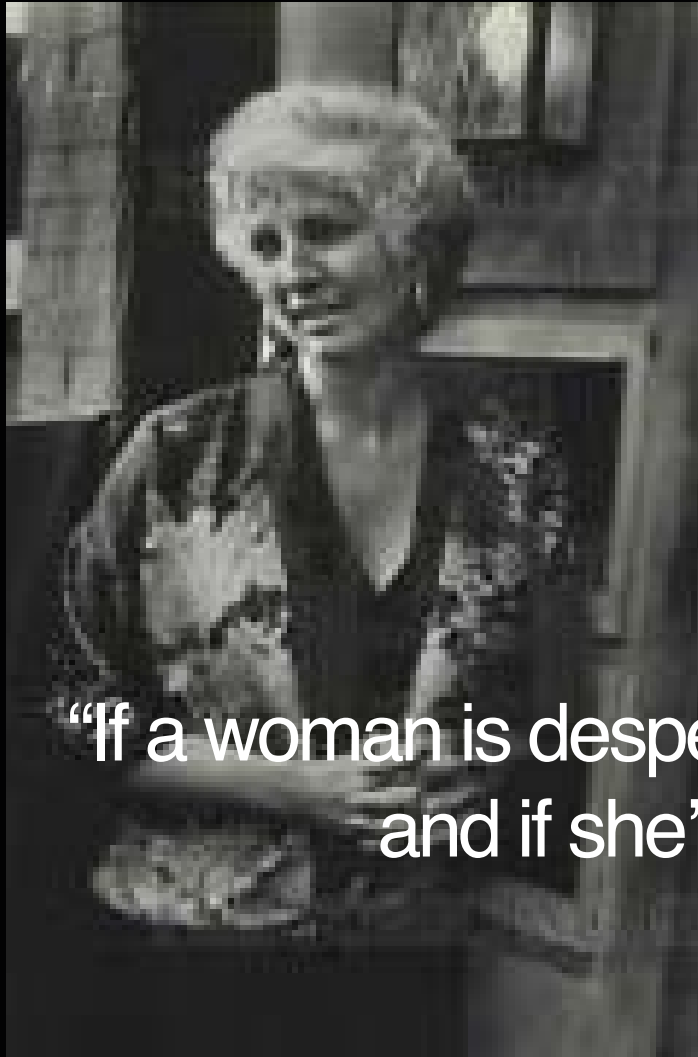


PLAYGIRL IS BACK



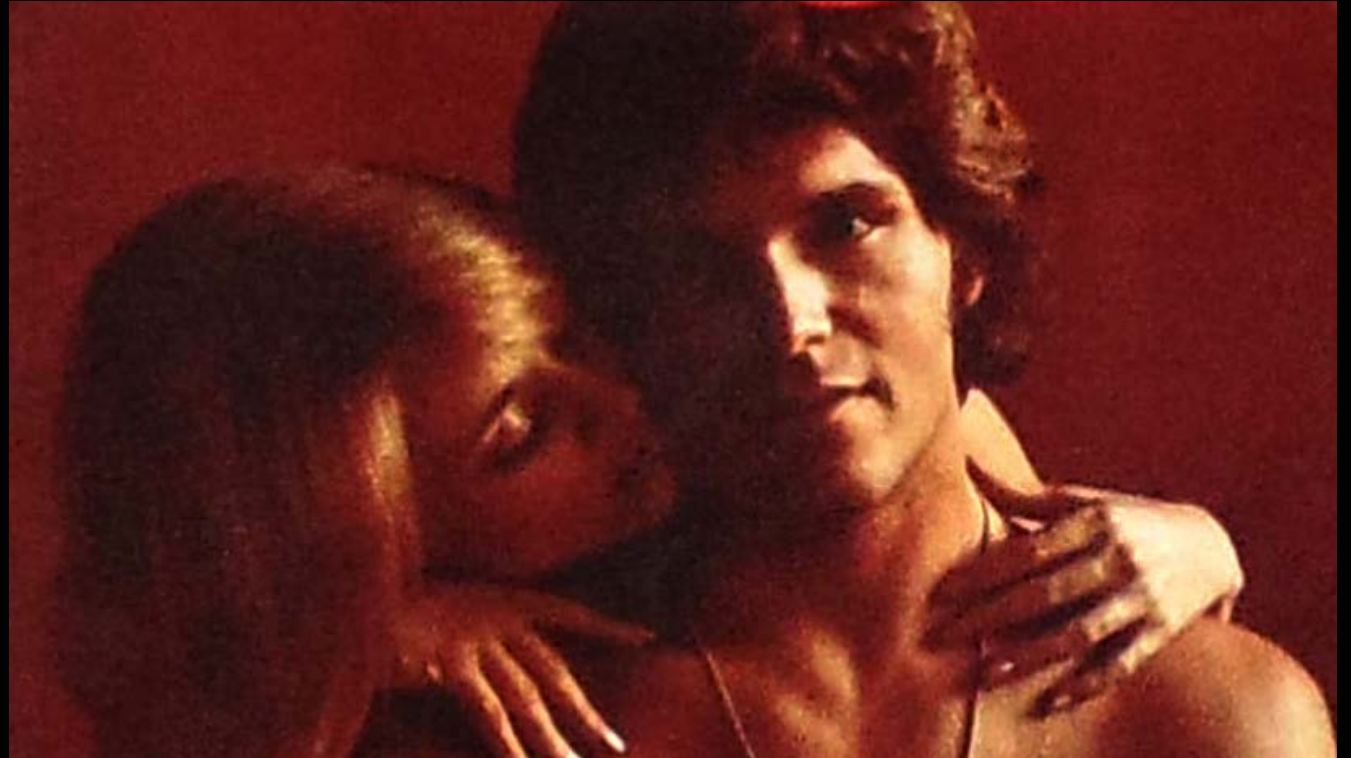
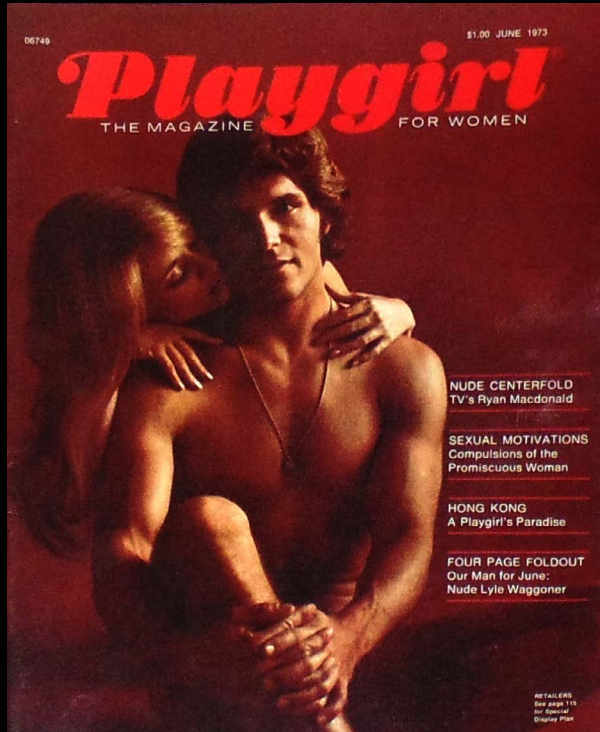
“If a woman is desperate for a man, she has Cosmo
and if she’s independent, she has PLAYGIRL.”

Marin Scott Milan

1973 - First female Editor in Chief, PLAYGIRL

Playgirl

(THEN)



HISTORICAL BACKGROUND

PLAYGIRL was founded in 1973 at the height of the feminist movement in direct response to erotic men's publications such as Playboy and Penthouse.

