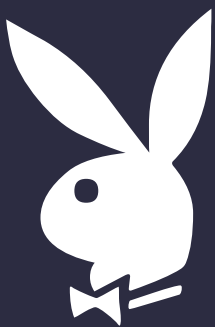


**Demographics & Reach**  
**Social Media**  
**Editorial Franchises**  
**Advertisers**  
**Advertising Specs**



**PLAYBOY**.com

Media Kit 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

**5,4MM**  
unique visitors

in the

**USA**



**62K** is the  
**median HHI**  
of our users

 **80%**  
of our **users**  
are employed,  
college educated  
**men**

with over  
**25MM**  
page views

+  
a combined  
**SOCIAL**  
following of over  
**11 million**  
people

With 9.2 MM Facebook fans and 1.5 MM Twitter followers, Playboy leads the world of men's magazines in social media.



**9.2 Million**

Facebook fans

[facebook.com/playboy](https://facebook.com/playboy)



**1.5 Million**

Twitter followers

[twitter.com/Playboy](https://twitter.com/Playboy)  
AKA @Playboy



**212K**

YouTube subscribers

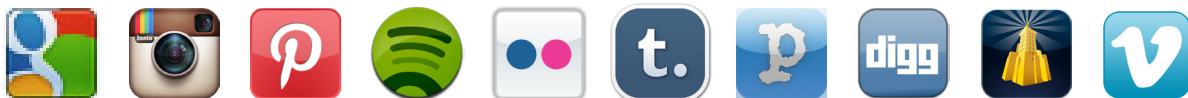
**181MM**

YouTube video views

[youtube.com/playboy](https://youtube.com/playboy)

Stats from January 2013

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 the boundaries, giving readers a no-holds-barred look at American sports culture.



### Facetime

Facetime utilizes social media to create a fan-generated weekly interview featuring Cybergirls and Playmates, giving readers the chance to get to know and interactive with 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 highlights the most advanced and exclusive upcoming gadgets and reviews the best and latest gaming apps.



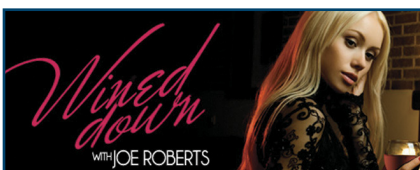
### Alcohol Geography

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.



### Tech Watch

Monitoring the world of technology for any significant blips in the radar, Tech Watch tackles one soon-to-be-trending tech topic at a time.



### 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) unmask the mysteries of the opposite sex.



### **The Gamer Next Door**

Our roster of models-slash-gaming experts host a sexy and informative video blog that takes fans into the world of gaming and gadgets.



### **PB Advisor**

Longtime Playboy Advisor Chip Row gives us the lowdown on sex and other things that stimulate a man's fancy, from electronics to grooming habits and everything (and everyone) in between.



### **#AskPlayboy**

Hilarious and informative advice written by influential internet personalities on sex, dating and relationships.



### **Up in Smoke**

A weekly look into the sexy science behind what makes us tick; from between the ears to between the sheets.

## **Social Media Franchises**

---



### **#FriskyFriday**

#FriskyFriday bridges social media reach with editorial firepower. Each week, Playmates, Cybergirls and internet hotties tweet us seductive selfies, resulting in an epic throw down of all that is sexy.



### **#TuesdayTease**

#FriskyFriday's slightly looser stepsister, #TuesdayTease is our attempt to give our loyal readers an extra sexy pat on the back to get through the week ahead, just before Humpday.

Following the tradition of Playboy's brand standard, Playboy.com has effectively partnered with many top brands in all categories of advertising. The goal of every campaign is to develop unique and high-impact media solutions that ultimately drive consistent traffic to our partner's websites of co-branded features.

