

# FILMMAKER

2014 Media Kit



Over the last 20 years, I've seen FILMMAKER grow from an insiders look at demystifying the film production process, to the premier publication for the independent film community. At FILMMAKER we strive to provide the best and most authentic coverage on the art, craft, and business of film. FILMMAKER was created for filmmakers, by filmmakers, which makes it a trusted asset to both our readers and advertisers. We know this industry because we don't simply report on it, we work within it, and our proven track record of identifying the next great pool of talented filmmakers and filmmaking trends is proof of that. As the industry continues to evolve, we will continue to grow and change alongside it, providing a fresh and passionate 360 degree view of both filmmaking and the filmmaker.

Scott Macaulay  
Editor-in-Chief

# FILMMAKER

## mission statement

FILMMAKER exists to support independent film and champions the group of artists committed to innovative and unique storytelling through uncompromising, selective, and respected editorial.



## about us

For 20 years FILMMAKER has been the foremost magazine in the independent film community. Published by IFP, the nation's oldest and largest organization for independent film and the premier advocate for independent filmmakers, FILMMAKER is the go-to publication for writers, directors, producers, film industry representatives, and others working in independent film. Founded by working independent filmmakers and published quarterly, FILMMAKER has a unique authoritative voice, providing the highest quality coverage on the technical, business, and craft of independent film.

## praise for FILMMAKER

"FILMMAKER keeps me in touch with virtually every strand of filmmaking that makes up the independent world today — from emerging student filmmakers to masters from abroad. I learn so much from each issue, and each issue inspires me to learn more."

- James Schamus (CEO, Focus Features *Brokeback Mountain*, *The Constant Gardener*)

"FILMMAKER began around the same time I started film school — the fall of 1992. I remember the early passion in the magazine — those first issues were exciting and informative. Years later much has changed in the world of film... however, the magazine is as pure and vital as ever. Its enormous contribution to our film culture cannot be overestimated."

- Todd Field (Writer/Director/Producer *In The Bedroom*, *Little Children*)

a publication of IFP

IFP – the Independent Filmmaker Project – is the nation’s largest global film organization. Producer of the Gotham Independent Film Awards and publisher of FILMMAKER Magazine, IFP is a 501(c)(3) non-profit arts organization that represents a network of over 10,000 filmmakers, film industry representatives, and film enthusiasts. Since 1979, IFP has supported independent film and the independent filmmaker through education, advocacy, outreach, and community.



**FILMMAKER**

**GOTHAM**  
INDEPENDENT FILM  
**AWARDS**

**envision**  
addressing global issues through documentaries

**ifp** independent  
film week

**ifp** independent  
filmmaker  
labs

Through its educational and mentorship programs, conferences, magazine, website and signature events, IFP provides 360 access to the independent film community.

## circulation

*over 32,000 copies distributed worldwide*

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FILMMAKER Magazine is printed four times per year, and reaches an audience of highly qualified filmmakers and film industry representatives.

FILMMAKER readers are leaders in the field producing interesting and intelligent independent films and long-form video projects.



## reader profile

*average monthly readership: 60,000*

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FILMMAKER readers are educated writers, directors, producers, film industry representatives, and others working in the independent film space.

### PRIMARY ROLE

<b>Actor</b> 6%	<b>Business/Other</b> 8%	<b>Cinematographer</b> 11%
<b>Director</b> 37%	<b>Editor</b> 3%	<b>Producer</b> 22%
<b>Technical</b> 3%	<b>Writer</b> 16%	

### SECONDARY ROLE

<b>Actor</b> 6%	<b>Business/Other</b> 9%	<b>Cinematographer</b> 7%
<b>Director</b> 20%	<b>Editor</b> 8%	<b>Producer</b> 19%
<b>Technical</b> 4%	<b>Writer</b> 26%	

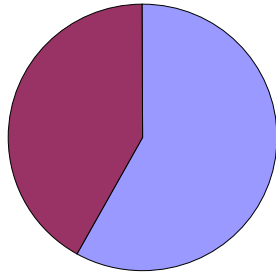
# demographic information

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FILMMAKER readers are educated writers, directors, producers, film industry representatives, and others working in the independent film space.

