

Strip Joints

CONCRETE MARKETING PRESENTS
2012 STRIPJOINTS INFORMATION DECK



ALTERNATIVE LIFESTYLE MARKETING MADE EASY

**DELIVER YOUR MUSIC TO 2,500 OF THE BEST STRIP CLUBS IN AMERICA
COURTESY OF CONCRETE MARKETING & EXOTIC DANCER MAGAZINE**

For over 25 years, **Concrete Marketing** has been a music industry leader in lifestyle marketing. Also known for our work with strip clubs, we partnered up with **Exotic Dancer Magazine** www.Edpublications.com, the "Billboard Magazine" of the adult night club industry to deliver music and promotions to the **2,500+** clubs that they service. Exotic Dancer has built a monthly music section based on our **StripJoints** program which includes interviews, reviews and related editorial. Recent music section tear sheets (http://concreteplanet.com/assets/SJ31_ED.pdf). We have been offering our clients **StripJoints** since 2003, and it continues to be one of our most popular services.

EXOTIC DANCER WEBSITE

<http://EDpublications.com/the-dj-booth>

STRIP JOINTS TEAR SHETS

<http://concreteplanet.com/assets/SJ25.pdf>



STRIPJOINTS THE BEGINNING

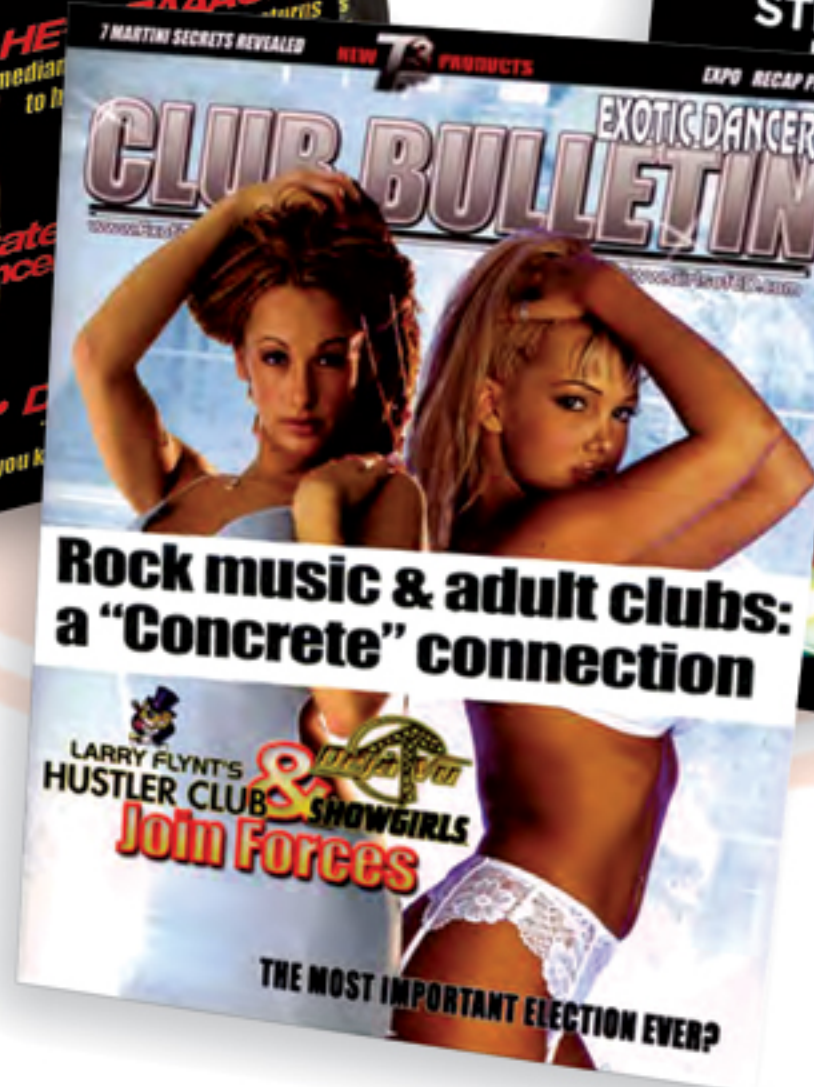
COVER STORY ON HOW STRIP CLUBS ARE BREAKING SONGS

click here for article <http://tinyurl.com/sjbillboard>
note: article begins on pg29