PLAYGIRL from inception was intended to be a women's magazine and an outlet for women to explore their sexuality and to embrace the feminist movement in the late 1960s and early 1970s.*

*wikipedia



PLAYGIRL AND FEMALE SEXUALITY



The success of Playgirl as a publication has come from the fact that its editors focused on and captured the female sexual perspective, thus was accepted as being authentic because it spoke to women in a real way which they identified with.

PLAYGIRL gave women an outlet to objectify men in a socially accepted way just as women are objectified by men.



PALATABLE SMUT

PLAYGIRL was always been a publication that shamelessly celebrated female sexuality and the objectification of men. PLAYGIRL was able to successfully find a way to make sex guilt-free and openly consumable for women.

CHANNING TATUM ALEX PETTYFER MATT BOMER JOE MANGANIELLO AND MATTHEW MCCONAUGHEY

MAGIC MIKE



"Fun, hot and sexy!"

Channing Tatum is a revelation."

- Manny De La Rosa, NBC-TV



Such liberations have led to brands such as Fifty Shades of Grey and Magic Mike being able to find a way to allow women to openly watch erotic content without feeling ashamed.

FOCUS

The recent success of commercially available adult content for a female audience, and it breaking records, proves there is a void in the market and a strong demand for hyper sexual content aimed at women.

PLAYGIRL

(CURRENTLY)




PLAYGIRL & GAY MEN

There has been a huge shift in the audience for PLAYGIRL which is now mostly gay. However, there is a large cross over audience going in both directions between content targeting straight women and gay men.



Women identify with gay men as being a group whose sexuality has been marginalized. Women look at gay men and their openness with their sexuality with envy. Not only do women watch gay porn because it's hot guys but it's also a culture that celebrates sexuality in a way that women can't.

A close-up portrait of Lady Gaga wearing a black fishnet veil. She has blonde hair and is looking directly at the camera with a serious expression. In the background, there are blurred silhouettes of people, suggesting a social event or party.

“...it’s the gay men in my life that helped me to become a woman. And I don’t know that a lot of people would understand that but it’s because of what they’ve been through — they survived so much that they inspire me to continue surviving.”

Lady Gaga, Huffington Post

FOCUS

PLAYGIRL is an advocate voice for woman who want to openly celebrate their sexuality. This authenticity is what has always and will continue to attract the gay audience to the brand.

If women wanted to see gay content, they would go to gay sites. We should maintain this interest, plus we must also retain our established queer base.

So long, Playgirl

R.I.P. Playgirl

Goodbye to the only nudie mag for women — it seems we hardly knew ye.



TRACY CLARK-FLORY



A PENIS ON EVERY PAGE: THE RISE AND FALL OF PLAYGIRL
It was supposed to be a raunchy, revolutionary magazine for women. It didn't exactly turn out that way.

How did 'Playgirl' magazine go from feminist force to flaccid failure?

Cleo Stiller 5/19/16 4:56pm • Filed to: SEX & LIFE

10.4K



PLAYGIRL

R.I.P. PLAYGIRL

Despite PLAYGIRL continuing on, it's still perceived by the world at large as a dying brand.

**I NEED
FEMINISM**



MAKING PLAYGIRL RELEVANT AGAIN

Women are looking for a space that allows them to consume sexual content openly and candidly that is all together informative, entertaining, and satiating. This simply doesn't exist in today's landscape.

With PLAYGIRL's name recognition, it is already in a powerful position to be able to actively and visibly create and define the conversation.

FOCUS

Today, PLAYGIRL is uniquely positioned to be THE place for modern day women who are sexually liberated and for those seeking it.

PLAYGIRL is a truly versatile lifestyle brand, a multimedia online property, blog, and membership site.

PLAYGIRL has the potential to be the place where women can sexualize and objectify men in a mainstream palatable fashion.

Not only **can** PLAYGIRL return... PLAYGIRL **must** return.

