MEDIA KIT
2027

ean

At the heart of the industry for more than two decades.

EAN – European Adult News delivers dedicated B2B journalism for the international sexual wellness industry. Since 2006, EAN has been connecting manufacturers, brands, distributors, retailers and service providers with the news, insights and stories shaping this constantly evolving market.

Together with its German-language sister publication eLINE, established in 1998, EAN combines decades of industry expertise with a strong international network.

From exclusive interviews and market trends to product innovations, company news and coverage of the industry's key events, our editorial team knows the market, the people behind it and the topics that matter.

Print. Digital. International.
And always close to the industry.

EAN & eLINE are more than b2b publications: they are information platforms, industry networks and meeting points for the sexual wellness business.

THE BUSINESS

BEHIND

THE PLEASURE

If you want to know what's next for the industry, start with EAN & eLINE.

News, trends, products, companies, people and markets – we bring the topics shaping the international sexual wellness business directly to the professionals who make the decisions.

B2B News & Market Insights
The developments and stories that matter to your business.

People & Perspectives
Conversations with the people shaping the industry.

Products & Trends
New launches, innovations and developments in retail.

Trade Shows & Events
News and coverage from the industry's key meeting points.

Print & Digital
One media brand. Multiple channels. International reach.

...If you're in the business, you know EAN & eLINE.

KNOW

WHAT`S

NEXT

ean

- **Founded:** 2006 (eLINE 1998)
- **Languages:** English & German
- **Frequency:** Regular print issues + continuous digital updates
- **Circulation:** 6500 / month (Europe- and worldwide)
- **Audience:** B2B – Retailers, Distributors, Manufacturers, Brand Owners, Agencies
- **Format:** Print & Digital (Web, eBook, Newsletter)
- **Reach:** Pan-European with global industry relevance
- **Focus:** Product News, Market Trends, Interviews, Trade Show Reports

KEY FACTS

Issue Number	Issue Date	Art Deadline
01-2027	Januar 2027	18.12.2027
02-2027	Februar 2027	18.01.2027
03-2027	March 2027	18.02.2027
04-2027	April 2027	18.03.2027
05-2027	May 2027	18.04.2027
06-2027	June 2027	18.05.2027
07-2027	July 2027	18.06.2027
08-2027	August 2027	18.07.2027
09-2027	September 2027	18.08.2027
10-2027	October 2027	18.09.2027
11-2027	November 2027	18.10.2027
12-2027	Dezember 2027	18.11.2027

PRINT ISSUE SCHEDULE 2027

Ad Size	Format (plus 3 mm trimming)	List price
1/1 Page 4c	210 x 260 mm	1,000 Euro*
1/2 Page 4c	210 x 140 mm / 105 x 260 mm	650 Euro*
1/3 Page 4c	210 x 87 mm	450 Euro*
B2, B3, B4	210x 260 mm	1,500 Euro*
2/1 Page 4c	420 x 260 mm	1,900 Euro*
Front Cover 4c	210 x 210 mm	4,000 Euro*
Bound insert (not exceeding 25g)	420 x 260 mm unfolded and uncut	285 Euro* per 1000 copies
Loose insert (not exceeding 25g)	Max 210 x 260 mm folded and cut	285 Euro* per 1000 copies * VAT not included. Legal VAT will be added where applicable .

FTP File Transfer:
- IP 62.159.19.190
- User: E-line
- Password: Hokkaido

File Format:
- Tiff- and EPS-Data, not separated, closed, in CMYK-mode, 300 dpi-resolution*
- Quark Xpress 4.1 incl. scripts and pictures*
- High-end PDF with 300 dpi-resolution

(* in original format plus. 5 mm trimming on all sides)

ADVERTISE WITH US – PRINT

BE SEEN. STAY RELEVANT.

Your brand. Your message. Right where the industry is.

EAN & eLINE's digital advertising opportunities put your brand in front of professionals and decision-makers across the sexual wellness industry – while they are actively looking for news, products, trends and business insights.

From high-impact website placements to direct communication through our newsletters, we offer flexible advertising opportunities for brands, product launches and campaigns.

ONLINE ADVERTISING

Newsletter Advertising
Header Ads
Skyscraper
Content Ads
Custom Placements & Campaigns

Planning something special?
Talk to us – we'll find the right format for your campaign.
Rates and individual packages available on request.

ADVERTISE WITH US – ONLINE

Publisher:
mediatainment publishing verlagsgesellschaft mbH
Große Kampstr. 3
3113 Sehnde, Germany
Phone: +49 (0) 5138 – 60 220 0
E-Mail: info@mptoday.de

Editor-In-Chief:
Matthias Johnson – mjohnson@mptoday.de

Layout & visuals:
Thomas Davidjan – tdavidjan@mptoday.de

Print templates:
Sharon Bracht – sbracht@mptoday.de

CONTACT

US