FILMMAKER

A publication of ifp

2019 — 2020 Media Deck
Magazine of Independent Film

Filmmakers. Industry. Audiences.

Created by filmmakers, for filmmakers, *Filmmaker* Magazine covers the art and business of the independent film world with a savvy yet accessible insider's point-of-view. From its original goal of demystifying the process of film production to its recent work guiding filmmakers through the emerging new production and distribution models, *Filmmaker* is a trustworthy confidante within a rapidly changing industry. *Filmmaker* covers new technologies, both studio and do-it-yourself distribution, and, through its in-depth interviews the best directors in the business, offers insights into the creative process that are of interest to both filmmakers as well as casual film lovers. And with its widely-read annual new talent survey, 25 New Faces, *Filmmaker* has a proven track record in identifying the filmmaking stars of tomorrow — alumni include Moonlight director Barry Jenkins, Girls creator Lena Dunham and Han Solo DP Bradford Young. Continually analyzing the trends that are reshaping the medium, covering on its website the top film festivals, and with a dedicated community of trusting readers, *Filmmaker* is a lively, passionate and authentic voice for the independent film community.

Unique among film magazines, *Filmmaker* is published by an established filmmaking membership organization, IFP, that attracts working filmmakers to its annual programs. These working professionals, who are all readers of *Filmmaker*, bring projects representing $228 million of production spending, to IFP each year seeking financiers, distributors, co-production partners and exhibitors. These readers include many members of the various guilds who vote for the year's top films in their disciplines.

Anchored by its smartly designed print edition, *Filmmaker* stands out in today's world of film journalism as an exciting, thoughtful and inspiring publication with a deep and longstanding bond with its readers.

Frequency Discounts

UNIT SIZE	OPEN RATE	4x	12x
FILMMAKERMAGAZINE.COM 375,000 Average Weekly Impressions			
Web Box [Placed on Desktop, Mobile and Facebook Instant Articles]	$ 2,600	$ 2,470	$ 2,405
Leaderboard [Placed on Desktop and Mobile]	$ 1,500	$ 1,450	$ 1,385
Interstitial Overlay [Placed on Desktop and Mobile]	$ 1,250	$ 1,190	$ 1,150
Dynamic Dropdown	$ 850	$ 805	$ 785
Leaderboard #2 [Placed on Desktop and Mobile]	$ 900	$ 855	$ 830
Background Skin	$ 2,250	$ 2,140	$ 2,080
Skyscraper	$ 650	$ 615	$ 600
Thin Skyscraper	$ 500	$ 475	$ 460
Sitewide Takeover	$ 13,500	$ 12,900	$ 12,485
IFP.ORG 12,900 Average Weekly Impressions			
Leaderboard	$ 600	$ 570	$ 555
Interstitial Overlay	$ 1,250	$ 1,190	$ 1,150
FILMMAKER E-NEWSLETTER 26,000 Opt in Subscribers			
Leaderboard	$ 800	$ 760	
Web Box	$ 800	$ 760	
IFP E-NEWSLETTER 37,000 Opt-in Subscribers			
Leaderboard	$1250	$1190	

— Digital units are a minimum one week buy, Monday to Sunday. All rates are per week.
— Individual days can be added with a premium of 20% per the earned rate per day.
— All contract print advertisers automatically qualify for 4x rates.

DIGITAL SPECS

AD TYPE	SIZE (PIXELS)	MAX FILE SIZE	NOTES
Leaderboard	728 x 90	200 KB	Submit 320 x 50 px for placement on mobile for filmmakermagazine.com only.
Web Box	300 x 250	200 KB	Submit 600 x 500 px for placement on mobile
Skyscraper	300 x 600	200 KB	
Thin Skyscraper	160 x 600	200 KB	
Interstitial Overlay	640 x 480	200 KB	1.5 MB max. file size for host-initiated video. Unlimited for user-initiated. Audio must be user-initiated.
Background Skin [JPG files only]	1500 x 2000	200 KB	Artwork must leave 980 px column in center. Image should fade to solid color at bottom.
Dynamic Dropdown	Initally 980w x 360h expanded; contracts to 980w x 90h	300 KB	Expands down 360 px initially and then contracts back to 90 px after 10 seconds.

