



2017
MEDIA KIT

The Magazine of
Independent Film

FILMMAKER MAGAZINE

Filmmakers. Industry. Audiences.



Introduction

Since 1992, *FILMMAKER Magazine* has consistently delivered a must-read publication for those involved in American independent cinema. Published by IFP and dedicated to filmmakers and those who appreciate independent films, *FILMMAKER Magazine* offers comprehensive information on every facet of the production cycle. The magazine is an established, unique and authoritative voice, providing the highest quality coverage on the business and craft of independent filmmaking as well as the technologies that drive content creation.

The Independent Filmmaker Project (IFP) operates the Made in NY Media Center by IFP and is the premier advocacy organization for independent filmmakers, championing the future of storytelling in the digital age by fostering a vibrant and sustainable independent filmmaking community. IFP has supported over 7,000 films and offered resources to more than 20,000 filmmakers over its 35 year history, developing 350 new feature and documentary films each year. IFP represents a growing network of 10,000 filmmakers in New York City and around the world.

IFP guides filmmakers in the art, technology and business of independent filmmaking through its year-round programming and with the introduction of its state-of-the-art Media Center, a 20,000 square foot building in Brooklyn, NY. In addition to its year-round workshops, seminars, conferences and mentorships, IFP's programs include Independent Film Week, Envision, the Gotham Independent Film Awards and the Independent Filmmaker Labs. IFP also publishes *FILMMAKER Magazine*.

Founded in 1979, IFP is the largest and most established not-for-profit dedicated to independent film.

More information at:

www.ifp.org | www.filmmakermagazine.com | gotham.ifp.org

Assets

FILMMAKER Magazine

FILMMAKER is printed quarterly and delivers high quality editorial on the craft and business of filmmaking.

The magazine is available domestically and internationally.

Social Media

FILMMAKER engages a broad audience on social media with highly curated posts that reach a large community.

Custom Event Activations

IFP offers sponsored events and activations at its signature properties: Made in NY Media Center by IFP, Gotham Independent Film Awards, IFP Independent Film Week.

Filmmaker Magazine.com

Breaking news, director interviews, film reviews, festival coverage, professional advice & more.

Mobile

FILMMAKER is optimized for mobile, allowing readers to connect with our content from their hand-held device.

E-Newsletters

Sent weekly. Coverage of new releases, upcoming festivals, deadlines and links to newly-published content, straight to your inbox.

IFP.org

The essential resource for content creators seeking to connect with like-minded people and attend events and programs to hone their craft.



Reach

CIRCULATION

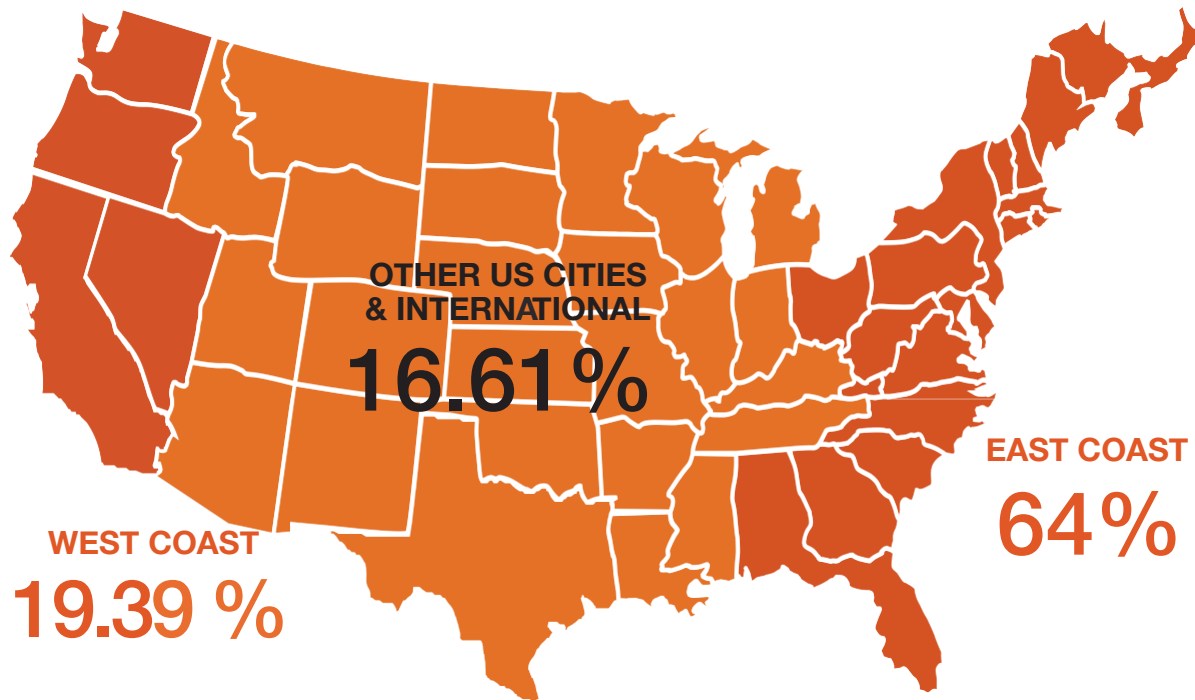
32,000 Readers
24,000 E-mail Subscribers

