

PENTHOUSE



PENTHOUSE is seeking licensing partnerships with international agencies and established brands in the United States, Canada, Central/South America, Europe, Australia/New Zealand, and the Asia-Pacific region in the following mainstream product categories:

- Apparel - Men's and women's shirts, outerwear, activewear, bathing suits, lingerie, underwear, socks
- Accessories - Men's and women's footwear, hats, eyewear, jewelry, bags/travel, seasonal
- Health/Beauty - Makeup, fragrances, haircare, skincare, personal/sexual wellness
- Home - Bedding, pillows, beach towels, wall art
- Publishing
- Beverages
- Cannabis
- Sports Betting

PENTHOUSE is excited to partner with luxury fashion and streetwear brands to create premium, high-end collaborations. We also want to work directly with designers and manufacturers/retail outlets to provide high-quality direct-to-consumer goods.

PENTHOUSE is the ultimate partner, co-host, or sponsor for any ultra-premium experience, including events, festivals, concerts, art shows, and more. We look forward to collaborating with event promoters, producers, ticketing agencies, sound & lighting manufacturers, hotels, restaurants/bars, galleries, theaters, and other groups to create luxury events that are both fun and memorable.



INTRO

PARTNERING WITH PENTHOUSE

**WHAT BEGAN AS ONE OF THE MOST NOTORIOUS ADULT
MAGAZINES EVER PUBLISHED HAS EVOLVED INTO AN
INSTANTLY RECOGNIZABLE INTERNATIONAL POWERHOUSE
AND ICONIC BRAND.**



INTRO

PARTNERING WITH PENTHOUSE

**AT THE CROSSROADS OF ART AND EROTICA, PENTHOUSE IS
KNOWN FOR ITS FEARLESS APPROACH TO SEXUALITY AND
UNABASHED SUPPORT FOR THOSE COURAGEOUS ENOUGH TO
REBEL FROM THE ORDINARY.**



**PENTHOUSE HAS PROVIDED A PLATFORM THAT HELPED
GROUND-BREAKING IDEAS LIKE FREE SPEECH, EQUAL RIGHTS,
AND SEXUAL FREEDOM EVOLVE INTO A POSITIVE GLOBAL
DIALOGUE AND SHAPE CONTEMPORARY CULTURE.**



INTRO

PARTNERING WITH PENTHOUSE

AFTER FIVE DECADES,
PENTHOUSE REMAINS A RELEVANT AND INFLUENTIAL
RESOURCE FOR CONSUMERS WHO CRAVE A LUXURIOUSLY
BOLD LIFESTYLE—DEFINED BY THEIR OWN TERMS.





MISSION

PARTNERING WITH PENTHOUSE

MISSION

TO SERVE AS A
BEACON OF
DISRUPTION AND
AN ASPIRATIONAL
LIFESTYLE GUIDE
FOR THE
UNAPOLOGETIC
GENTLEMAN.



AUDIENCE

We engage those who share in our values – the open minded, the sex positive, and those who value personal freedoms.

Penthouse consumers display casual confidence, require seductive integrity, embrace sexuality, and exude timeless style and emotional intelligence.

- Over 70% of our digital audience is 18-44 years old with a predominance of millennials
- Men are the focused demographic but women are welcome as equals
- Likelier from dense urban areas
- Heavy users of social media



**BEING OLD WAS CONSIDERED A NEGATIVE UNTIL...
THE MILLENNIAL GENERATION ARRIVED.**

**PENTHOUSE REMAINS ONE OF THE MOST SUITED BRANDS IN
THE WORLD TO APPEAL TO A MILLENNIAL AUDIENCE, DUE TO
THE SIMPLE FACT THAT MILLENNIALS HAVE ADOPTED A
GENERATIONAL IDENTITY ROOTED IN THE CONCEPT OF
YESTERYEAR. WITH DECADES OF RICH HISTORY AND
CONTENT, NO ONE IS AS UNIQUELY POSITIONED AS
PENTHOUSE.**



MILLENNIALS WILL LEAD GLOBAL ECOMMERCE SPENDING IN 2023

- Nearly 50% more Millennials will increase their online spending for health and beauty products compared to Gen Z, and 42% more than Gen X and Baby Boomers.
- Twenty-seven percent of Millennials will spend more for luxury goods online in 2023, compared to 20% of Gen Z, 22% of Gen X, and 21% of Baby Boomers.
- 77% more Millennials will increase their online spending for apparel and footwear versus Baby Boomers.