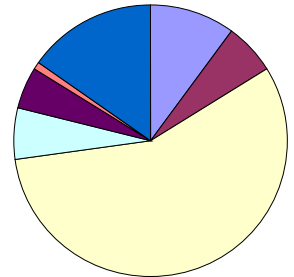
## GENDER

**Female** 42%  
**Male** 58%



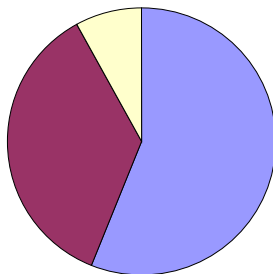
## ETHNICITY

**African American** 10%  
**Asian/Pac Islander** 6%  
**Caucasian** 56%  
**Hispanic/Latino** 6%  
**Middle Eastern** 5%  
**Native American** 1%  
**Other** 15%



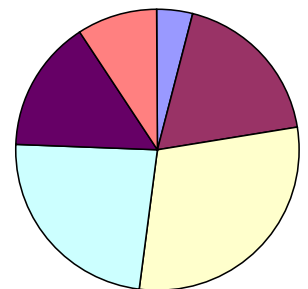
## INCOME

**Under \$50K** 56%  
**\$50K- \$100K** 36%  
**Over \$100K** 8%



## AGE

**Under 18:** .5%  
**18 – 25:** 16%  
**26 – 35:** 30.5%  
**36 – 45:** 25%  
**46 – 55:** 16%  
**Over 55:** 12%

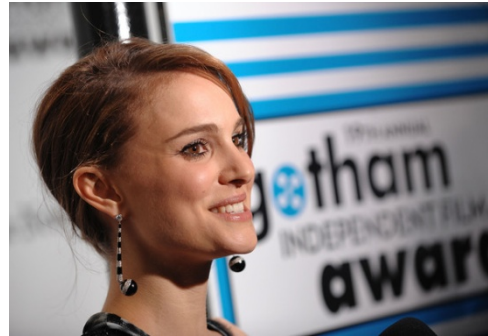


## distribution partners

FILMMAKER is distributed at film events and festivals around the world.

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Gotham Independent Film Awards



Sundance Film Festival

Berlin Film Festival

Envision Conference

South by Southwest Film Festival



Tribeca Film Festival

Cannes Film Festival

Los Angeles Film Festival

Toronto International Film Festival

IFP Independent Film Week

American Film Market



Raindance Film Festival

## 2014 editorial calendar

### **Winter** | *The Awards and Festivals Issue*

Advertising Close Date: November 22, 2013

On Newsstands: January 2014

Bonus Distribution:

Sundance Film Festival

SXSW Film Festival

Envision Conference

### **Spring** | *The Production Issue*

Advertising Close Date: March 7, 2014

On Newsstands: April 2014

Bonus Distribution:

Tribeca Film Festival

Cannes Film Festival

Los Angeles Film Festival

### **Summer** | *The 25 New Faces Issue*

Advertising Close Date: June 6, 2014

On Newsstands: July 2014

Bonus Distribution:

IFP Independent Film Week

Raindance Film Festival

Toronto International Film Festival

### **Fall** | *The Post-Production Issue*

Advertising Close Date: September 5, 2014

On Newsstands: October 2014

Bonus Distribution:

American Film Market

Content and Communications World Film Expo



For more information and to advertise in FILMMAKER Magazine, contact Kari Fields at [kfields@ifp.org](mailto:kfields@ifp.org) or 212.465.8200 ext. 205



## print advertising options

advertisement	color	black & white	size
full page*	\$ 4,000	\$ 2,420	8.375"w x 10.875"h (.125" trim)
half page (vertical)	\$ 2,000	\$ 1,700	4.875"w x 7.25"h
half page (horizontal)	\$ 2,000	\$ 1,700	7.5"w x 4.875"h
two-thirds page	\$ 2,266	\$ 1,957	4.875"w x 9.875"h
one-third page (vertical)	\$ 1,442	\$ 1,185	2.375"w x 9.875"h
one-third page (horizontal)	\$ 1,442	\$ 1,185	4.875"w x 4.875"h
quarter page	\$ 1,133	\$ 927	7.5"w x 2.375"h
sixth page (vertical)	\$ 824	\$ 670	2.375"w x 4.875"h
sixth page (horizontal)	\$ 824	\$ 670	4.875"w x 2.375"h
Business Card #1	\$ 232	\$ 155	2.375"w x 1.125"h
Business Card #2	\$ 386	\$ 309	2.375"w 2.375"h
Business Card #3	\$ 567	\$ 464	2.375"w 3.625"h

