kombat Complete Edition... [READ ON](#)
22 Views 0 Comments

WITGTG: MORTAL KOMBAT COMPLETE EDITION
02/28/12
Watch the trailer for Mortal Kombat Complete Edition and get an exclusive video of Cyber Girl Cnloe Miranda... [READ ON](#)
11 Views 0 Comments

LEADERBOARD
728 x 90 px

MEDIUM RECTANGLE
300 x 250 px

MEDIUM RECTANGLE
300 x 250 px

 **PLAYBOY**
.com

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BUTTON
80 x 31 px









[VIDEOS](#) | [GALLERY](#) | [GIRLS](#) | [PLAYGROUND](#) | [PLAYBOY PLUS](#) | [WORLD OF PLAYBOY](#) | [MAGAZINE](#) | [SHOP](#)

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

BILLBOARD
970 x 250 px

MODEL SEARCH [GO >>](#)

RECENTLY ADDED

 CELEBRITY NATALIE LOREN 1 Pictorial 0 Videos 20 Views 0 Comments	 INTERNATIONAL AVA KARABATIC 1 Pictorial 0 Videos 17 Views 0 Comments	 COED KATIE CAROLL 1 Pictorial 3 Videos 28 Views 0 Comments Rated 5/5	 CELEBRITY LINDSAY LOHAN 1 Pictorial 0 Videos 60 Views 0 Comments Rated 1/5
 CELEBRITY BAI LING 1 Pictorial 0 Videos 28 Views 0 Comments Rated 5/5	 CYBERGIRL CARLIE CHRISTINE 1 Pictorial 1 Video 14 Views 0 Comments	 PLAYMATE CRYSTAL MCCAHILL 3 Pictorials 3 Videos 43 Views 0 Comments	 CELEBRITY MERCEDES MCNAB 1 Pictorial 0 Videos 13 Views 0 Comments

ADVERTISEMENT

MEDIUM RECTANGLE
300 x 250 px




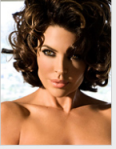
GIRL CATEGORIES

- [CYBERGIRL](#)
- [AMATEUR](#)
- [PLAYMATE](#)
- [INTERNATIONAL](#)
- [COED](#)
- [CELEBRITY](#)

TAGS

[APPLY FILTERS](#)

TAKEOVER SKIN
SUGGESTED SIZE
1920 x 1080 px

 CYBERGIRL ADDISON MILLER 1 Pictorial 1 Video 11 Views 0 Comments	 CELEBRITY URSULA ANDRESS 1 Pictorial 0 Videos 0 Views 0 Comments	 CELEBRITY FIONA HORNE 1 Pictorial 0 Videos 5 Views 0 Comments	 CELEBRITY LISA RINNA 1 Pictorial 0 Videos 3 Views 0 Comments
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COLLAPSED PUSHDOWN
970 x 66 px

MEDIUM RECTANGLE
300 x 250 px

Welcome GUEST | Please SIGN UP or LOGIN f t | POSE FOR PLAYBOY | CASTING CALL SCHEDULE

BUTTON
80 x 31 px

VIDEOS | GALLERY | GIRLS | PLAYGROUND | PLAYBOY PLUS | WORLD OF PLAYBOY | MAGAZINE | SHOP

COLLAPSED BILLBOARD
970 x 90 px

BEING VIEWED NOW

AMATEURS
CRYSTAL MCCAHILL
8 Views | 0 Comments
07/20/2011 | 0:35 min

CYBERGIRLS
MONIQUE ARCE
7 Views | 0 Comments
Rated 5 / 5 | 02/13/2012 | 2:30 min

PLAYMATES
HEATHER RAE YOUNG
2 Views | 0 Comments
12/10/2010 | 1:15 min

CYBERGIRLS
SHARNA SPEARS
2 Views | 0 Comments
01/29/2009 | 0:29 min

CYBERGIRLS
JO GARCIA
1 View | 0 Comments
09/16/2010 | 1:44 min

PLAYMATES
AMANDA CERNY
10 Views | 0 Comments
Rated 5 / 5 | 10/12/2011 | 2:51 min

MORE VIDEOS | LATEST | MOST VIEWED | HIGHEST RATED | MORE >>

AMATEURS
CHLOE MIRANDA
18 Views | 0 Comments
03/10/2012 | 3:00 min

COED GIRLS
KATIE CARROLL
22 Views | 0 Comments
03/09/2012 | 3:00 min

COED GIRLS
ABIGALE ALAYNE
30 Views | 0 Comments
05/08/2012 | 3:00 min

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MEDIUM RECTANGLE
300 x 250 px

MEDIA CATEGORIES

- PLAYMATES
- CELEBRITIES
- CYBERGIRLS
- INTERNATIONAL
- COED GIRLS
- AMATEURS
- SPECIAL EDITION

TAGS

APPLY FILTERS

PLAYMATES
JESSICA BURCIAGA
29 Views | 0 Comments
Rated 5 / 5 | 02/20/2012 | 3:03 min

CYBERGIRLS
CHLOE MIRANDA
75 Views | 1 Comment
Rated 5 / 5 | 02/28/2012 | 2:05 min

CYBERGIRLS
MEGAN MEDELLIN
24 Views | 0 Comments
02/14/2012 | 1:39 min

CYBERGIRLS
MONIQUE ARCE
7 Views | 0 Comments
Rated 5 / 5 | 02/13/2012 | 2:30 min

CYBERGIRLS
JENNIE REID
13 Views | 0 Comments
Rated 5 / 5 | 02/11/2012 | 2:27 min

AMATEURS
KRISTINA POHLMANN
8 Views | 0 Comments
02/10/2012 | 3:00 min

COLLAPSED PUSHDOWN
970 x 66 px

TAKEOVER SKIN
SUGGESTED SIZE:
1920 x 1080 px

TAKEOVER SKIN
SUGGESTED SIZE:
1920 x 1080 px