THE PENTHOUSE MAN

Today's PENTHOUSE man is a guy's guy with the casual confidence and seductive integrity of the classic male. He exudes unassuming strength, timeless style, and emotional intelligence. He sees women as equals and treats them respectfully without resorting to predictable patronization just to get them into bed.



THE PENTHOUSE WOMAN

The PENTHOUSE man's female counterpart is as important to the world of PENTHOUSE as he is, although she is not the focused demographic. Today's PENTHOUSE woman is powerful and confident and embraces her femininity and sexuality. She is the standard for the woman who lives at the side of a true PENTHOUSE man.



PENTHOUSE IS:

UNAPOLOGETIC

PROVOCATIVE

CONFIDENT

SEX POSITIVE

EROTIC

UNINHIBITED

ASSERTIVE

PENTHOUSE IS NOT:

SHAMEFUL

CRUDE

DISRESPECTFUL

JUDGMENTAL

VULGAR

GRATUITOUS

PASSIVE



OUR OBJECTIVE

PENTHOUSE

SINCE 1965, PENTHOUSE HAS BEEN AN ARBITER OF CONTEMPORARY CULTURE, AND OUR OBJECTIVE IS TO CONTINUE TO SET THE STANDARD FOR THE ASPIRATIONAL LIFESTYLE OF THE WORLD'S MODERN GENTLEMEN.

WE WILL ACHIEVE THIS BY GROWING OUR UNPARALLELED COMBINATION OF BRANDED CONTENT, PRODUCT, AND EXPERIENCES ON A GLOBAL SCALE THROUGH EXCLUSIVE PARTNERSHIPS AND COLLABORATIONS WITH BEST-IN-CLASS BRANDS, PRODUCERS, DISTRIBUTORS, AND COLLABORATORS.

PARTNERING WITH PENTHOUSE



CONTENT

Unlike other brands, Penthouse offers access to a unique and powerful global platform that transcends traditional retail partnerships and bridges the gap between lifestyle product/content and tangible, lived experiences.



PRODUCT

EXPERIENCES



Penthouse provides built-in access to over 5 million consumers in the United States alone, with additional exposure in major world markets.

PRINT



Penthouse Magazine
Penthouse Letters
Forum

300K Subscribers

DIGITAL



Penthouse.com
PenthouseGold.com

3M Unique Monthly Visitors

SOCIAL MEDIA



1.1M



724K



550K

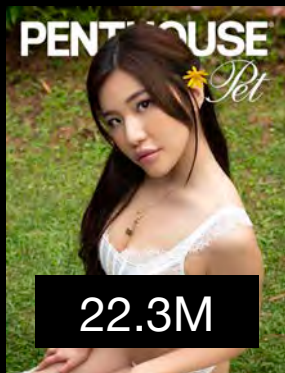
TOTAL: 5.7M



THE PENTHOUSE PET

Pet (noun): 1. A sweet, friendly, and playful term of endearment for someone you feel affection for. 2. A person especially cherished or indulged.

PENTHOUSE Pets embody our standard of beauty and serve as our brand ambassadors.



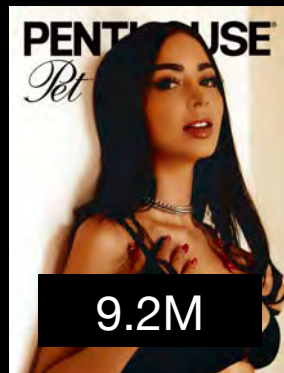
22.3M

[MSPUIYI](#)



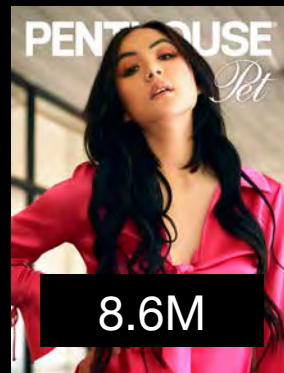
13.6M

[Violet Summers](#)