## Entertainment

---

- FilmDistrict
- HBO
- Lionsgate Entertainment
- Relativity Media
- Showtime
- Sony
- SPIKE TV
- Starz
- SyFy
- Warner Brothers
- Fox Broadcasting
- Comedy Central

## Gaming

---

- Activision
- Capcom
- 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

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

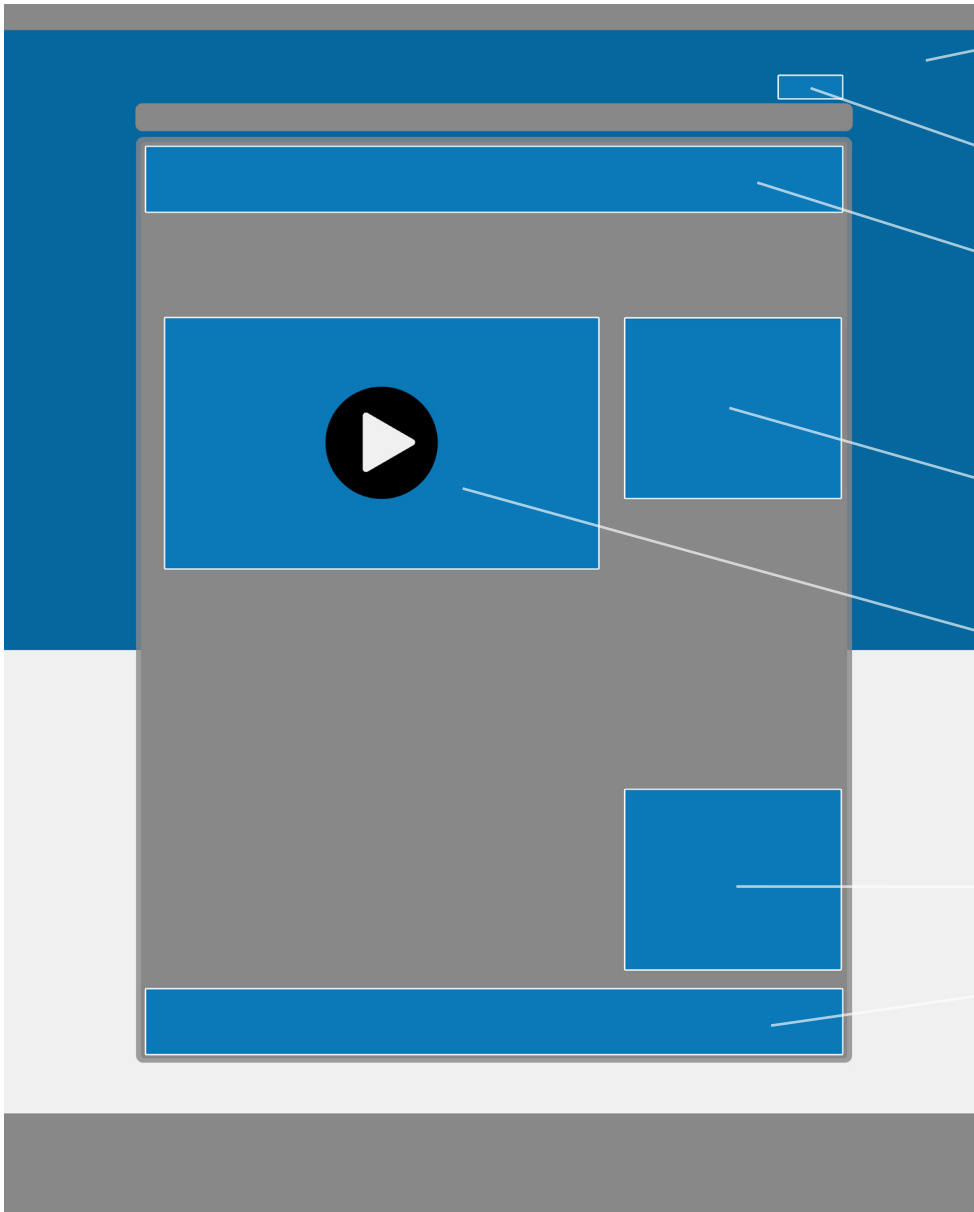
## Fashion / Grooming

---

- Axe
- Brut
- Coty
- Pert Plus



## Online Advertising Units



### Skin

1200x850 (Suggested)

### Button

88x31

### Billboard

970x66 / 970x90

Expanded:

970x250

970x418 (PREMIUM)

### Medium Rectangle

300x250

300x600 (PREMIUM)