### premium placement

inside front cover	\$ 7,210	n/a	8.375"w x 10.875"h (.125" trim)
inside back cover	\$ 6,438	n/a	8.375"w x 10.875"h (.125" trim)
back cover	\$ 7,468	n/a	8.375"w x 10.875"h (.125" trim)
spread*	\$ 6,500	n/a	see artwork requirements

*\*Please note: 10% Premium for all far forward positioning*

Discounts are available on four-time consecutive insertions. Special options include **gatefold covers, blow-ins, inserts, and website placement**. For more information contact, Kari Fields • phone **212-465-8200 x205** • fax **212-465-8525** • email

[kfields@ifp.org](mailto:kfields@ifp.org)

# FILMMAKER

Digital

# FILMMAKER digital



Filmmakermagazine.com is an extension of the print magazine and serves as a daily resource for the independent film community; offering highlights from the magazine as well as articles and features on the latest industry news and trends, a festival how-to guide as well as top-rated coverage on new technologies. Filmmakermagazine.com delivers fresh, authentic content on the craft and business of independent film from contributing film journalists, consultants, and filmmakers.

## columns

daily reports on the latest news, technologies, and trends in independent film

## interviews

weekly series featuring top independent film writers, directors, and producers with films set to release

## watch

exclusive FILMMAKER branded and produced videos featuring filmmaker interviews, festival reports, award season nominee interviews, and more

## vod calendar

an in-depth look at upcoming DVD and VOD releases with monthly selections of VOD picks

## dedicated channels

special web sections dedicated to events and topics including awards season, best of the year, cinematography, film festivals – Cannes, Sundance, SXSW, Toronto, and more

# FILMMAKER digital



## reach

Over 175,000 page views per month

Over 120,000 visits per month

Over 100,000 unique visitors per month

## marketing solutions

Innovative advertising solutions help you reach your business objectives

## display advertising:

FilmmakerMagazine.com offers targeted advertising ensuring that ads receive both the quality impressions to an engaged and relevant audience

## email marketing

Email Newsletter: Featuring exclusive content from our editor-in-chief, blogs and interviews, filmmaker resources, and more, Filmmaker's email newsletter is delivered weekly and helps you speak directly to the audience you want to reach

Dedicated Emails: These dedicated sponsored emails deliver your message to an opted-in audience of nearly 20,000 filmmakers

## content sponsorship

FilmmakerMagazine.com offers advertisers the opportunity to further target their messaging by sponsoring specific content or entire sections of the website

## digital advertising options

<b>location</b>	<b>ad type</b>	<b>size</b>
filmmakermagazine.com	leaderboard	728x90
filmmakermagazine.com	box	300x250
filmmakermagazine.com	skyscraper	300x600
filmmakermagazine.com	interstitial overlay	640x480
filmmakermagazine.com	road block	varies
filmmakermagazine.com	:15 pre-roll	flash/wmv

location	ad type	size
IFP.org	poll	NA
IFP.org	leaderboard	728x90
IFP.org	box	300x250
IFP.org	interstitial overlay	600x400
IFP.org	road block	varies
IFP.org	:15 pre-roll	flash/wmv

location	ad type	size
filmmaker newsletter	leaderboard	728x90
filmmaker newsletter	box	300x250

location	ad type	size
IFP newsletter	leaderboard	728x90

*\*call for rates*

Discounts available on multiple ad purchases. Special options include **rich-media advertisement, whole section take-overs, and integrated packages**. For rates and more information including advertising on IFP.org contact, Kari Fields • phone **212-465-8200 x205** • fax **212-465-8525** • email **kfields@ifp.org**

# FILMMAKER

Mobile

## FILMMAKER mobile

FILMMAKER Magazine's tablet app gives readers to access to all their favorite FILMMAKER content everywhere they go.