SOCIAL MEDIA

300,000+ Facebook Likes
72,000+ Twitter Followers

SUBSCRIPTION PRICE

Print \$18
Digital \$10
E-Newsletter Free



TOP 10 COUNTRIES

USA	Germany
United Kingdom	France
Canada	Brazil
India	Netherlands
Australia	Spain

Editorial Content: Director Interviews



LOVE on the outside

AVA DuVERNAY won the Best Director prize at Sundance for her second dramatic feature, *Middle of Nowhere*, a heartfelt and complex tale of a woman discovering her own identity while fighting for the parole of her convict husband. A writer, director and also distributor, DuVERNAY is releasing the film through a partnership between her own African-American Film Festival Releasing Movement and Participant Media. Producer NEKISA COOPER learns more.

At the heart of each issue is the magazine's long-form, in-depth and meticulously edited conversations with today's top independent film directors and auteurs.



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WHEN I *get out* OF HERE

Coming off his Oscar-winning film *Slumdog Millionaire*, DANNY BOYLE's *127 Hours* retraces the harrowing ordeal of canyoneer Aron Ralston (played by James Franco), who was trapped by himself for five days in the mountains of Utah. By Scott Macaulay Photographs by Henny Garfunkel



Time's Up

After a seven year absence from features, **Kathryn Bigelow** returns with **The Hurt Locker**, an intense look at the psychology of war as told from the vantage point of a ragtag Army bomb disposal team. **By Nick Dawson**

Impulses

If **Steve McQueen**'s critically-acclaimed debut, **HUNGER**, portrayed a man in frightening control of his own body, his follow-up, **SHAME**, shows the opposite — a man unable to curb his addiction to sex.

By **Scott Macaulay**
Photograph by **Henny Garfunkel**

PUSHING

After finding success producing such titles as *Monster's Ball* and *The Woodsman*, and then receiving the worst reviews of his career with his directorial debut, *Shadowboxer*, **Lee Daniels** rebounds with his second directing effort, the Sundance and Toronto-winning **Precious**. **By Jason Cuerrasio**

AWAY



Touchdown DANCE

DAVID O. RUSSELL makes bipolar disorder, dance competitions, and the NFL the stuff of romantic comedy in **Silver Linings Playbook**, a seriously funny feature with star turns by **BRADLEY COOPER** and **JENNIFER LAWRENCE**. **MIGUEL ARTETA** interviews writer/director **RUSSELL** and executive producer and star **COOPER**.

Portrait by **ELIOT LEE HAZEL**.

Industry Beat

Contributing Editor Anthony Kaufman explores and analyzes the latest independent film business trends and developments.