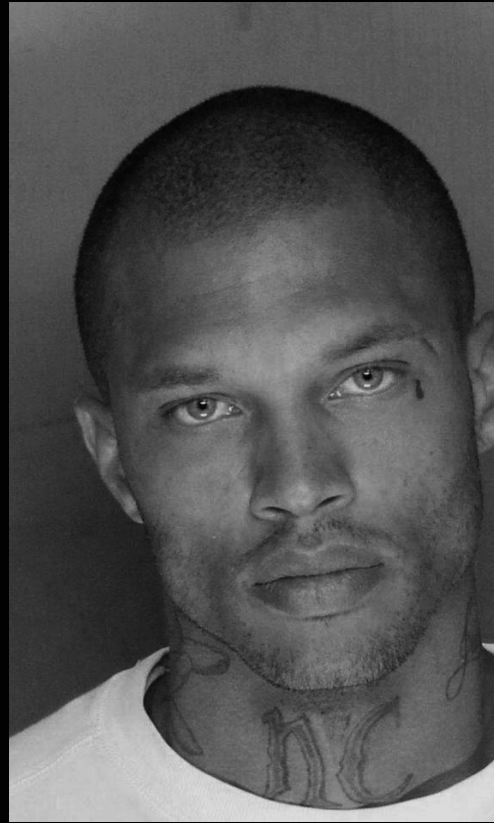
PLAYGIRL

(IS BACK)



VISION FOR PLAYGIRL

The new PLAYGIRL will be a curated community that will be a resource for news, education, and entertainment for all things relating to female sexuality. It will provide content for all women, of all ages, all over the globe.



GOALS

Normalization of sexual taboos for women

Creation of guilt-free and authentic sexual content

Objectification of “hot ass” men

PLAYGIRLAS LIFESTYLE BRAND

As a company, our PLAYGIRL encompasses:

Porn Media

Merchandising

Mainstream Media

Print Media

Social Media

Brand Ambassadors

University / Education

Night Life

Live Stage Shows

Storefront

Models

PORN MEDIA

Exclusive XXX

- Erotic feature films from a female perspective
- Shorts/Clips
- Photos sets
- Solos
- Interviews with talent, BTS
- Documentaries
- Casting Calls

Broadcasting

- Television
- Licensing content to outlets within the adult industry
- DVD
- Cams
- Dating
- Whitelabel

MERCHANDISING

Apparel

- Clothing line with “Made in Los Angeles” labels to be sold worldwide
- Lingerie/Intimates
- Men’s Underwear

Erotic

- Unisex Toys: vibrators, cock rings, butt plugs, dildos
- Lube
- Condoms
- Sexual enhancement supplements
- Sex accessories and gifts

Other

- Alcohol
- Fragrance
- Adult Games

FOCUS

Negotiate licensing deals with zero start up cost to PLAYGIRL with profit sharing splits.

PROMOTION TOOLS

PLAYGIRL University

Product placement in films

Models & Ambassador campaigns

Articles on the website

Pop-up events and stores

Billboards...



PLAYGIRL IS BACK

BECAUSE WOMEN WANT THE D

PACIFIC OUTDOOR

NEW OFFICES AND



PLAYGIRL.COM (& APP)

PLAYGIRL.COM is a place that people visit as a part of their daily internet browsing routine. It should be really hot and really fun, really quick.

A SFW site where members can access premium content through paid subscription plans:

- Free site
- Premium non-XXX
- Premium XXX
- Megapass

PLAYGIRL already has great organic traffic. Turning this into a mainstream landing page will increase traffic and advertising revenue.