### Video Pre-Roll

Format: .flv

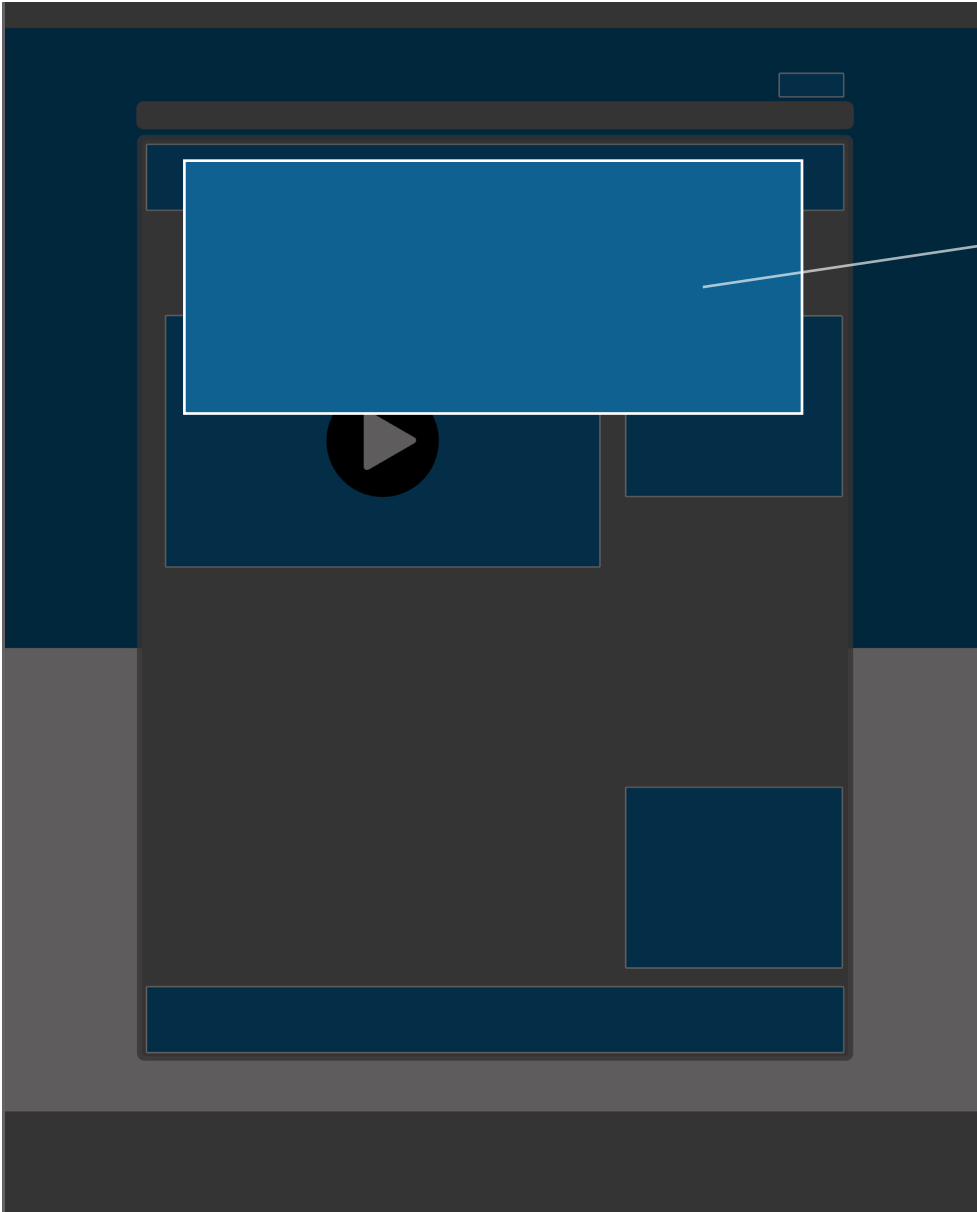
### Medium Rectangle

300x250

### Billboard

970x66 / 970x90

# Online Advertising Units



Video Interstitial  
745x305

PLACEMENT NAME	RICH MEDIA					
	Max. File Weight	Accepted File Formats	Max. Duration	Max. Repetitions	Flash Version	File Dimensions (in pixels)
15 secs Pre-roll	N/A	.flv	15 secs	1	N/A	Full HD (1920x1080)
30 secs Pre-roll	N/A	.flv	30 secs	1	N/A	Full HD (1920x1080)
Medium Rectangle	35KB	.swf / .gif / .jpg	30 secs	3 x 10 secs	Flash 8	300x250 300x600 (PREMIUM)
Billboard	45KB	.swf / .gif / .jpg	30 secs	3 x 10 secs	Flash 8	970x66 970x90
Billboard Expandable	60KB	.swf / .gif / .jpg	10 secs collapsed 20 secs open	1 x 25 secs once open	Flash 8	970x250 970x418 (PREMIUM)
Video Interstitial *	50KB Initial Load (200KB Total Load)	.swf / .gif / .jpg	N/A	N/A	Flash 8	745x305
Skin	400KB	.jpg / .png	N/A	N/A	N/A	Suggested: 1200x850 Max: 1920x960
Button	10KB	.jpg / .png	N/A	N/A	N/A	88x31