Festival Circuit

Reports from A-list festivals such as Cannes, Sundance and Berlin, as well as underground discoveries like the Borscht Film Collaborative and the True/False Film Festival.

FILMMAKER's correspondents travel the globe critiquing not just the films but the festivals themselves.

Has the Cinematic Water Cooler Run Dry?

ANTHONY KAUFMAN ON THE QUESTION OF INDEPENDENT FILM AND CULTURAL IMPACT.

A Rising Tide?

ANTHONY KAUFMAN ASKS WHETHER OR NOT A RISING ECONOMY IS A GOOD THING FOR INDEPENDENT FILM.

Editorial Content: Columns

Time and Tempo

The latest trends in film editing are explored and analyzed by filmmaker and critic Nicholas Rombes.

Extra Curricular

Critic and USC professor Holly Willis finds innovative courses, inspiring professors and noteworthy trends in film schools across the nation.

Super 8

Not just film but music, literature, art and underground culture. In each issue, *FILMMAKER* curates eight things to keep you in the know.

Without Words

NICHOLAS ROMBES ON THE “EARLY CINEMA”
MONTAGE OF JONATHAN GLAZER’S *UNDER THE SKIN*.

Teaching Immersion and Stereoscopy

HOLLY WILLIS ON THE TEACHING OF 3D AND
IMMERSIVE CINEMA.

Girl Gangs and Tweetstorms

EIGHT THINGS TO KEEP YOU IN THE KNOW

Line Items

Detailed appraisals of the latest cameras, articles on how to find a producer or negotiate a distribution deal — deeply informed and well-researched, written by working directors, producers and cinematographers.

Reports

Set visit, new distribution ventures, news from the production world — FILMMAKER's front-of-the-book section contains punchy missives on a variety of filmmaking topics.

Parting Shot

Brief conversations with today's newest directors.

Kick Out the Jams

AFTER MAKING HER DEBUT FEATURE *DETROIT UNLEADED* IN HER HOME TOWN, ROLA NASHEF DEVELOPED A SECOND PROJECT: A NEW FILM LAB TO NURTURE THE NEXT GENERATION OF THE CITY'S STORYTELLERS.

Shakespeare in the Park

LANDING IN NEW YORK FROM HIS NATIVE BUENOS AIRES, MATÍAS PIÑEIRO FINISHES PRODUCTION OF HIS LATEST LITERARY-THEMED FEATURE. VADIM RIZOV SPENDS A DAY ON SET.

Audience

AGE

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

INCOME

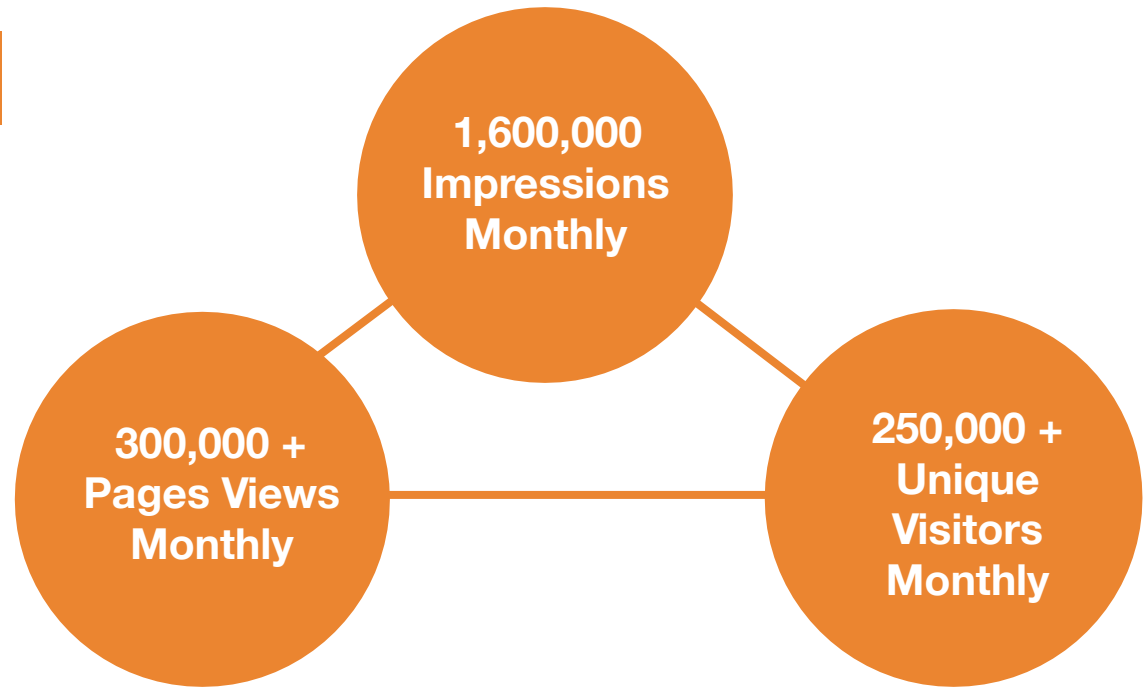
\$200,000 and above: 13%
\$100,000 - \$200,000: 18%
\$75,000 - \$100,000: 14%
\$50,000 - \$75,000: 21%
\$30,000 - \$50,000: 12%
Under \$30,000: 22%

