

FILMMAKER

2025 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 — 375K average weekly impressions			
Web Box [placed on desktop and mobile]	\$ 2,000	\$ 1,750	\$ 1,500
In-Article Web Box [placed on desktop and mobile]	\$ 2,000	\$ 1,750	\$ 1,500
Anchor Leaderboard [placed on desktop and mobile]	\$ 2,500	\$ 2,250	\$ 2,000
Leaderboard [placed on desktop and mobile]	\$ 2,000	\$ 1,750	\$ 1,500
Interstitial Overlay [placed on desktop and mobile]	\$ 1,400	\$ 1,300	\$ 1,200
Dynamic Dropdown	\$ 900	\$ 850	\$ 825
Leaderboard #2 [placed on desktop and mobile]	\$ 1,500	\$ 1,250	\$ 1,000
Web Box #2 [placed on desktop and mobile]	\$ 1,500	\$ 1,250	\$ 1,000
Background Skin plus Leaderboard	\$ 3,750		
Skyscraper	\$ 500	\$ 400	\$ 300
Thin Skyscraper	\$ 400	\$ 300	\$ 200
Leaderboard & Web Box Takeover [placed on desktop and mobile]	\$ 6,800		
Sponsored Post [copy/image provided by client]	\$ 2,500*	*Additional \$750 if you'd like us to write it. Includes post on Filmmaker Facebook and/or Instagram	
<ul style="list-style-type: none"> – Sponsorship of New Issue Launch Parties – Sponsorship of Video Interviews / Film Screenings + Q&A Session – Discounted Print & Digital Packages Available for Festivals, Film Commissions, Film Schools 		<p>Ask me @ rdvorin@thegotham.org for details</p>	

UNIT SIZE	OPEN RATE PER WEEK	4X	12X
THEGOTHAM.ORG — 12,9K average weekly impressions			
Leaderboard [placed on desktop and mobile]	\$ 600	\$ 570	\$ 555
Interstitial Overlay [placed on desktop and mobile]	\$ 1,250	\$ 1,190	\$ 1,150
Web Box [placed on desktop and mobile]	\$ 600	\$ 570	\$ 555
Leaderboard & Web Box Takeover [placed on desktop and mobile]	\$ 1,000		
FILMMAKER E-NEWSLETTER — 28K opt-in subscribers			
Leaderboard	\$ 800	\$ 760	
Web Box (plus optional copy / up to 300 characters)	\$ 800	\$ 760	
FILMMAKER'S CONSIDERATIONS Awards Newsletter (seasonal) — 40K opt-in subscribers			
Leaderboard & Web Box (plus optional copy / up to 300 characters)	\$ 2,000		
THE GOTHAM E-NEWSLETTER — 39K opt-in subscribers			
Leaderboard	\$ 1,500	\$ 1,425	
DEDICATED E-MAIL BLAST — Filmmaker & The Gotham, estimated 60K subscribers			
Image and Text	\$ 5,000		
DEDICATED E-MAIL BLAST — The Gotham members ONLY (Available only for in-person screening invites) estimated 2,000 sends			
Image and Text	\$ 2,000		
AUDIO			
Podcast: BACK TO ONE* (1 x week)	\$ 300/episode		5 for \$1,250

— 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.

*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

AD TYPE	SIZE (PIXELS)	MAX FILE SIZE	NOTES
Leaderboard	728 x 90 320 x 50 for mobile	200 KB	
Web Box	300 x 250	200 KB	
In-Article Web Box	300 x 250	200 KB	
Anchor Leaderboard	728 x 90 320 x 50 for mobile	200 KB	
Skyscraper	300 x 600	200 KB	
Thin Skyscraper	160 x 600	200 KB	
Interstitial Overlay	640 x 480 320 x 240 for mobile	200 KB	
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	600w – 1400w x any length	3 MB	600 px to 1400 px width, length can vary. JPG only. Subject Line: no longer than 150 characters.