\* Additional Information for Video Interstitial:

- Audio must be User-Initiated;
- Video can be set to Auto Play, but should not exceed 1.5MB in weight;
- Max FPS: 18-25
- Frequency: Once per 24h per user (Cookie based)

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.

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

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

Exclusive and targeted placements are available at an additional cost.

Advertisers to pay all third party service fees for rich media.

Takeovers should be sold as flatrate inventory of \$30 CPM.

Latest inventory numbers available upon request.

Welcome | Please [LOGIN](#) or [SIGNUP NOW](#)
[Follow @playboydotcom](#) | [Like](#) | [11%](#) | [POSE FOR PLAYBOY](#) | [CASTING CALL SCHEDULE](#)

SAFE AREA  
 NO LOGOS, LINKS OR GRAPHICS  
 THAT CONFLICT WITH THE PLAYBOY LOGO.

88X31

HOME VIDEOS GALLERY GIRLS ARTICLES PLAYBOY PLUS WORLD OF PLAYBOY MAGAZINE SHOP

**SKIN**  
 SUGGESTED SIZE  
 1200X850

**BILLBOARD** 970X66  
970X90
**EXPANDED** 970X260  
970X418 (PREMIUM)

#ASKPLAYBOY  
JENNY MOLLEN  
ON BEDROOM ROLE PLAY

CYBERGIRLS: Leanna Decker - ...

NEWS: Up in Smoke: Pornstar Pride

GIRLS: #TuesdayTease: December

CYBERGIRLS: Branae Hestily - 50

SIGN UP NOW FOR YOUR  
FREE CELEBRITY  
NUDE PICS

I'M OVER 18

Enter your email here SIGN ME UP

MEDIUM  
RECTANGLE

300X250  
300X600 (PREMIUM)

**SKIN**  
 SUGGESTED SIZE  
 1200X850

PLAYGROUND MORE >>

**PLAYBOY.COM VS ASKMEN**  
OUR TOP 10 MOST DESIRABLE WOMEN OF 2013

12/11/12  
PLAYBOY VS ASKMEN: THE 10 MOST DESIRABLE WOMEN OF 2013  
AskMen may have released their Top 99 Most Desirable women of 2013 today, but we felt a few changes were in order.  
4949 Views 1 Comments Rating: 3.5/5

**QUENTIN'S GREATEST HITS**

12/10/12  
QUENTIN'S GREATEST HITS  
Quentin Tarantino's unique vision of death has become his filmic calling card. Dig this rundown of his greatest kill scenes in extreme, gory detail.  
3377 Views 1 Comments Rating: 5/5

**PLAYMATE CHRISTMAS WISHLIST**

12/10/12  
PLAYMATE GIFT GUIDE  
Some of our favorite playmates have banded together to help you pick exactly what you need to get your girlfriend.  
11653 Views 2 Comments Rating: 4/5

GALLERY LATEST MOST VIEWED TOP RATED MORE >>

**PLAYMATES**  
AMANDA STREICH  
Hometown: Ploek, N/A  
Height: 5'9"  
Weight: 123 lbs  
Measurements: 34C-28-35

**CYBERGIRLS**  
LEANNA DECKER  
Hometown: Ashland, KY  
Height: 5'4"  
Weight: 110 lbs  
Measurements: 34DD-24-35

**CYBERGIRLS**  
BRANAЕ HESTILY  
Hometown: Tulare, CA  
Height: 5'7"  
Weight: n/a  
Measurements: 34B-24-36

VIDEOS LATEST MOST VIEWED TOP RATED MORE >>

**AMATEURS**  
ANNA ANELISE - LOFLY LOVER

13,388 Views | 0 Comments  
Rated 3.5 / 5 | 12/11/2012 | 01:09 min

**CYBERGIRLS**  
TANIA FUNES - SWEET LOLLIPOP

14,779 Views | 4 Comments  
Rated 4.5 / 5 | 12/09/2012 | 01:56 min

**AMATEURS**  
AUDREY ANELISE - LOVE HAVEN

24,322 Views | 4 Comments  
Rated 4.5 / 5 | 12/08/2012 | 01:06 min

**BILLBOARD** 970X66  
970X90

MAGAZINE

EVERY ISSUE EVER ON YOUR IPAD

**IN THIS ISSUE**  
MADRYN MONROE • MISS DECEMBER AMANDA STREICH • QUENTIN TARANTINO • PADMA LAKSHMI • HOLIDAY GIFT GUIDE