GENDER

56% Male
44% Female

EDUCATION

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



Creative Community



Filmmakers



Film enthusiasts



Film industry professionals



Above – the – line – talent



Crew + crafts people



Awards – body voters



Critics



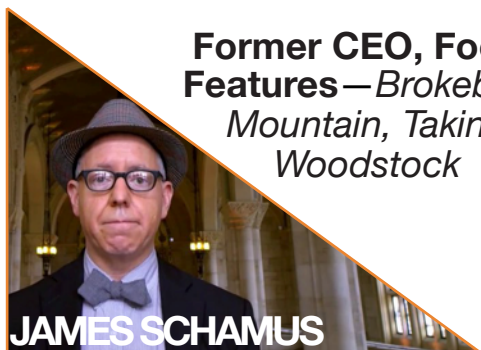
Testimonials



MIRANDA JULY

Director—*Me and You and Everyone We Know, Somebody*

“*FILMMAKER* was one of the very first magazines to write about my work (when I was still making short films) and they still are the only film magazine that manages to predict the future again and again. They also stay up to the minute on new technology, distribution methods — and have always bucked the sexism in the industry. Recently a new series on a major network asked me for a list of young women directors — when I ran out of names I turned to The ‘25 New Faces’ and quickly discovered some shining talent to add to the list.”



JAMES SCHAMUS

Former CEO, Focus Features—*Brokeback Mountain, Taking Woodstock*

“*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.”

Writer/Director/Producer—*In The Bedroom, Little Children*



TODD FIELD

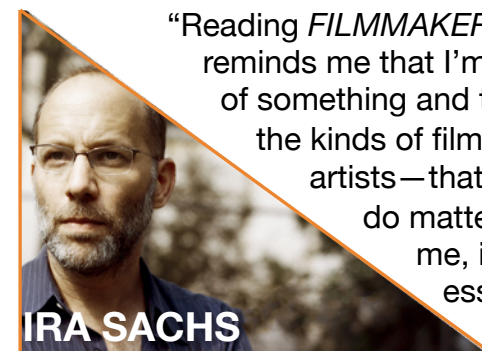
“*FILMMAKER* began around the same time I started film school — the fall of 1992. I remember the early passion in the magazine — those first issues were exciting and informative. Years later much has changed in the world of film... however, the magazine is as pure and vital as ever. Its enormous contribution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

Writer/Director/Producer—*Tiny Furniture Girls*



LENA DUNHAM

“I love that *FILMMAKER* bucks box office trends and celebrates and lifts up diverse independent filmmakers — it’s not just lovely, it’s necessary.”