- 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	\$ 3,800	\$ 3,600
2 Page Spread	\$ 8,000	\$ 7,600	\$ 7,200
PREMIUM UNITS			
Inside Front Cover	\$ 7,185	\$ 6,475	\$ 6,125
Inside Front Cover Spread	\$ 14,270	\$ 12,850	\$ 12,145
Inside Front Gatefold Cover Gatefold	\$ 29,600		
Inside Back Cover	\$ 6,585	\$ 5,935	\$ 5,610
Inside Back Cover Spread	\$ 13,070	\$ 11,775	\$ 11,125
Back Cover	\$ 7,960	\$ 7,160	\$ 6,765
FRACTIONALS			
2/3 Page 4C	\$ 3,160	\$ 2,855	\$ 2,700
1/2 Page 4C	\$ 2,655	\$ 2,330	\$ 2,270
1/3 Page 4C	\$ 2,115	\$ 1,915	\$ 1,815
1/4 Page 4C	\$ 1,830	\$ 1,660	\$ 1,570
1/6 Page 4C	\$ 1,540	\$ 1,395	\$ 1,325
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 2025

Locations

Publish: March 18, 2025

Ad Close: February 1, 2025

Creative due: February 12, 2025

→Spring Issue 2024

SUMMER 2025

Film School Guide, Emmy Awards Below the Line

Publish: June 26, 2025

Ad Close: May 13, 2025

Creative due: May 24, 2025

→Summer Issue 2024

FALL 2025

25 New Faces of Independent Film

Publish: September 18, 2025

Ad Close: August 5, 2025

Creative due: August 19, 2025

→Fall Issue 2024

WINTER 2025

Awards Season Below the Line, Sound & Visionaries

Publish: December 18, 2025

Ad Close: November 4, 2025

Creative due: November 18, 2025

→Winter Issue 2024

Dates are subject to change mid-year.