Now available on the iPad, the FILMMAKER app creates an interactive user experience with links, videos, and sound that takes content off the page and brings it to life.

Advertisers are also able to create creative interactive ads to connect their product directly to our readers.

FILMMAKER is also available for other tablet/mobile users via its digital web-enabled version.



### subscriptions

all FILMMAKER print subscribers can gain access to the iPad and digital editions with their subscription at no additional charge. single issues are also available for purchase in the apple app store.

### advertising solutions

the FILMMAKER iPad app features five advertising levels including static advertisements, web enabled ads, premium and premium plus ads, and custom advertising options

### advertising on the iPad

full page ads in the FILMMAKER print edition are entitled to a 1-to-1 ad page conversion in the iPad app. fractional ads, one-third page or larger, in the print edition can be converted to full page ads in the iPad edition for a nominal fee. premium options including links, video, audio, and custom ads are also available.

# Advertising options on the iPad

FILMMAKER offers five levels of advertising within the iPad app



## static

direct replicas of full page ads in the print edition are available to advertisers at no additional cost. new artwork for the iPad is required on all ads. advertisers with fractional ads, one-third page or larger, can purchase a full page ad in the iPad edition.

## web enabled

web enabled ads allow advertisers the opportunity to engage readers by embedding one link to their website or to that of a retail partner.

## premium

the FILMMAKER premium advertising options provide advertisers with a selection of interactive advertising opportunities.

## premiere

the FILMMAKER premiere advertising options provide advertisers with a selection of interactive advertising opportunities with enhancements above and beyond the premium options.

## custom

advertisers also have the opportunity to create custom ad experiences using the interactive functionality from the premium and premier options. custom options allow advertisers to create a one-of-a-kind ad experience for our readers.



# FILMMAKER mobile advertising options

## *premium* advertising options

audio only	ad opportunity with up to 3 embedded audio or narration tracks (totaling up to 2 minutes). includes 1 link.
data capture	ad opportunity with data entry form for lead generation/opt-in identification purposes. the reader must be connected to the web when the ad is activated; if not, alternate creative can be served. includes 1 link.
hotspots/multiple links	ad opportunity with up to 5 hotspots that expand to reveal information when tapped. hotspot can include text or flat images. includes up to 3 links, which can each drive to a unique url.
save the date	ad opportunity that allows readers to enter multiple email addresses to share an event invitation. the reader must be connected to the web when the ad is activated; if not, alternate creative can be served. includes 1 link.
scrolling ad	ad opportunity featuring 2-4 pages of smooth-scrolling creative. includes up to 4 links (maximum of 1 link per page), which can each drive to a unique url.
single subtle animation	ad opportunity allowing an animated enhancement of a single creative element. complex/large animations priced as custom. includes 1 link.
slideshow	ad opportunity featuring up to 10 photo images. includes up to 3 links that can be placed on any static (non-interactive) page areas and which can each drive to a unique url.
swipe reveal	ad opportunity with a translucent overlay that is revealed when swiped with finger. can include different text or flat images in each orientation. includes 1 link.
:30 video	ad opportunity with a 30-second video cached in the device. can play full-screen or embedded in the page. includes 1 link.

# FILMMAKER mobile advertising options

## *premiere* advertising options

branded world	ad opportunity with 360 view of branded, non-photographic environment. includes up to 3 links. links not available inside branded environment.
cruise control	ad opportunity consisting of a labyrinth-like, full-screen game that a reader controls by moving device. includes 1 link.
customizable 360	ad opportunity showing 360 revolution view of a single product, with the ability to change colors and backgrounds. includes up to 3 backgrounds and 3 links, which can each drive to a unique url.
customized product experience	ad opportunity featuring up to 4 products in each of 3 categories. interactive products can be combined to create various looks. includes up to 2 links, which can each drive to a unique url.
drag & drop customizer	ad opportunity providing the ability to customize a product or environment by layering combinations of images/words. includes up to 3 links, which can each drive to a unique url
dynamic perspective	ad opportunity featuring a 3d world that a reader navigates by moving the device. includes up to 5 links, which can each drive to a unique url.
light table	ad opportunity that offers users sort, shuffle, and pinch & zoom capabilities to arrange up to 10 elements, including 1 video up to 30 seconds. remaining elements can include a combination of images and text. includes up to 5 links, which can each drive to a unique url.
make your mark	ad opportunity that allows readers to create their own ad experience by manipulating up to 3 categories of elements with a total of 50 possible elements. includes 1 link
media gallery	ad opportunity with up to 10 elements, including 1 video up to 30 seconds. remaining elements can include a combination of images and text. includes up to 5 links, which can each drive to a unique url.
panoramic view	ad opportunity with 360 view of photographic environment. includes up to 3 links, which can each drive to a unique url. links not available inside photographic environment