PLAYGIRL.COM / CONTENT

News Feed

- “Hottie Alert”
- #ManAssMondays
- #PlaygirlManoftheDay
- #PlaygirlCenterfold
- Hot Celebs, DILF, GILF
- Hot Men in the News
- PLAYGIRL amateurs

Other

- PLAYGIRL radio
- PLAYGIRL podcast
- Horoscopes
- Quizzes (Buzzfeed Style)

Video

- Documentaries
- YouTube Channel
- PLAYGIRL Interviews with models
- PLAYGIRL Confessional booth
- Video shorts starring porn stars
- Girls watching gay porn (can be used for affiliate marketing tool)
- BTS shorts of PLAYGIRL features
- PLAYGIRL Casting Calls
- User generated content:
Model submission videos

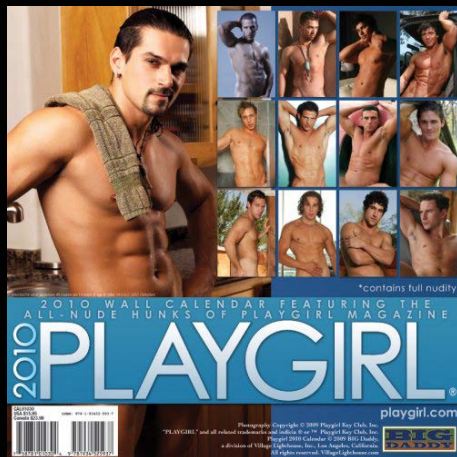
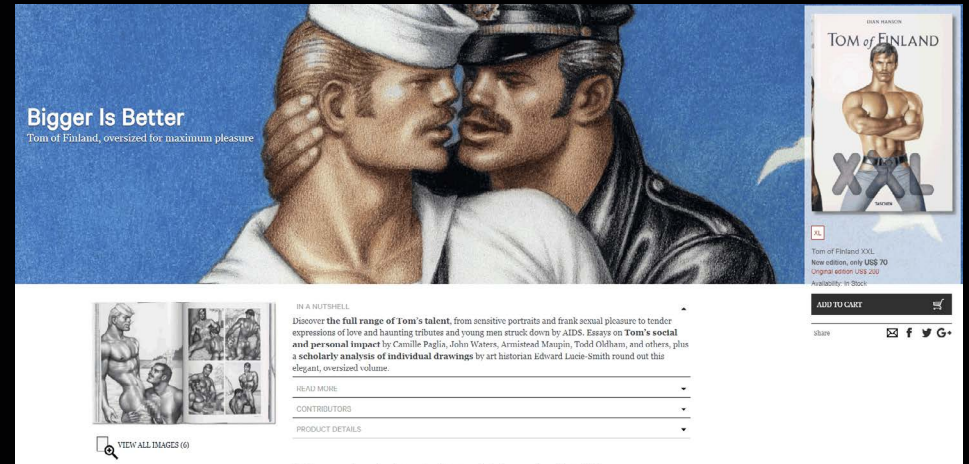
Writing

- “Dear Abby” styled sex advice column (video optional)
- PLAYGIRL editorial pieces
- Special interest articles: travel, dating, sex
- Haiku

PRINT MEDIA



Limited print edition of
PLAYGIRL magazine



Work with publishing companies such
as TASCHEN to put out high-end
PLAYGIRL books

PLAYGIRL Calendar

UNIVERSITY / EDUCATIONAL EVENTS

PLAYGIRL hosted events that educate and explore sexual topics relevant to women.

Intimate sized events tailored to engage with consumers and inform them on a varying array of sexual topics

- Creating a sense of community
- Building brand loyalty and credibility
- On-site sales
- In-brand cross promotional opportunities
- Pay per live stream events
- Recorded for distribution
- Sex Toy Demonstrations
- How-To Symposiums
- Round Table Discussions
- Speaking Forums



CASE STUDY

KINK.COM regularly holds workshops and events for medium sized audiences where they demonstrate and sell products. They have been very popular in bringing out the community as well being monetarily successful.

