

= Treats ! =

treats ! (often referred to as Treats , Treats ! , Treats Magazine or Treats ! Magazine) is a limited @-@ edition erotica and fine arts magazine that is primarily available by subscription . The magazine , which debuted in 2011 , is described as a quarterly although it was initially only published twice per year .

= = Publication and format = =

The magazine offers both print and digital subscriptions and has back issues available for sale in both formats . It sells high quality fine art prints from its photo collection for several hundreds of dollars per print . Although it claims to be a quarterly magazine , treats has published just two issues per year for each calendar year of its existence to date : 2011 , 2012 , and 2013 . 2014 has had one issue so far .

The print editions are produced in oversized format on 70 lb. matte stock . The magazine is also available digitally in several formats such as on Zinio for iPad and as a mobile phone app as well as via the official website , a blog , and various social media websites .

= = Description = =

treats ! describes itself as " a limited edition , fine art print & digital publication available only by subscription & sold at select news @-@ stands , book stores & boutiques worldwide . " The literary content of the magazine has been described as " left @-@ of @-@ center " by Daily Beast . The magazine , which is based in Los Angeles , is described by USA Today , The Huffington Post , and The New York Times as an artistic erotica magazine . Adam Tschorn of the Los Angeles Times noted that his " copilot " felt that the magazine 's nude photography was " virtually indistinguishable " from Playboy 's despite the " fine arts quarterly " billing .

According to Steve Shaw , the magazine 's publisher , treats ! was founded to present content that was too risqué for magazines such as Vogue , Elle and InStyle . Shaw 's nickname for photos that could not be used because they pushed the borders too far was " treats " , and he decided to use the nickname as the title for the magazine . The magazine presents images that have not been airbrushed or photographically retouched .

= = History = =

Shaw has a background in celebrity glamour photography for Maxim , FHM , Playboy , and British Esquire . He claims he had become fed up with shooting restrictions such as " three quarters of one side of a boob ... You can only show one inch down from the bum crack ... " and with uncooperative subjects . Thus , he says , he created his own magazine with what Daily Beast described as " female full @-@ frontal nudity , luxe @-@ y aesthetic , and [an] underpinning of fashion @-@ world credibility " that has gotten " influential tastemakers and industry icons " to take notice .

Shaw 's initial investment for his magazine was \$ 600 @,@ 000 . Within the first year of its launch photographers like Brett Ratner were volunteering to shoot for the magazine . As of 2014 , Duran , Mark Seliger , Ben Watts , Josh Ryan , and Bob Carlos Clarke are among the photographers who have been featured in the magazine .

The launch party for the magazine was held on Thursday , February 24 , 2011 at the James Goldstein residence as an Oscars @-@ week party before the 83rd Academy Awards . Issue 1 of the magazine , which was without any advertisements , debuted with a cover photo of models Irene Lambers and Cassy Gerasimova photographed by Tony Duran that was described by Business Wire as " edgy , scintillating and elegant " . The issue featured the classic picture of Raquel Welch on the cross taken by Terry O 'Neill . Literary subjects in the premier include features on Jason Statham and Shepard Fairey . 5 @,@ 000 magazines were printed for issue 1 and 10 @,@ 000 for issue 2 . Its launch was awarded a " best new launch " award of 2011 by the Media Industry

Newsletter (MIN) .

The magazine debuted with a \$ 20 @. @ 00 newsstand price , a \$ 65 @. @ 00 yearly subscription price and \$ 15 @. @ 00 download price . With the fourth issue the newsstand price changed to \$ 30 @. @ 00 . In 2012 , the magazine added an online gallery that sold prints of the magazine 's content at prices ranging from \$ 395 to \$ 3 @, @ 995 ? depending on size and framing .

Emily Ratajkowski posed for several of the early issues . She claims that her appearance on the March 2012 issue 3 cover is what brought her two unsolicited high @-@ profile music video modeling roles (Robin Thicke , T.I. , and Pharrell Williams ' " Blurred Lines " and Maroon 5 's " Love Somebody ") . Thicke had seen the treats ! magazine black @-@ and @-@ white cover and convinced director Diane Martel to cast her in the " Blurred Lines " music video .

Dylan Penn , daughter of Sean Penn and Robin Wright , appeared nude on the cover of the seventh issue of treats ! , which was published in April 2014 . Penn avoided full exposure on the cover with the aid of a \$ 6 @, @ 000 @-@ plus Fendi bag and in a similar manner in the photo layout feature within the magazine . Penn was photographed by Duran . According to an E ! Online report on March 5 , 2014 , Penn had declined a \$ 150 @, @ 000 offer to pose for the cover of Playboy .

The eighth issue (featuring Lydia Hearst on the cover) was not released until February 2015 .

= = Corporate information = =

The editorial offices of the magazine are located on 1219 S. La Brea Avenue in Los Angeles . In 2011 , Shaw served as editor @-@ in @-@ chief & publisher ; Rob Hill served as editor ; Eric Roinestad served as art director and Rebecca Black served as director of photography . Founder Shaw publishes the magazine independently with a staff of three people . Hill had previously served as editor of Hollywood Life magazine . Shaw and the magazine throw an annual Halloween " Trick or Treats " party .