

SE SPECIAL FOCUSES FOR 2018

FEBRUARY ISSUE

Deadline: January 10th

BED, BATH & BEYOND:

Products for your body, in and out of the bedroom

Though most every product featured in STOREROTICA addresses a woman's or a man's sexuality, few editorial pieces discuss "sensuality." Our **Bed, Bath & Beyond Focus** will be designed to do just that! If it's meant to pamper the body, it will be found in this Special Focus!

- Body lotions
- Bath soaps and gels
- Massage oils
- Body mists
- Shave creams



APRIL ISSUE

Deadline: March 10th

THE TOP 20 EUROPEAN BRANDS YOU NEED TO KNOW!

As new brands and products are continually being released in the adult novelty industry, it isn't easy to keep up with what's happening "across the pond" in the U.K. and Europe. While several top foreign brands are regularly featured in the pages of STOREROTICA, there are several other emerging companies who our readers **NEED** to know about. This Special Focus will narrow this list of companies down to the best of the best: **The Top 20 European brands that are available to U.S. retailers today.**



JUNE ISSUE

Deadline: May 10th

STAY ON THE SCENE, LIKE A SEX MACHINE!

Ready or not, the future is now. Though "sex robots" aren't quite a thing yet, the technology is getting closer to reality. In this Special Focus, we'll be highlighting the cutting-edge technology as it relates to "sex machines," as well as furniture designed with couples' play in mind.

- Sex machines
- Pleasure rides
- Electronic chairs
- Sex furniture



AUGUST ISSUE

Deadline: July 15th

THE STOREROTICA AWARDS ISSUE

Directly following the July ANME Founders Show, our August issue will celebrate the companies and individuals who took home top honors at the **12th Annual STOREROTICA Awards** presentation, held each year in Burbank at the ANME Show. We'll celebrate all of the top awards, and will include hundreds of photos from the 2018 SE Awards and ANME Founders Show. The SE Pre-Nominations voting site will launch in April 2018, so mark your calendars today!



OCTOBER ISSUE

Deadline: September 10th

GETTING THE SHAFT

There are thousands upon thousands of adult novelties designed exclusively for women, and understandably so — women dominate this market. But what about the guys? Are they **getting the shaft**? For the October 2018 issue's Special Focus, that's exactly the point!

- Sleeves
- Pumps
- Cock rings



DECEMBER ISSUE

Deadline: November 10th

THERE'S EVEN AN APP FOR THAT!

Now, thanks to the development and increase in popularity of **app-centric toys**, our smart phones can do a lot more than ask Siri questions. This SE Special Focus will highlight the ways in which this technology is boosting the sale of adult toys.

- App-centric toys
- Remote-controlled products



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