KINK.COM WORKSHOPS



[Browse](#) [Community](#) [KinkLive](#) [Store](#) [KinkVR](#)

Upcoming Workshops

[THURSDAY] Zip-Tie Bondage: Fast & Fancy presented by Danarama
Thursday, May 3rd 7-9pm at The Armory Club

[RSVP HERE](#)



NIGHTLIFE / SHOWS

- Branded nightlife events in major metropolitan cities: Los Angeles, New York, Miami etc
- Models and ambassadors (both male/female) make special appearances as hosts
- Marketed to women
- PLAYGIRL LIVE SHOWS : Chippendales & Magic Mike style theatre revues and strip shows



CONVENTIONS

“PLAYGIRL CON” is designed to draw out consumers to a single location for all things PLAYGIRL

Events:

Models Signings

Ambassadors

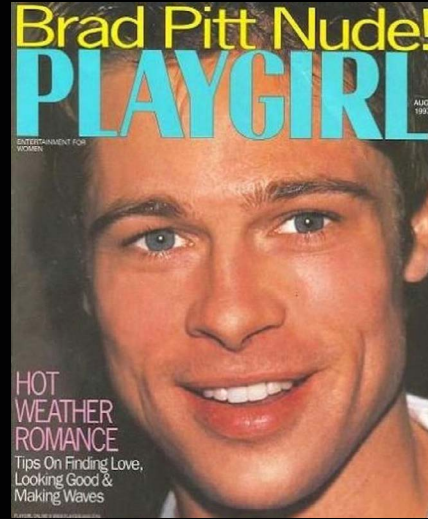
Discussions Forums

Workshops

Merchant Market

SFW Films Viewing

Feature Film Premieres



PLAYGIRL MODELS / GUESTS

PLAYGIRL MODELS:

- XXX Talent
- Non-Nude
- Nude, Non XXX
- Amateurs
- Fashion Pictorials
- Straight

RECRUITMENT:

- Online submission tool that asks: Straight, Gay, Nude, Non-Nude, XXX
- In person
- Casting calls
- Online polls
- Notable newsworthy men

Model submissions can also be used as a recruitment tool for BelAmi.

FUN FACTS ON MODELS

Amateur models were called “Real Men” or “Snapshots.”

Every June, PLAYGIRL released “Man of the Year” issue.

PLAYGIRL was known for publicity stunts,
offering Prince Charles \$45,000 to pose and “Men of Enron” pictorial.



PLAYGIRL AMBASSADORS



PLAYGIRL Ambassadors are influential individuals with a substantial social media following who will represent the brand in such capacities as: Parties, Publicity Tours, Gay Pride, Industry event attendees, Event Headliners, General Branding on Social media

MEN:

PLAYGIRL male ambassadors are hot men both gay and straight

WOMEN:

PLAYGIRL female ambassadors are sex positive women who embody the spirit of the lifestyle.