IRA SACHS

Writer/Director—*Love is Strange, Keep the Lights On*

“Reading *FILMMAKER* reminds me that I’m a part of something and that the kinds of films—and artists—that I love do matter. For me, it’s truly essential.”

Editorial Team



Scott Macaulay

The Editor-in-Chief and Co-Founder of *FILMMAKER*, Scott Macaulay is also an active film producer and Co-President of the NY-based Forensic Films. His credits include *Gummo*, *Julien Donkey-Boy*, *Raising Victor Vargas*, *What Happened Was*, *The Chateau*, *Off the Black* and many other films.

Brandon Harris

Is a film professor at SUNY Purchase and has written for the *New Yorker*, *The New Republic*, *The Guardian*, *Vice* and *N+1*. His film *Redlegs*, a *New York Times* Critics Pick, is available on Amazon and iTunes.

Anthony Kaufman

Is a film programmer and film journalist who has written for the *New York Times*, *Los Angeles Times*, *Wall Street Journal*, *Variety*, *Village Voice* and *Screen Daily*. He is one of the Founding Editors of *Indiewire*, where he currently writes the documentary column *Reality Checks*. He is also the Co-Author of *Hope for Film: From the Frontlines of the Independent Cinema Revolutions* and the Editor of *Steven Soderbergh: Interviews*.

David Leitner

Has over 60 director, DP, and producer credits in documentaries and dramas, including eight Sundance Film Festival premieres. He is an author, columnist and speaker, and a contributor to the textbook classic *The Filmmaker's Handbook*.

Ray Pride

Is the longtime Film Critic of Chicago's *Newcity Magazine* as well as News Editor of *MovieCityNews.com*.

Vadim Rizov

Is the Managing Editor of *FILMMAKER Magazine* and a regular contributor to publications, including *The AV Club*, *Sight & Sound* and *Little White Lies*.

Nicholas Rombes

Is Author of the novel *The Absolution of Roberto Acestes Laing and Ramones* from the *33 1/3 Series*, and director of the film *The Removals*. He teaches in Detroit.

Sarah Salovaara

Is a filmmaker, writer and film programmer living in New York. She is the Contributing Web Editor of *FILMMAKER Magazine*.

Lauren Wissot

Is a film critic and journalist, filmmaker and programmer, and a contributing editor at *FILMMAKER Magazine*. She serves as Director of Programming for the Hot Springs Documentary Film Festival and programming consultant for the Santa Fe Independent Film Festival.

Print Editorial Calendar

SPRING ISSUE: TECH & INNOVATION

Pub Date: April 2017
Ad Close: February 28
Materials Due: March 6

SUMMER ISSUE: NEW FACES

Pub Date: June 2017
Ad Close: May 1
Materials Due: May 8

FALL ISSUE: 25TH ANNIVERSARY

Pub Date: September 2017
Ad Close: July 31
Materials Due: August 7

WINTER ISSUE: AWARDS

Pub Date: December 2017
Ad Close: October 31
Materials Due: November 7



Print Specs

SIZE	BLEED	NON-BLEED	TRIM	LIVE (SAFE) AREA
Full Page, Back Cover, Inside Front or Back Cover	8.5"w x 11.125"h	N/A	8.375"w x 10.875"h	7.75"w x 10.25"h
2/3 Page	N/A	4.75"w x 9.75"h	N/A	N/A
1/2 Page (Horizontal)	N/A	7.125"w x 4.875"h	N/A	N/A
1/2 Page (Vertical)	N/A	4.75"w x 7.250"h	N/A	N/A
1/3 Page (Horizontal)	N/A	4.75"w x 4.75"h	N/A	N/A
1/3 Page (Vertical)	N/A	2.25"w x 9.75"h	N/A	N/A
1/4 Page	N/A	7.25"w x 2.5"h	N/A	N/A
1/6 Page (Horizontal)	N/A	3.625"w x 2.5"h	N/A	N/A
1/6 Page (Vertical)	N/A	2.25"w x 4.875"5h	N/A	N/A