— Submit web URL for click-through at same time as artwork
— Acceptable file types are JPG, GIF or third-party
— Animation must be no longer than 15 seconds
— Email artwork with URL to advertising@ifp.org

Frequency Discounts

UNIT SIZE	1x	3x	4x
FULL-PAGE			
4 Color	$ 4,000	$ 3,600	$ 3,400
2 Page Spread	$ 7,440	$ 6,695	$ 6,325
PREMIUM UNITS			
Inside Front Cover	$ 7,085	$ 6,375	$ 6,025
Inside Front Cover Spread	$ 14,170	$ 12,750	$ 12,045
Inside Front Gatefold Cover Gatefold	$ 29,500		
Inside Back Cover	$ 6,485	$ 5,835	$ 5,510
Inside Back Cover Spread	$ 12,970	$ 11,675	$ 11,025
Back Cover	$ 7,960	$ 7,160	$ 6,765
FRACTIONALS			
2/3 Page 4C	$ 3,060	$ 2,755	$ 2,600
1/2 Page 4C	$ 2,555	$ 2,230	$ 2,170
1/3 Page 4C	$ 2,015	$ 1,815	$ 1,715
1/4 Page 4C	$ 1,730	$ 1,560	$ 1,470
1/6 Page 4C	$ 1,440	$ 1,295	$ 1,225

Fall 2019 (25 New Faces)

Publication — 09.5.19

Ad Close — 07.24.19

Materials Due — 08.5.19

➔ 25 New Faces 2018

Winter 2019 (Film Awards —Below-the-line)

Publication — 12.5.19

Ad Close — 11.4.19

Materials Due — 11.11.19

➔ Sound & Visionaries: Film 2019

Spring 2020 (Locations)

Publication — 03.16.20

Ad Close — 02.03.20,

Materials Due — 02.10.20

➔ Locations 2019

Summer 2020 (Film Schools, Emmy Awards — Below-The-Line)

Publication — 06.08.20

Ad Close — 05.04.20

Materials Due — 05.11.20

➔ Film Schools 2019 ➔ Emmy_TV

Event Distribution

Fall 2019: Toronto International Film Festival, IFP Week Program Labs, Austin Film Festival

Winter 2019 : Gotham Awards, Sundance Film Festival

Spring 2020:

Full Frame Documentary Film Festival, AFCI Week

Summer 2020:

AFI Documentary Festival

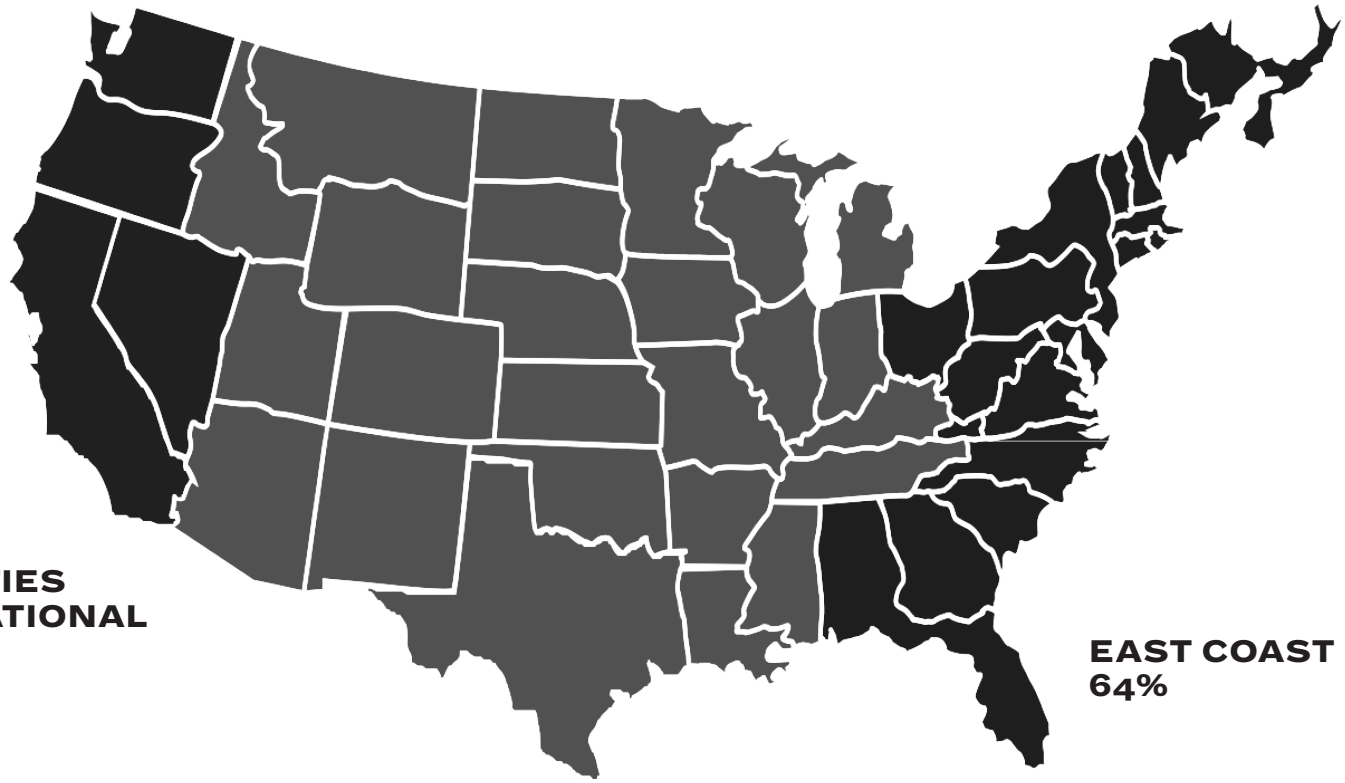
SIZE	NON-BLEED	BLEED	TRIM SIZE	LIVE (SAFE) AREA
Full Page, Back Cover, Inside Front Cover, Inside Back Cover	7.25”w x 9.75”h	8.625”w x 11.125”h	8.375”w x 10.875”h	7.75”w x 10.25”h
Two Page Spread		17”w x 11.125”h	16.750”w x 10.875”h	15.50” x 10.25”h
2/3 Page	4.75”w x 9.75”h	N/A	N/A	N/A
1/2 Page(Horizontal)	7.25”w x 4.75”h	N/A	N/A	N/A
1/2Page (Vertical)	3.50”w x 9.75”h	N/A	N/A	N/A
1/3 Page (Horizontal)	4.75”w x 4.75”h	N/A	N/A	N/A
1/3 Page(Vertical)	2.25”w x 9.75”h	N/A	N/A	N/A
1/4Page (Horizontal)	7.25”w x 2.25”h	N/A	N/A	N/A
1/4Page (Vertical)	3.25”w x 4.75”h	N/A	N/A	N/A
1/6 Page (Horizontal)	4.75”w x 2.25”h	N/A	N/A	N/A
1/6 Page (Vertical)	2.25”w x 4.75”h	N/A	N/A	N/A

[Gutter specification for front cover, page 1, last page of text, and inside back cover: 0.5”w x 10.875”h]

— Please submit as PDF-file / Compatibility: Select the highest PDF compatibility available.
— Crop marks to read at least to 0.375” from the trim
— All files must be a minimum of 300 dpi
— All type must be outlined
— Color must be CMYK; CMYK black / rich black at preferably 30% cyan, 30% magenta, 30% yellow, 100% black
— Maximum ink Density 280%–300%
— Email artwork to advertising@ifp.org
— FM General Information File Preparation: filmmakermagazine.com/pdf