FOLLOW PLAYBOY

PLAYBOY

casting calls

LOS ANGELES

**MEDIUM  
RECTANGLE**

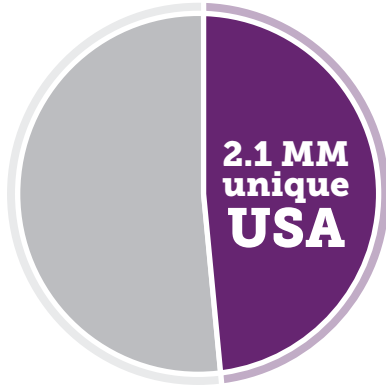
300X250

SAFE AREA  
 NO LOGOS, LINKS OR GRAPHICS  
 THAT CONFLICT WITH THE PLAYBOY LOGO.

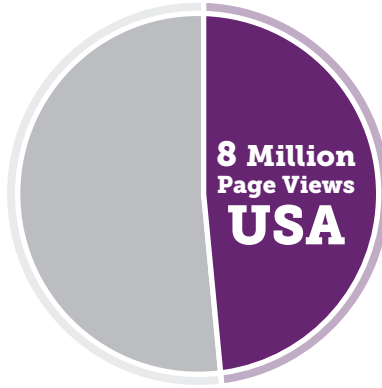
GIRLS | PLAYMATES | CYBERGIRLS | COLLEGE GIRLS | AMATEURS | INTERNATIONAL | CELEBRITIES
ARTICLES | ENTERTAINMENT | NIGHTLIFE | LIFESTYLE | SEX & DATING | CELEBRITIES | SPORTS | NEWS | GAMING | FUNNY
VIDEOS | WORLD OF PLAYBOY | HUGH HEFNER | MAGAZINE | SHOP | SITEMAP | PLAYBOY MOBILE | WEBMASTERS

TERMS AND CONDITIONS | PRIVACY POLICY | CUSTOMER SUPPORT | MAGAZINE CUSTOMER SUPPORT | CORPORATE SITE

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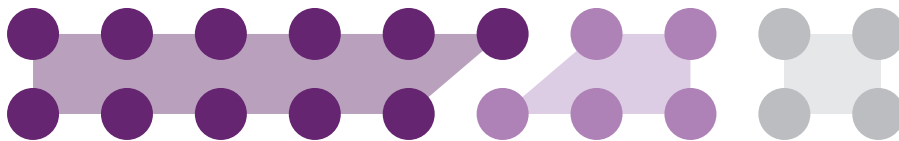


4.6 MM Unique Visits



16.5 Million Page Views

**1:53** AVERAGE VISIT DURATION



**55%** of the traffic  
**NORTH AMERICA**

**25%**  
**EUROPE**

The screenshot shows the mobile website layout. At the top is a red header with the Playboy logo, 'SIGN UP', and 'LOGIN' buttons. Below the header are navigation icons for Models, Videos, Categories, and Tour. A 'Video of the Day' section features a large image of Tiffany Taylor. Below this is a purple 'RECTANGLE' ad with dimensions 305X99. A 'Top Rated Videos' section lists Alexandra Lyon, Ashley Smith, and Kendall Rayanne with small video thumbnails. Below that is another purple 'MEDIUM RECTANGLE' ad with dimensions 300X250. A red button says 'See ALL Models NUDE for \$1'. At the bottom, there is a footer with a navigation menu (HOME, ALL GIRLS, PLAYMATES, SITEMAP, CYBER GIRLS, COEDS, SUPPORT, PRIVACY POLICY, TERMS AND CONDITIONS, VIEW FULL SITE, SIGN UP) and copyright information for 2013 Playboy.com.

For further information, please contact:

[advertising@playboyplus.com](mailto:advertising@playboyplus.com)