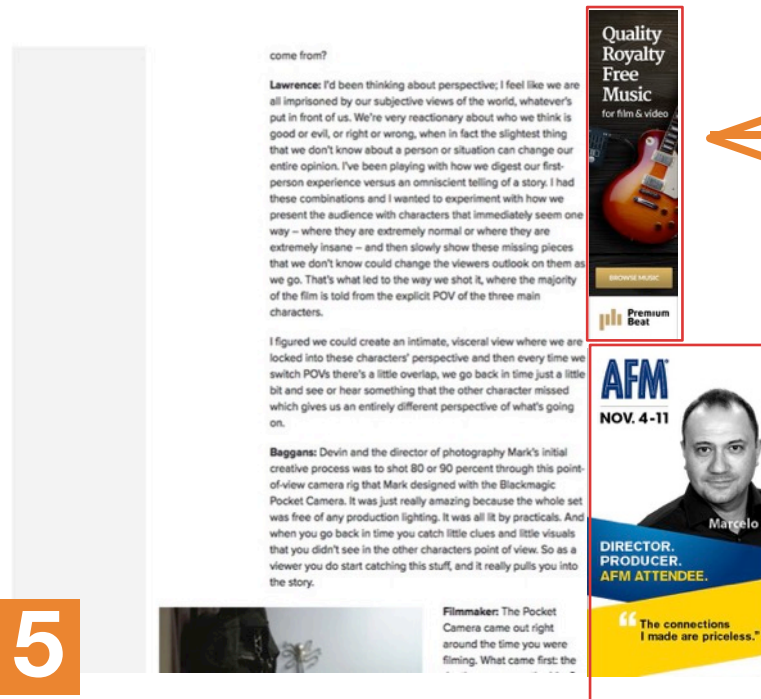
Digital Ad Products: Filmmakermagazine.com



Leaderboard 728 x 90 pixels

Interstitial Overlay 640 x 480 pixels

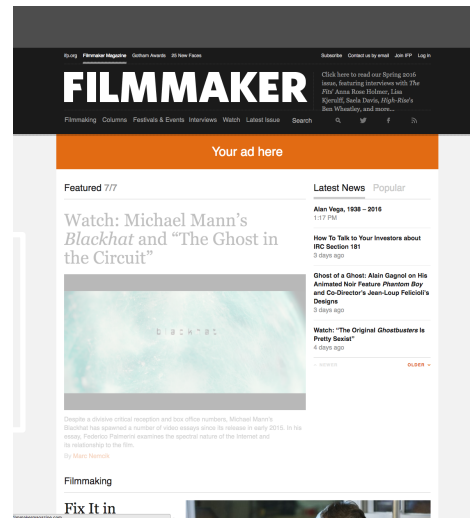
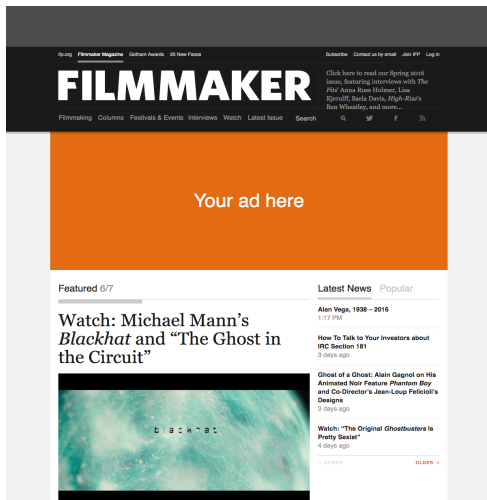
Web Box 300 x 250 / 600 x 500 pixels



