

*PETIT
MORT*

MEDIA KIT 2022

Civilians have Vogue, sex workers have PETIT MORT.



WHY ARE YOU SO OBSESSED WITH US?

It is undeniable that the world is fascinated by sex workers. Our clandestine existence has always oscillated between social progress and stigmatization. We are referenced in every form of media and have served as great muses to the arts for centuries. Yet rarely are we recognized for our contributions, spoken in high regard, or given credit for our influence on global culture.

We've created a platform to celebrate all that we do; not just as companions and entertainers but as masters of the sensory arts, educators of intimacy, and brilliant intellectuals. This industry is so rich with talent and creativity. We deserve a safe space for expression that isn't under constant threat of censorship.

We aim to bridge the gap between the oldest profession and contemporary art, culture, and fashion. We are shining a light on our unique talents and holding a mirror to the rest of the world.



WHO TAKES CONTROL OF THE NARRATIVE CHANGES HISTORY.



We are a group of interdisciplinary sex workers who are committed to keeping a physical record of our art, wisdom, and culture alive in a modern world that tries to erase us.

Penelope Dario - Founder, Editor-in-Chief

Penelope is a jack of all trades who spent most of her life immersed in the commercial and fine art world. In 2017 she entered sex work and discovered that erotica is the foundation of all creative energy. After exploring several avenues within the adult industry she was inspired to channel her background in Illustration, Photography, and Design through the development of a platform that shines a light on an old profession with a rich culture that has been cast into the shadows for far too long.

Molly Simmons - Literary Editor

Molly Simmons is a writer, organizer, and full-service sex worker. As the founding member of SWOP Brooklyn, she spent two years as a chapter representative before stepping down to focus on her memoir. She is also a healing practitioner, a witch, and an artist. Her work explores the intersections of trauma, sexuality, and the possibility of healing in sex work spaces.

Mia Lee - CFO and financial correspondent

Mia is a NYC based companion who traded in her corner office for a corner suite. She spent over a decade working in finance restructuring companies and now uses her CPA license to answer the finance and tax questions of adult industry members.

WHAT'S HOT ON THE PRESS?

**UPCOMING ISSUE:
SPRING / SUMMER 2022**

FEATURE INTERVIEWS

Siri Dahl
Erin Caroll
Paige Savage
Maya Kendrick
Chloe Lee Mercury
Your Master Gardener
Danny Gold
Natasha Inamorata

POETRY

For You I Would
by Skylar Parkar

ESSAYS

Class Drag
by Sinnamon Love

Black and Unbroken
by Neptune Violet

Trans & Queer Motherhood
Sloane Holzer

ARTIST FEATURE

Oz Halo

SERVICE PIECES

Ask MIA (finance column)
by Mia Lee

Cyber Security For Sw'ers
By Mistress Fae

Dating Advice Column
By Molly Simmons

COVER STORY / INTERVIEW

VANNIALL
Is the new
american sex symbol.



GET MORE TEA.



We are so excited to announce the launch of our very own online platform
PETITMORT.COM

*This is a complete digital media platform
that will allow us to keep up with current events and
open up so many opportunities for collaboration.*

BEAUTY AND FASHION

makeup tutorials
beauty product reviews
trend alerts
lingerie reviews
SW style in mainstream media

TECH AND FINANCE

tax q&a's
crypto
adult user guides to social media TOS
cyber security

ART AND POETRY

artist features
poetry

INDUSTRY ICONS

feature interviews
memorials

SEX EDUCATION

trauma aware kink
aftercare
intimate product reviews
self care rituals
non monogamy
boundaries
consent
limits
gender identity vs. sexual expression

SW HISTORY & POLITICS

profiles on historical figures in sw
world events affect on sw
criminalization and prohibition
upcoming elections that affect us
harmful legislation

EYES UP HERE!

**WHERE THERE IS SEX WORK,
THERE IS A STORY.**

**AND SEX WORK IS
EVERYWHERE.**

THE CURIOUS:

Artists, musicians, film makers,
photographers, stylists, designers, drag
queens, house wives, college professors,
philosophers, historians, psychologists,
birth workers, college students, progressive
thinkers, and former sex workers.

ADMIRERS:

Clients, submissives, subscribers, fans,
followers, reply guys, and peeping toms.

IMMEDIATE CIRCLE:

Content creators, escorts, strippers,
cam models, porn stars, kink workers,
dominatrices, burlesque performers,
and allies close to community members.

100 MILLION CASUAL CONSUMERS OF EROTIC ENTERTAINMENT

49 MILLION LOYAL CONSUMERS

4 MILLION SEX WORKERS IN THE U.S.

PM

GET INSIDE.

SOCIAL MEDIA	DURATION	PRICE
instagram post	perpetual	\$300
twitter post	perpetual	\$200
instagram story	24 hrs	\$50
PETITMORT.COM		
home page banner	1 month	\$1000
section page banner	1 month	\$600
article page banner	perpetual	\$400
PETIT MORT MAGAZINE (PRINT)		
back cover	6 months in stores, perpetual direct to consumer reprints online	\$2000
inside front cover	6 months in stores, perpetual direct to consumer reprints online	\$1500
inside back cover	6 months in stores, perpetual direct to consumer reprints online	\$1500
full spread insert	6 months in stores, perpetual direct to consumer reprints online	\$1000
single page insert	6 months in stores, perpetual direct to consumer reprints online	\$600
ADVERTORIAL		
online	1 week feature on home page + perpetual placement in section product placement in advertorial page on petitmort.com 1 social media post on both Instagram & Twitter	\$1200
print	6 months in stores, perpetual direct to consumer reprints online product placement in advertorial page on petitmort.com 1 week feature on home page + perpetual placement in section 1 social media post on both Instagram & Twitter	\$2500 per spread

*PM team may assist in copy writing, editing, and graphic design layout at the request of the brand partner for *advertorial placement*

10% discount is applied with purchase of two or more advertising placements.

PRINT MAGAZINE AD SPECS

INSIDE FRONT COVER
16.6" x 11.7" (1/8 bleeds)
\$1,500

INSIDE BACK COVER
16.6" x 11.7" (1/8 bleeds)
\$1,500

FULL SPREAD INSERT
6.6" x 11.7"
\$1000

SINGLE SPREAD INSERT
8.3" x 11.7"
\$500



WHEN WE PULL UP, WE BRING THE SAUCE.

AW22 CONTENT DEADLINE:

6 / 1 / 22

AW ADVERTISING DEADLINE:

8 / 1 / 22

RELEASE DATE

10 / 15 / 22

SS23 CONTENT DEADLINE

12 / 7 / 23

SS23 ADVERTISING DEADLINE

2 / 1 / 23

RELEASE DATE

3 / 22 / 2023



WE DON'T BITE!



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SHOP

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***WE ARE THE MOVERS.
WE ARE THE SHAKERS.
WE ARE SEX WORKERS.***