



Scheduled for February 25-March 2, 2014, **CineKink NYC** – *the kinky film festival* – will again feature a specially-curated program of films and videos that celebrate a wide diversity of sexuality. Along with a wealth of screenings, plans for this **eleventh annual** event also include a short film competition, audience choice awards, an adult entertainment showcase, presentations and a gala kick-off party... all to be followed by a national screening tour.

As a partner in the presentation of **CineKink**, our sponsors enjoy the opportunity to connect with a curious, smart and open-minded audience ... one with a demonstrated interest in exploring and embracing sex and sexuality.

CineKink Audience Demographics

According to a 2010 survey, CineKink's audience are all at least high-school educated and 80% have a bachelor's degree or higher. Almost half have had at least some postgraduate education and over a third have post-graduate degrees.

Almost half of our audience makes \$75,000+ per year; about 30% make over \$100,000.

The median age of the CineKink audience is 44 years old, ranging from 21-67 years in age. Of them, 56% identify as bio-male, 41% as bio-female, and 2% trans or genderqueer.

In terms of sexual orientation, nearly half of our audience identifies as heterosexual, about a tenth as homosexual (3% Gay, 6% Lesbian), with the rest mixing things up as either queer, bisexual, pansexual, or "other."

When asked "What is your kink?" ... about half of our audience indicates a predilection for spanking, bondage, voyeurism, sadomasochism and/or (appropriately!) cinema.

Nearly as many express a fondness for group sex, a third identify as swingers and a quarter choose polyamory.

Most had been to at least one multi-day sex/kink related event in the past year, and over six single day/night events.

On average, the CineKink audience spent over \$600 per person attending sex/kink related events in the previous year and around \$300 on sex/kink supplies and toys.

Questions? Contact sponsor2014@cinekink.com or 917/609-5928