EXOTIC DANCER HONORS "GIRLS, GIRLS, GIRLS"

click here for article <http://tinyurl.com/edmotleycrue>



THE ARTICLE ON THE LAUNCH OF CONCRETE'S STRIPJOINTS

click here for article <http://tinyurl.com/stripjoints-interview>

STRIPJOINTS HONORED INNOVATION OF THE YEAR

STRIPJOINTS HONORED AS "INNOVATION OF THE YEAR"
AT EXOTIC DANCER CONVENTION IN LAS VEGAS



**VINNIE PAUL (PANTERA-DAMAGE PLAN) PRESENTS
CONCRETE MARKETING CEO BOB CHIAPPARDI
WITH THE INNOVATOR OF THE YEAR
AWARD FOR STRIPJOINTS**

click here for press release <http://tinyurl.com/sjawards>





STRIPJOINTS PARTICIPANTS

**NICKELBACK
PINK
BRITNEY SPEARS
CAGE THE ELEPHANT
RICK ROSS
AC/DC
PITBULL
YO GOTTI
VINCE NEIL
TOO SHORT
LUDACRIS
LIL' JON**

**LADY GAGA
TAIO CRUZ
HINDER
KANYE WEST
TOBY KEITH
BIG BOI
HOT CHELLE RAE
SAVING ABEL
NE-YO
HIM
ROB ZOMBIE
JANET JACKSON**

**RED HOT CHILI PEPPERS
BEYONCE
T-PAIN
CHICKENFOOT
THREE DAYS GRACE
BON JOVI
JAMEY JOHNSON
JIM JONES
MANCHESTER ORCHESTRA
PLIES
BUCKCHERRY
MIMS**

AND MANY MANY MORE!

WHAT DO YOU GET FROM STRIPJOINTS?

- ★ **SERVICING TO 2,500 OF THE BEST GENTLEMEN'S CLUBS ACROSS AMERICA**
(VALUE \$4,000)
- ★ **INCLUSION IN A FULL-PAGE COLOR ADVERTISEMENT WITH YOUR ARTISTS MINI INCLUDED**
(VALUE \$2,000)
- ★ **INCLUSION ON THE EXOTIC DANCER AND ED PUBLICATIONS WEBSITES**
- ★ **POSSIBLE EDITORIAL**
- ★ **PHYSICAL COPIES OF EXOTIC DANCER MAGAZINE AND PHYSICAL COPIES OF THE STRIPJOINTS DISC**

**ALL FOR JUST OVER
\$1.00 PER CLUB!**



FULL-PAGE ADVERTISEMENTS

Strip Joints

VOLUME 23

IT'S GETTING HOT IN HERE

..... WELL, YOU KNOW THE REST!

STRIPJOINTS is included with EVERY issue of EXOTIC DANCER magazine. (courtesy of Concrete Marketing: the #1 connection between the music industry and gentlemen's clubs). For more information contact: StripJoints@ConcretePlanet.com

Includes: KILLER, JAIKO, Hole

Strip Joints

Vol. 32

NEW YEAR NEW MUSIC

HEY MR. DJ, STRIPJOINTS CONTINUES TO DELIVER THE HOTTEST MUSIC TRENDS, ESPECIALLY FOR YOU & YOUR DROGERS

Strip Joints

VOLUME THIRTY-ONE
FEATURING MUSIC BY

NICKELBACK
HERE AND NOW

NE-YO
THE WAY YOU MOVE
FEATURING
THEY SONGZ AND T-PAIN

RED SOLO CUP
TOBY KEITH

STRIPJOINTS is included with EVERY issue of EXOTIC DANCER magazine. (courtesy of Concrete Marketing: the #1 connection between the music industry and gentlemen's clubs). For more information contact: StripJoints@ConcretePlanet.com

Strip Joints

TURNING UP THE HEAT

WITH THESE HOT NEW TRACKS

TAIO CRUZ
ROKSTARR
JAMEY JOHNSON
MY DARKEST DAYS
PANTERA
Savina Abell
IT'S ALIVE

STRIPJOINTS is included with EVERY issue of EXOTIC DANCER magazine. (courtesy of Concrete Marketing: the #1 connection between the music industry and gentlemen's clubs). For more information contact: StripJoints@ConcretePlanet.com

STRIPJOINTS ARTICLES

Billboard

YING YANG TWINS INCLUDED IN STRIPJOINTS

click here for article <http://tinyurl.com/sjbillboard2>

THE WALL STREET JOURNAL.

GUNS N' ROSES AND THEIR PARTICIPATION IN STRIPJOINTS

click here for article <http://tinyurl.com/sjwallstreet>

musicradar.com™

The place for music makers

SALES COVERAGE OF "CHINESE DEMOCRACY" AND USE OF STRIPJOINTS

click here for article <http://tinyurl.com/sjmusicradar>

EXOTIC DANCER'S **CLUB BULLETIN**

COVERAGE OF STRIPJOINTS AFTER-PARTY PROMOTION AT HUSTLER CLUBS

click here for article <http://tinyurl.com/sjafterparty>

DJBOOTH

COVERAGE AND REVIEWS OF STRIPJOINTS

click here for article <http://tinyurl.com/sjdjbooth>



STRIPJOINTS CONTACT

**FOR MORE INFORMATION AND
DEADLINES, CONTACT...**

BOB CHIAPPARDI

BOB@CONCRETEPLANET.COM

212.645.1360 x126