REACH

WEST COAST
19.39%



OTHER US CITIES AND INTERNATIONAL
16.61%

EAST COAST
64%

Social Media

340,000+ Facebook Likes
100,000+ Twitter Followers

Web Traffic

Monthly Impressions — 1,6M
Monthly Page Views — 300K
Monthly Unique Views — 250K

Audience

40,250 Readership
23,000 E-mail Subscribers
11,500 Circulation*

Top 10 Countries

USA, United Kingdom, Canada, India, Australia, Germany, France, Brazil, Netherlands, Spain

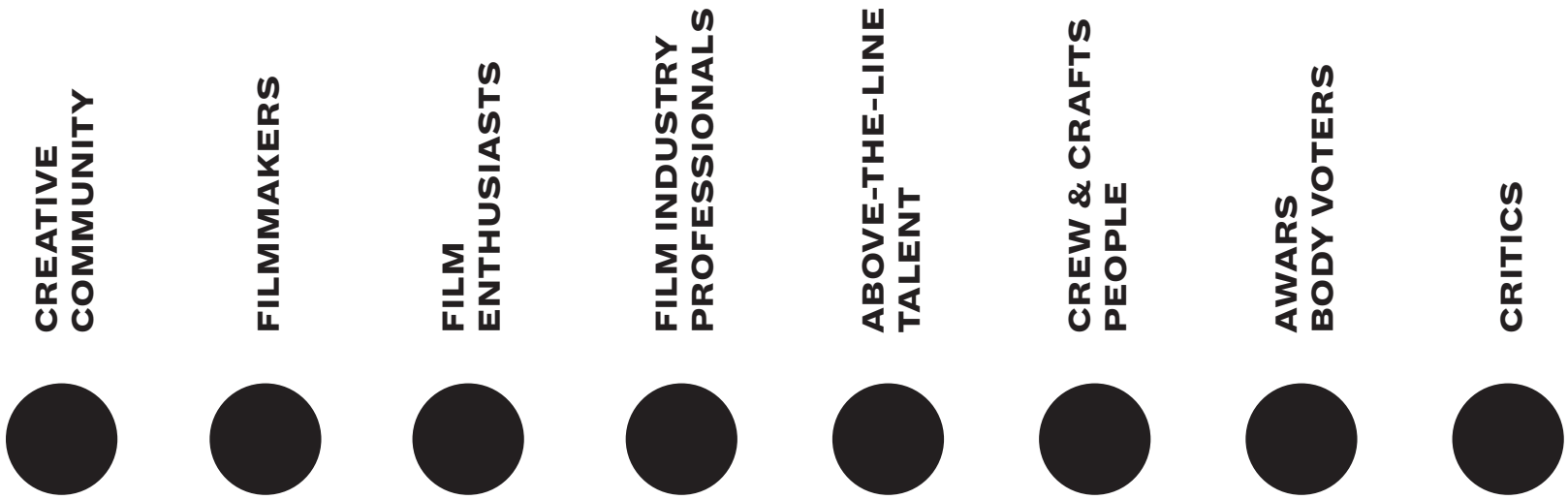
Subscription Price

Print $18
Digital $10
E-Newsletter Opt-in

*Circulation is the number of printed and digital copies published and distributed to paid subscribers, news-stands, IFP members and at film events.

Data compiled from online survey January 2016

AUDIENCE PROFILE



Age

- 18-24: 6%
- 25-34: 20%
- 35-44: 33%
- 45-54: 22%
- 55-64: 11%
- 65 and over: 8%

Gender

- 56% Male
- 44% Female

Education

- High School: 13%
- College: 44%
- Masters: 37%
- Doctorate: 6%

Income

- $200,000 and above: 13%
- $100,000 -$200,000: 18%
- $75,000 -$100,000: 14%
- $50,000 -$75,000: 21%
- $30,000 -$50,000: 12%
- Under $30,000: 22%

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For advertising inquiries:
advertising@ifp.org

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