

ADULT NOVELTY

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BUSINESS

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Light to Suburban Bright: Marketing Emerges From the Twilight Zone

By Bradley Milton

For your consid-
twilight of decline.
low shade over the

businesses are closed
since having retreat-

erby alley punctuate
backing cough.

of life? A flicker-
dead than alive,
ance to one lone

The door creaks open. Out skitters a middle-aged nonentity with a plain brown package tucked under his arm. He glances over his shoulder nervously as the shadows swallow him.

You enter the store. Immediately your nostrils are assaulted by cheap disinfectant that barely masks the scent of something even more ... sour. The space is smaller than a two-car garage, and the cracked linoleum floor hasn't been swept since the Eisenhower administration. You have just entered ... The Adult Bookstore Zone.

"Yeah, that just about sums it up," laughs Al Bloom of California Exotic Novelties, a 35-year veteran of the adult accessories business. "The early '70s were practically the Middle Ages. The stores were pretty bare-boned. Basically, they just carried magazines and paperbacks ... maybe a few scattered 8-millimeter films. If you were lucky, you might happen upon a place with a few crude dildos."

in Kansas
n Falls Short

a group of anti-
for a grand turn
later has failed.



Novelty Biz Takes Center Stage in Vegas

Education is the Key at Lingerie Show Seminar

By Ron Martin

LAS VEGAS — Education is the key to selling adult products, moderator Julie Stewart put forth at the Retailer's Seminar at the 2004 International Lingerie Show in Las Vegas. Stewart is the vice president of Sportsheets.

The seminar, held in October, was organized and hosted by five complementary manufacturers: I-D Lubricants, Kama Sutra, Sportsheets, Tantus Silicone and Vibratex. (continued on page 16)

Hustler's British Invasion

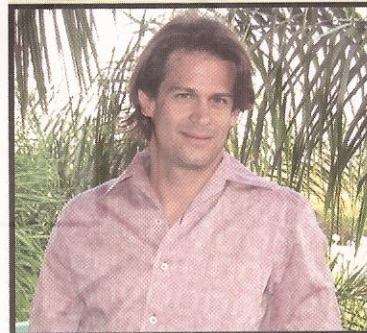
Wooing Couples in the U.K.

By Philp David

LONDON — Adult novelty stores, or "sex shops," are all the rage in the U.K., according to a recent article in the *Financial Times*.

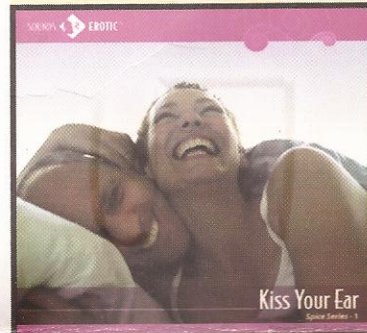
So much so, in fact, that one major chain has opened a store on London's main shopping drag, Oxford Street, home of such traditional stores as Marks and Spencer, and another has opened a concen-

INSIDE



SexToy.com's Dave Levine

Profiles



Kiss Your Ear

Product Reviews



Talk Sex's Sue Johanson

Interview

TOP 10 STOCKING GUIDE

A listing of recently best-selling intimacy enhancement products.

Betty Page T-Shirts - Dark Horse Comics
Buckshot Pump - California Exotic Novelties
Dark Sides - Samsara Enterprises
Dildo - Samsara Enterprises

Sextoy.com Celebrates Tenth Anniversary

By Philip David

WEST HOLLYWOOD, Calif. — Sextoy.com, a property of Convergence Inc., is owned and operated by its president, David Levine. The site was launched in 1995 with

only 12 products. “I remember e-mailing Yahoo! and getting listed the same day on their one sex-site page, which had only about 50 other sex sites listed,”

Levine said. By 1996, Convergence Inc. had launched the first affiliate program for adult products. “When the affiliate program first became available, we only

paid 10 percent commissions and had good affiliates signing up, without us having to spend any money on marketing,” Levine recalled. Today the affiliate program

“I remember e-mailing Yahoo! and getting listed the same day.”

— Sextoy.com president David Levine

pays at least 30 percent commissions on toys, and although there are now many competitors, the affiliate program remains one of the largest in the industry. Webmasters can sign up for free at SexToySex.com.

By 1998, Sextoy.com started to offer wholesale orders over the Internet through the domain SextoyClub.com.

So, if you want to buy adult products at an Internet retail store; or market adult products on the net for commission as an affiliate; or buy in bulk at great discounts; or have your orders shipped directly to your customers; Sextoy.com can handle your business.

And with 10 years' experience on the Web, they can do any of those things as well as, if not better than, anyone else.

Customers can purchase adult products for up to 20 percent off wholesale prices, save order carts and design their own wish lists.

In addition, Convergence Inc. can ship orders directly to the wholesalers end customers — a service known as drop shipping.

Sextoy.com, c/o Convergence, Inc., 1155 La Cienega #107, West Hollywood, CA 90069 617.666.3856 www.sextoys.com