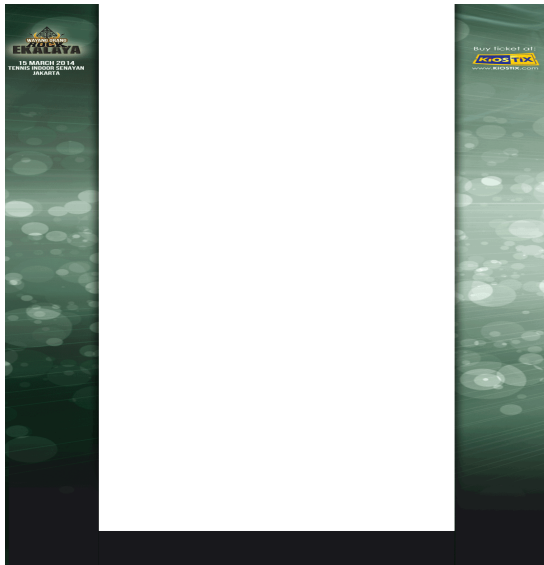
Thin Skyscraper 160 x 600 pixels

Skyscraper 300 x 600 pixels

Digital Ad Products: Filmmakermagazine.com



Dynamic Dropdown
728 x 90 to 728 x 360 pixels

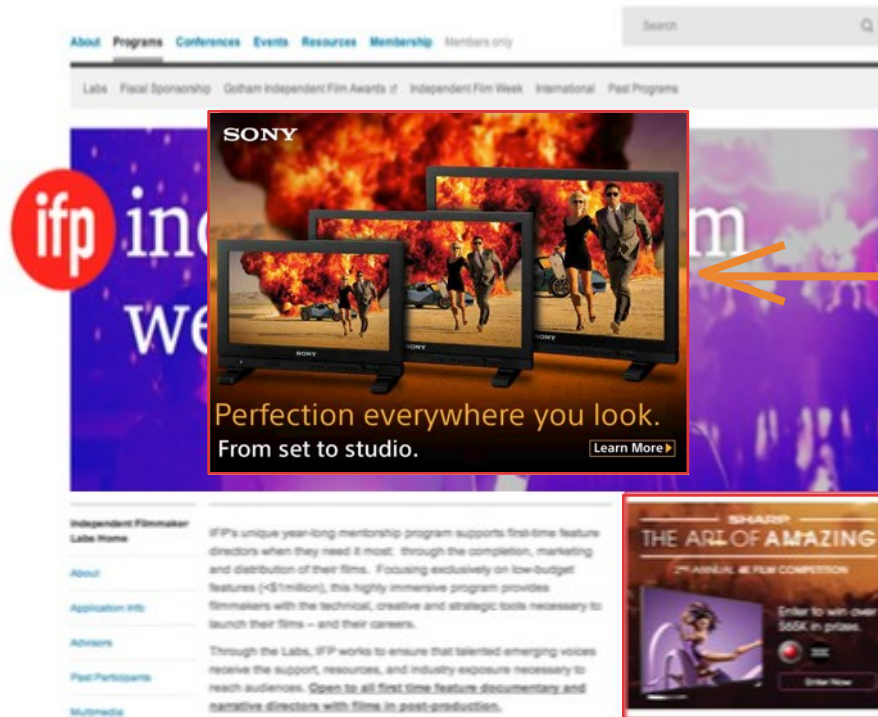


Background Skin
1500 x 2000 with 980 center column

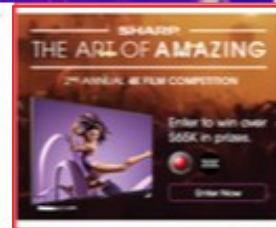
Digital Ad Products: IFP.org



Leaderboard 728 x 90 pixels



Interstitial Overlay 640 x 480 pixels

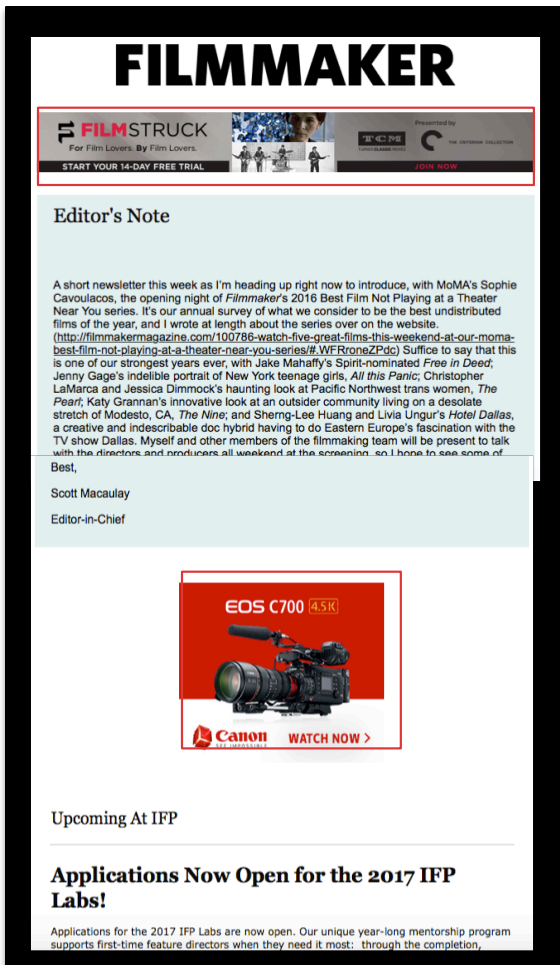


Web Box 300 x 250 pixels

Digital Specs: E-Newsletters

FILMMAKER Magazine

IFP



← Leaderboard →
728 x 90 pixels

← Web Box →
300 x 250 pixels



Print Rates

SIZE/POSITION	DISCOUNTED			
	1x	2x	3x	4x
FULL-PAGE				
4 Color	\$4,000	\$3,600	\$3,240	\$2,916
B&W	\$2,420	\$2,178	\$1,961	\$1,765
PREMIUM UNITS				
Inside Front Cover	\$7,210	\$6,489	\$5,841	\$5,257
Inside Back Cover	\$6,438	\$5,795	\$5,216	\$4,695
Back Cover	\$7,468	\$6,722	\$6,050	\$5,445
PARTIALS				
2/3 Page 4C	\$2,266	\$2,040	\$1,836	\$1,653
2/3 Page B&W	\$1,957	\$1,762	\$1,586	\$1,428
1/2 Page 4 C	\$2,000	\$1,800	\$1,620	\$1,458
