

FILMMAKER

2021 — 2022 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, *the gotham* 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 *the gotham* 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.

UNIT SIZE	OPEN RATE PER WEEK	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]	\$ 1000	\$ 955	\$ 930
Web Box #2 [Placed on Desktop and Mobile]	\$ 1000	\$ 955	\$ 930
Background Skin plus Leaderboard	\$ 3,750		
Skyscraper	\$ 650	\$ 615	\$ 600
Thin Skyscraper	\$ 500	\$ 475	\$ 460
Leaderboard & Web Box Takeover	\$ 6,800*	*includes Web Box in Filmmaker newsletter	
Sponsored Post (copy/image provided by client)	\$ 1,500*	*Additional \$500 if you'd like us to write it	
Sponsorship of New Issue Launch Parties	Ask me @ rdvorin@thegotham.org		
Sponsorship of Video Interviews / Film Screenings + Q&A Session	Ask me @ rdvorin@thegotham.org		
<ul style="list-style-type: none"> — 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. 			

UNIT SIZE	OPEN RATE PER WEEK	4X	12X
THEGOTHAM.ORG — 12,900 Average Weekly Impressions			
Leaderboard	\$ 600	\$ 570	\$ 555
Interstitial Overlay	\$ 1,250	\$ 1,190	\$ 1,150
Web Box	\$ 600	\$ 570	\$ 555
Leaderboard & Web Box Takeover	\$ 1,000		
FILMMAKER E-NEWSLETTER — 27,000 Opt in Subscribers			
Leaderboard	\$ 800	\$ 760	
Web Box	\$ 800	\$ 760	
THE GOTHAM E-NEWSLETTER — 45,000 Opt-in Subscribers			
Leaderboard	\$1,500	\$1,425	
DEDICATED E-MAIL BLAST — 70,000 Opt-in Subscribers (Filmmaker & the gotham)			
Image and Text	\$ 5,000		
AUDIO			
Podcast: BACK TO ONE* (1 x week)	\$ 500/episode		5 for \$2,000
<ul style="list-style-type: none"> — 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. 		<p>*The no nonsense, in-depth, actors-on-acting weekly podcast from Filmmaker Magazine. Hosted by Peter Rinaldi. One working actor every episode doing a deep dive into their approach to the craft. Custom ad provided by client and read by our Host, Peter Rinaldi</p>	

AD TYPE	SIZE (PIXELS)	MAX FILE SIZE	NOTES
Leaderboard	728 x 90	200 KB	Submit 320x50 px for placement on mobile for filmmakermagazine.com only.
Web Box	300 x 250	200 KB	
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	Initially 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.
Dedicated Email Blast	600 x 900 no limit on copy JPG only	3 MB	600 px width and length can vary.

- 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 rdvorin@thegotham.org

UNIT SIZE	1x	3x	4x
FULL-PAGE			
4 Color	\$ 4,000	\$ 3,600	\$ 3,400
2 Page Spread	\$ 7,600	\$ 7,200	\$ 6,800
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
Sponsored Content and Custom Publishing	Ask me @ rdvorin@thegotham.org		
REACHING STUDENTS — If you are interested in reaching students, ask me about our <i>Edu Program</i> @ rdvorin@thegotham.org			

SPRING 2021

Locations

Publishing — April 12th

Ad Close — March 15th

Creative due March 18

[→Spring Issue 2020](#) [→Locations 2020](#)

SUMMER 2021

Film School Guide, Emmy Awards Below the Line

(tentative) Publishing — July 12th

(tentative) Ad Close — June 10th

(tentative) Creative due June 18

[→Summer Issue 2020](#)

FALL 2021

25 New Faces

(tentative) Publishing — October 12th

(tentative) Ad Close — September 6th

(tentative) Creative due September 17

[→Fall Issue 2020](#)

WINTER 2022

Awards Season Below the Line

Publishing — December '21

[→Winter Issue 2021](#)

EVENT DISTRIBUTION

Here are just some of the festivals we partner with for distribution of Filmmaker Magazine (print or PDF):