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

Gotham Awards

Sundance Film Festival

NAB

American Film Market

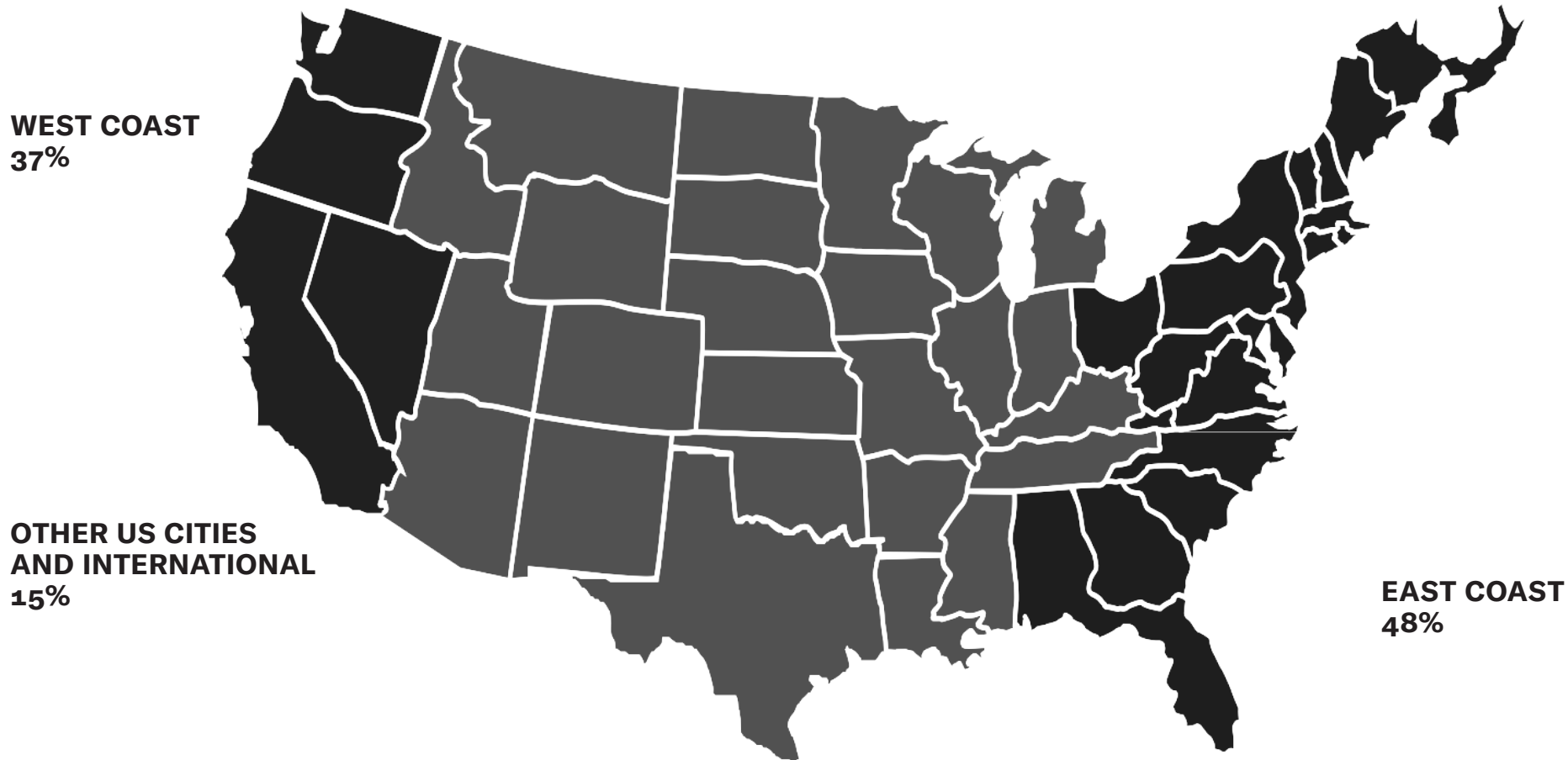
Austin Film Festival

IDA

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	4.89"w x 9.9"h	N/A	N/A	N/A
1/2 Page(Horizontal)	7.42"w x 4.75"h	N/A	N/A	N/A
1/2Page (Vertical)	3.62"w x 9.9"h	N/A	N/A	N/A
1/3 Page (Horizontal)	4.89"w x 4.75"h	N/A	N/A	N/A
1/3 Page(Vertical)	2.36"w x 9.9"h	N/A	N/A	N/A
1/4Page (Horizontal)	7.42"w x 2.36"h	N/A	N/A	N/A
1/4Page (Vertical)	2.99"w x 4.75"h	N/A	N/A	N/A
1/6 Page (Horizontal)	4.89"w x 2.25"h	N/A	N/A	N/A
1/6 Page (Vertical)	2.36"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.
- All BLEEDS MUST extend 0,125" beyond above listed measurements / TRIM is 0,125" inside / No crop marks required
- 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/advertise



Social Media

386,000+ Facebook Likes
 224,000+ X Followers
 44,500+ IG Followers
 (Filmmaker & Gotham combined)