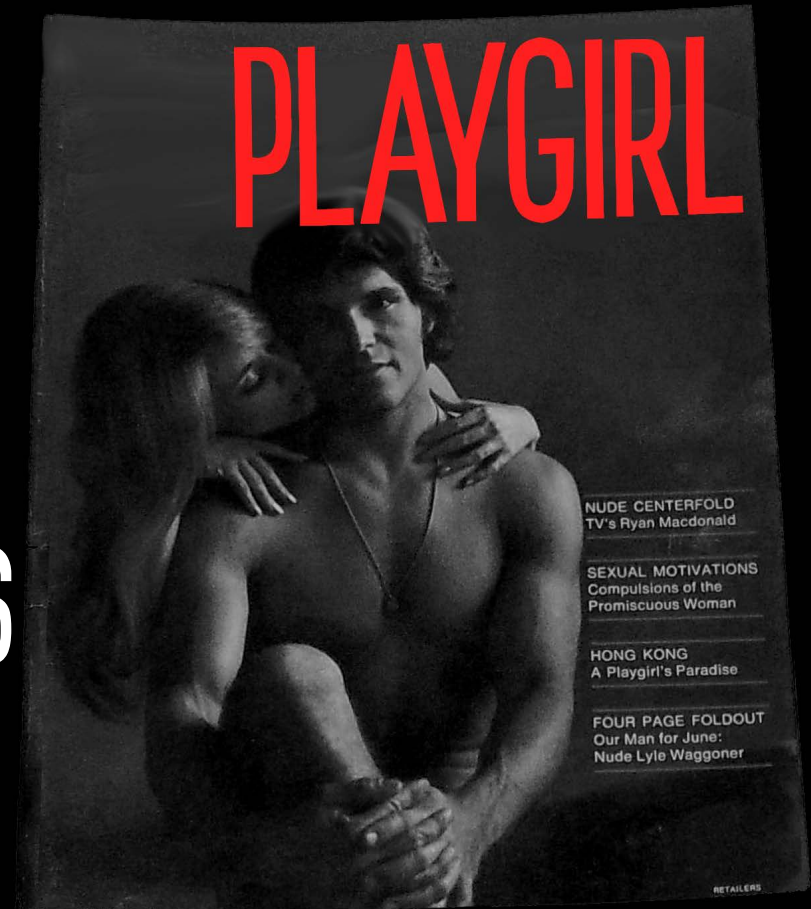


RELAUNCH - IMMEDIATE MONETIZATION

- Sign on more gay/female porn affiliates
- Increase volume of cam white labels
- Move billing to a new merchant account to realize net gain on current sales with lower merchant rates
- Create a new tour on existing PLAYGIRL site through ElevatedX

RELAUNCH - GOALS

- New Playgirl.com web site user interface
- Separate site buildout
- Curate SFW content for new PG.com
- Documentary
- Create a documentary about PG to include history, interviews, launch party
- Work with main stream media outlets such as Vice
- Update Existing Wikipedia entry
- Search for copyright/trademark infringement online.
- Create a new Logo and Icon for Playgirl
- Relaunch of PLAYGIRL with recreation of ISSUE 1



PLAYGIRL

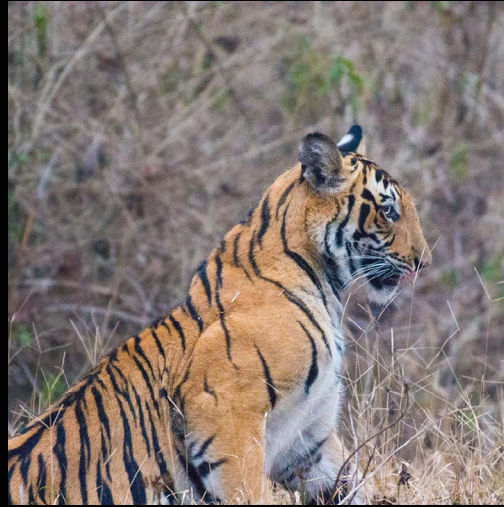


A 3D rendering of the word 'PLAYGIRL' in a light grey color. The letters are thick and blocky. The logo is set against a dark, solid grey background.

A 3D rendering of the word 'PLAYGIRL' in a gold color. The letters are thick and blocky. The logo is set against a dark, solid grey background.

RELAUNCH - LOGO

- Logo went from 'femenine' to 'masculine'
- We've taken the current version and removed the 80's cues
- The thin even lines are modern, elegant. Not overtly sexual or 'porny'. It's sophisticated



PLAYGIRL

PLAYGIRL

RELAUNCH - ICON

- The cougar should be reintroduced (or miscellaneous large cat)
- The cat is the male (as the Playboy bunny is the female)
- Logo's to be avoided. Puma, Jaguar etc

IN CONCLUSION

With PLAYGIRL, we are not just rebuilding a porn site, we are reinventing a legacy brand that was once recognized as being one of the leading voices of the women's sexual freedom movement. The focus should be to recapture that essence in a way that is modern & relevant today.

This is the time for PLAYGIRL to make its mark once again in HERstory.

PLAYGIRL