# FILMMAKER mobile advertising options

## *premiere* advertising options continued

photo 360	ad opportunity with photo enhancement showing 360 view of a product. includes up to 3 links, which can each drive to a unique url.
photo explorer	ad opportunity with the ability to navigate around a single creative and explore details in a zoomed-in perspective. includes up to 3 links, which can each drive to a unique url.
puzzle play	ad opportunity that features an 8-piece puzzle which readers are invited to solve by manipulating pieces via touch. includes timer, reveal of additional content through solving, share-ability, and 1 link.
slide & match	ad opportunity with up to 3 independently sliding sections for mixing and matching images. includes up to 2 links, which can each drive to a unique url.
smart ad	ad opportunity that features content found on the web and natively on the device. content can be updated in real-time or as frequently as desired. includes 1 link.
social feedback & video	ad opportunity featuring 1 video up to 30 seconds and a live populating feed of content from facebook/twitter. the reader must be connected to the web when the ad is activated; if not, alternate creative can be served. includes 3 links, which can each drive to a unique url.
tap & reveal	ad opportunity that invites readers to interact with the ad via touch in order to be delighted and surprised at the random events that are triggered. includes up to 10 events, and 1 link.
:60 video (in-line & full screen)	ad opportunity featuring a single 30-60 second video. availability of this opportunity is limited to 1 per issue. includes up to 2 links, which can each drive to a unique url.
virtual tour	ad opportunity with full interactivity offering self-guided experience. includes full 360 rotation of a product with up to 5 informational hotspots. includes up to 5 links (not available within videos or rotating objects), which can each drive to a unique url.
watch & interact	ad opportunity featuring a 15-30 second auto-play animation that resolves into an entry form. includes up to 3 links, which can each drive to a unique url. (note: auto-play functionality requires editorial approval.)

## mobile advertising options

<b>Advertisement</b>	<b>Full page PDF</b>	<b>Link</b>	<b>Premium</b>	<b>Premiere</b>
Full page	\$0.00	\$120.00	\$600.00	\$1,080.00
Two-third page	\$350.00	\$120.00	\$600.00	\$1,080.00
Half page	\$455.00	\$120.00	\$600.00	\$1,080.00
Third page	\$575.00	\$120.00	\$600.00	\$1,080.00
<b>Ad option</b>	<b>1x rate</b>	<b>2x rate</b>	<b>3x rate</b>	<b>4x rate</b>
Link	\$120.00	\$116.00	\$114.00	\$110.00
Premium package	\$600.00	\$582.00	\$570.00	\$552.00
Premiere package	\$1,080.00	\$1,048.00	\$1,026.00	\$994.00

### **Production costs**

<b>Ad option</b>	<b>Production fee</b>	<b>1x insertion</b>	<b>Additional</b>
Premium package	\$120.00 - \$240.00	Production fee	\$50.00
Premiere package	\$192.00 - \$600.00	Production fee	\$50.00
Custom	Case-by-case	Production fee	\$50.00






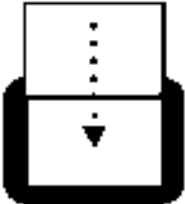


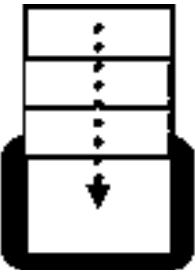
*\*Advertiser assumes all production costs for Premium and Premiere ad options*

FILMMAKER Magazine is a quarterly publication.