Audience

60,000+ Readership
 108,000 E-mail Subscribers
 12,000 Circulation*

Subscription Price

Print \$24
 Digital \$12
 E-Newsletter Opt-in

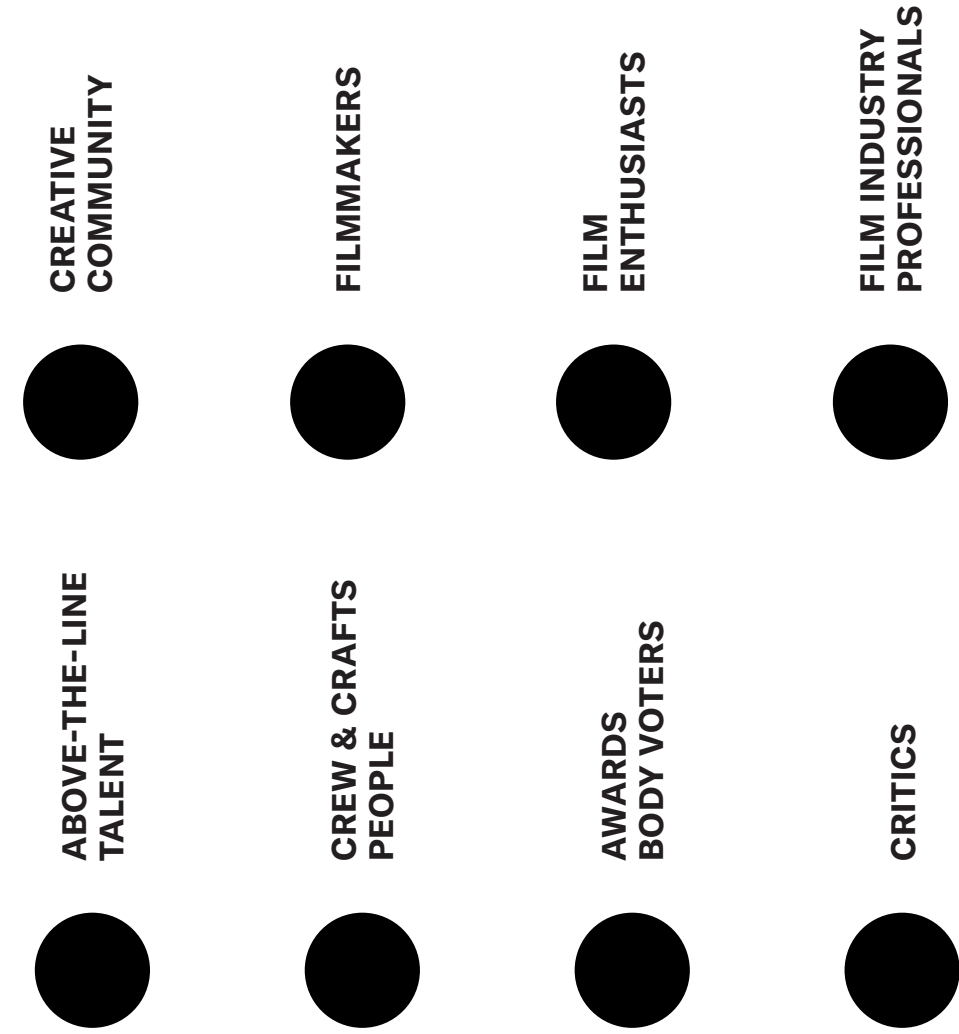
Web Traffic

Monthly Impressions — 2M
 Monthly Page Views — 325K
 Monthly Unique Views — 275K

Top 10 Countries outside of U.S.:

Canada, U.K., Australia, Germany,
 Sweden, Italy, Spain, New Zealand,
 France, India

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



LOOKING FOR GUILD MEMBERS?

80% of our readers are either union or guilds members including:
 AMPAS, IATSE, WGA, SAG/AFTRA,
 ASC, PGA, DGA

Age	18-24: 6%	Gender	56% Male	Education	High School: 13%	Income	\$200,000 and above: 13%
	25-34: 20%		44% Female		College: 44%		\$100,000 - \$200,000: 18%
	35-44: 33%				Masters: 37%		\$75,000 - \$100,000: 14%
	45-54: 22%				Doctorate: 6%		\$50,000 - \$75,000: 21%
	55-64: 11%						\$30,000 - \$50,000: 12%
65 and over: 8%				Under \$30,000: 22%			

Founded over 40 years ago in 1979 as the Independent Filmmaker Project (IFP), The Gotham is the largest and longest-running non-profit organization for independent film and storytelling in the United States. To date, The Gotham has supported over 10,000 projects and offered resources to more than 30,000 filmmakers, including the likes of renowned creators Barry Jenkins, Dee Rees, Laura Poitras, Richard Linklater, and Ava DuVernay.

Today, The Gotham continues to champion the future of storytelling by connecting artists across various media disciplines with essential resources at all stages of their career and projects' development. In addition, The Gotham fosters a vibrant and sustainable, independent creative community that encompasses a growing network of storytellers around the world.

GOTHAM WEEK/ PROJECT MARKET: FALL 2025 NY

Meetings-driven forum connecting new fiction and documentary projects in development with key industry executives interested in identifying projects for development, financing, or distribution.

NETWORKING, SCREENINGS, PANELS

Email rdvorin@thegotham.org for sponsorship and advertising details.

GOTHAM WEEK CATALOG Full Page \$1,200

+ Discounted bundles available with Filmmaker Magazine and/or digital campaigns

GOTHAM TV AWARDS: SUMMER 2025 NY

This new ceremony is a trailblazing effort as no other show aside from the Emmys focuses exclusively on celebrating TV.

Email rdvorin@thegotham.org for tickets, sponsorship and advertising details.

GOTHAM TV AWARDS PROGRAM: Full Page \$2.5K

+ Discounted bundles available with Filmmaker Magazine and/or digital campaigns

GOTHAM FILM AWARDS: FALL 2025 NY

The Gotham Awards honors visionary talent in front of and behind the camera, expands the audience for groundbreaking film and television, and supports the year-round work of the not-for-profit The Gotham Film & Media Institute. With high-profile VIP guests and a superior location, the Gotham Awards provides sponsors with an incomparable setting for a meaningful presence at the first honors of the film awards season

Email rdvorin@thegotham.org for tickets, sponsorship and advertising details.

GOTHAM AWARDS PROGRAM: Full Page \$3K

+ Discounted bundles available with Filmmaker Magazine and/or digital campaigns

FILMMAKER

**For advertising inquiries:
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