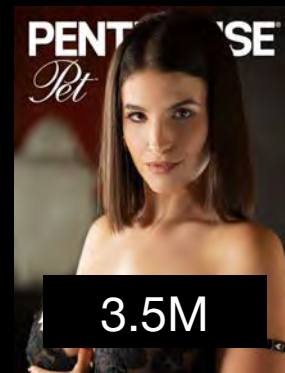
9.2M

[Caeli](#)



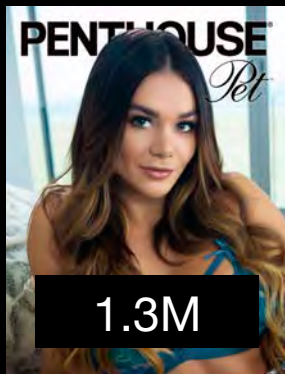
8.6M

[Carolina Díaz](#)



3.5M

[LaSirena69](#)



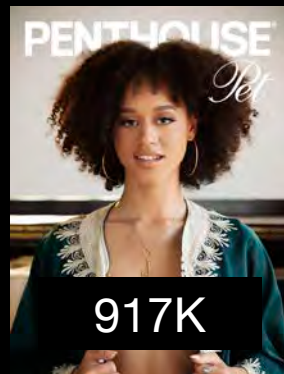
1.3M

[Tahlia Paris](#)



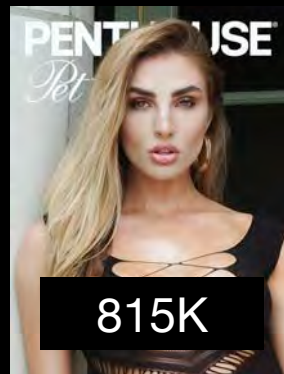
1.2M

[Lauren Ann](#)



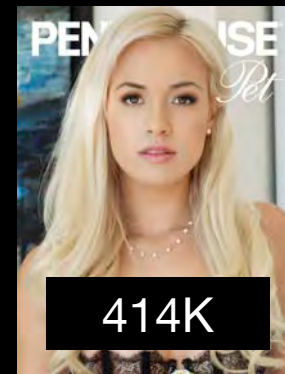
917K

[Stormi Maya](#)



815K

[Kenzie Anne](#)



414K

[Meaghan Stanfil](#)

CONSUMER PRODUCTS



APPAREL & ACCESSORIES

D&G
DOLCE & GABBANA

PARTNERING WITH PENTHOUSE





APPAREL & ACCESSORIES

PARTNERING WITH PENTHOUSE



PHILIPP PLEIN





APPAREL & ACCESSORIES

HUF

PARTNERING WITH PENTHOUSE





APPAREL & ACCESSORIES

PARTNERING WITH PENTHOUSE

ANTI SOCIAL SOCIAL CLUB



REASON





LINGERIE

PENTHOUSE

L I N G E R I E

PARTNERING WITH PENTHOUSE





WELLNESS

PENTHOUSE

W E L L N E S S

PARTNERING WITH PENTHOUSE





HOME

PARTNERING WITH PENTHOUSE

PENTHOUSE

COVER STORE





SPIRITS

PARTNERING WITH PENTHOUSE

PENTHOUSE *Spirits*



PENTHOUSE MEDIA FOR LICENSE

- Decades of exclusive Penthouse pictorials and covers from the '70s, '80s, '90s, and 2000s are available for license including:
 - Thousands of images, including vintage & modern shoots starring famous models and Penthouse Pets
 - High-quality digital photographs featuring content that ranges from conservatively seductive to tasteful nudity

STRANGER —THINGS—



**Several vintage editions of PENTHOUSE magazine were featured in Season 3 of Netflix's Stranger Things*

LOCATION-BASED ENTERTAINMENT



The **PENTHOUSE** *Club*™

PARTNERING WITH PENTHOUSE

- Roughly 70/30 male/female split
- Over 80% of customers are 21-44 years old
- Average customer is middle/upper-middle class looking to spend the majority of their discretionary income on entertainment





LOCATION-BASED ENTERTAINMENT

PARTNERING WITH PENTHOUSE

Baltimore, MD
Baton Rouge, LA
New Orleans, LA
Tampa, FL



COMING SOON:
London, UK



Perth, AUS



LOCATION-BASED ENTERTAINMENT

PARTYING WITH PENTHOUSE



PENTHOUSE