Full Frame Documentary Film Festival

AFCI Week

Toronto Int'l Film Festival

Gotham Week Program Labs

Austin Film Festival

Gotham Awards

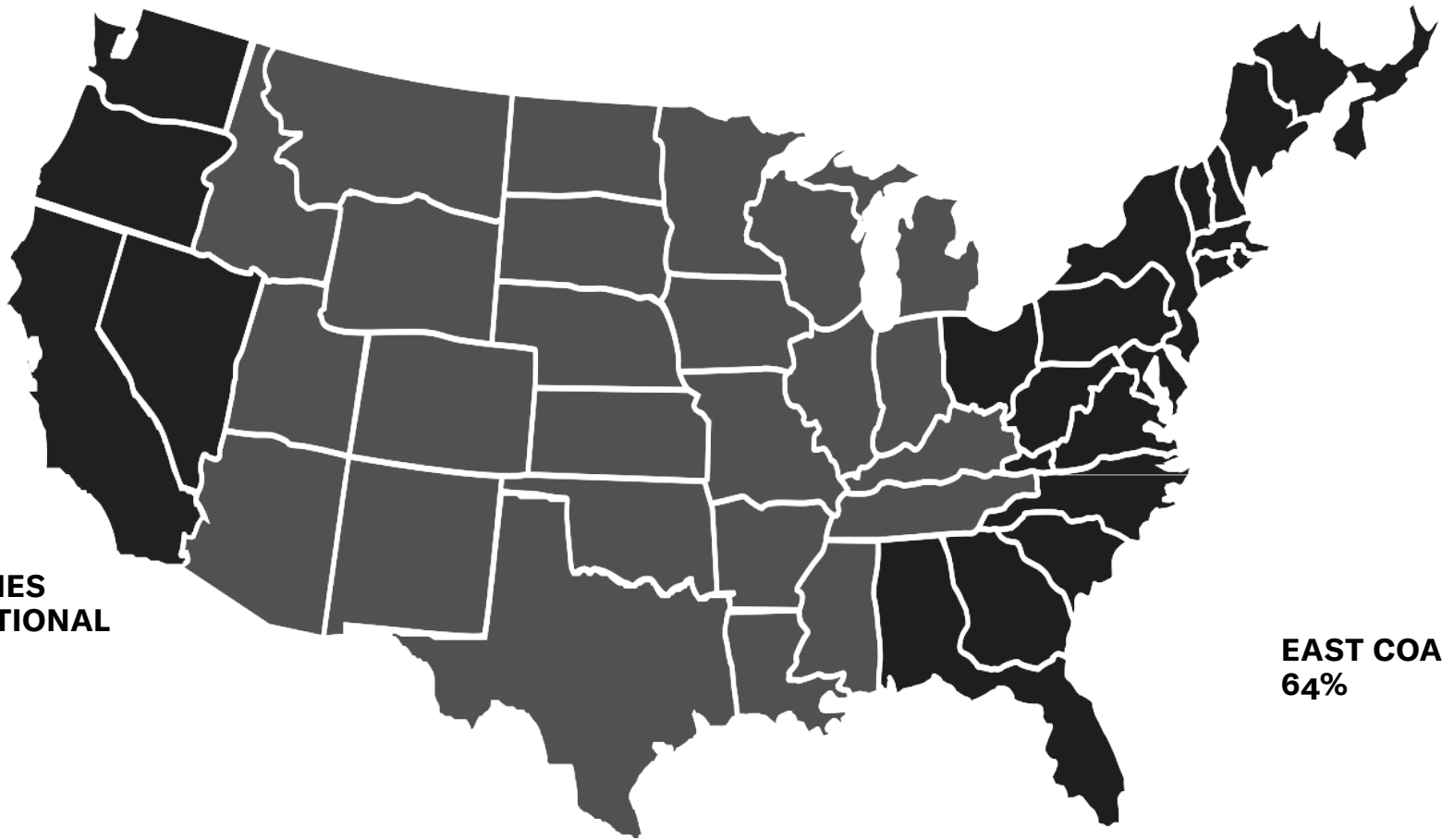
Sundance Film Festival

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 rdvorin@thegotham.org
— FM General Information File Preparation: filmmakermagazine.com/pdf

WEST COAST
19.39%

**OTHER US CITIES
AND INTERNATIONAL**
16.61%



EAST COAST
64%

Social Media

357,000+ Facebook Likes
100,000+ Twitter Followers

Web Traffic

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

Audience

40,250 Readership
27,000 E-mail Subscribers
11,500 Circulation*

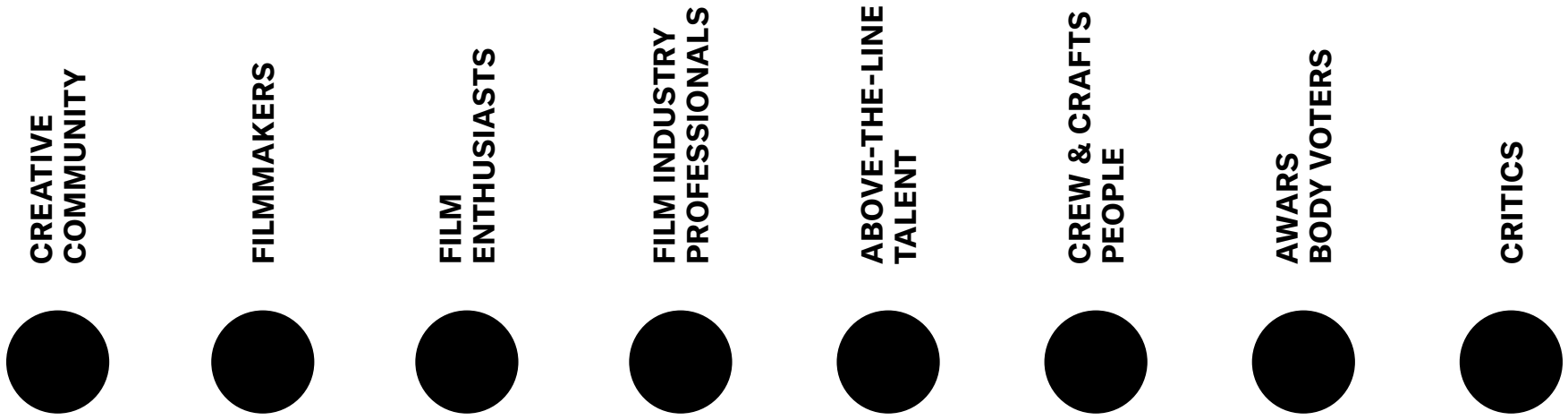
Top 10 Countries

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, the gotham members and at film events.



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%

FILMMAKER

**For advertising inquiries:
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