Discounts are available on four-time consecutive insertions. For more information contact Kari Fields • phone **212-465-8200 x205** • fax **212-465-8525** • email [kfields@ifp.org](mailto:kfields@ifp.org)

# iPad layout

new digital creative must be provided for all advertising in the iPad edition

FILMMAKER PRINT EDITION	FILMMAKER IPAD VERTICAL EDITION	FILMMAKER IPAD HORIZONTAL EDITION
 <p>single page</p>		
 <p>spread - 2 pages</p>		
 <p>4 page insert</p>		

# FILMMAKER

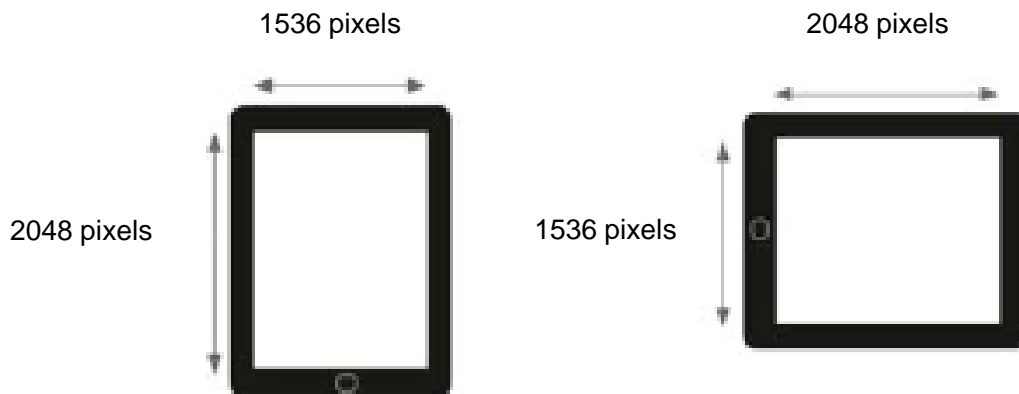
mobile advertising artwork *requirements*

**PLEASE SEND DIGITAL FILES:** Fully composed PNG-24 files without transparency set at RGB color

**RESOLUTION:** 72 DPI

**VERTICAL:** 1536 pixels wide by 2048 pixels high

**HORIZONTAL:** 2048 pixels wide by 1536 pixels high



**SPREAD / MULTIPLE PAGE ADS:** Prepare two +full page ads in both orientations

**WEB ENABLED ADS:** Advertisers must provide the URL destinations when submitting ad material

**PLEASE NOTE:**

- Advertiser will be held responsible for additional production charges in cases when additional work is required on the submitted artwork
- Advertisers can include up to 5 unique URLs and destinations per ad unit
- Apple iOS does not allow adobe flash content to be displayed
- Embedded pixel tracking is not permitted
- Tap areas should be formatted as "call-to-action" buttons within the ad

*FILMMAKER Magazine will not be held responsible for artwork glitches occurring with email transmission of ad artwork. Submitted materials will not be returned, and will become property of FILMMAKER Magazine.*

For more information contact, Kari Fields • phone **212-465-8200 x205** • fax **212-465-8525** • email **kfields@ifp.org**

# why FILMMAKER



## respected

For nearly twenty years, FILMMAKER has been committed to bringing the highest quality editorial on the art and the business of film. Developed for filmmakers by filmmakers, FILMMAKER Magazine provides its readers with authentic and reliable coverage.

## influential

FILMMAKER truly has its finger to the pulse of the independent film industry. The filmmaker audience of working cinematographers, directors, producers, writers, and industry representatives are the game-changers and trendsetters of the industry.

## valuable

FILMMAKER is a go-to resource for the independent film community. Featuring the latest indie film news, technologies, and up-and-coming talent, FILMMAKER is a valued asset for our readers.

## credible

With its longstanding history of providing coverage with innovation and integrity, and backed by the IFP – the nation's largest global film organization - FILMMAKER readers look to us for a trustworthy guide to what's new and next in independent film.

## loyal

FILMMAKER has been an authoritative voice in independent film for nearly 20 years, and readers rely on it as a must-read insider's guide to trends, products, technologies, and news in the independent film community.

# FILMMAKER

for advertising information please contact:

Kari Fields

National Advertising Executive

IFP & FILMMAKER Magazine

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