1/2 Page B&W	\$1,700	\$1,530	\$1,377	\$1,383
1/3 Page 4 C	\$1,442	\$1,298	\$1,169	\$1,053
1/3 Page B&W	\$1,226	\$1,103	\$994	\$895
1/4 Page 4C	\$1,133	\$1,020	\$ 918	\$826
1/4 Page B&W	\$927	\$835	\$752	\$677
1/6 Page 4C	\$824	\$742	\$668	\$600
1/6 Page B&W	\$670	\$603	\$542	\$489

Digital Rates

	DISCOUNTED				
	2 WEEKS	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
FILMMAKER MAGAZINE.COM					
Leader Board	\$1,500	\$2,850	\$8,775	\$16,575	\$31,200
Web Box (placed on desktop, mobile & Facebook Instant Articles)	\$2,500	\$4,750	\$14,625	\$27,625	\$52,000
Skyscraper	\$2,000	\$3,800	\$11,700	\$22,100	\$41,600
Thin Skyscraper	\$1,500	\$2,850	\$8,775	\$16,575	\$31,200
Interstitial Overlay	\$4,000	\$7,200	\$18,000	N/A	N/A
Background Skin	\$4,000	\$7,200	\$18,000	N/A	N/A
Dynamic Dropdown	\$3,500	\$6,300	\$15,750	N/A	N/A
Homepage Takeover	\$9,000	N/A	N/A	N/A	N/A
IFP.ORG					
Leader Board	\$1,000	\$1,900	\$5,850	\$11,050	\$20,800
Web Box	\$1,500	\$1,900	\$5,850	\$11,060	\$20,800
Interstitial Overlay	\$4,000	\$7,200	\$18,000	N/A	N/A
FILMMAKER E-NEWSLETTER					
Leader Board	\$1,600	\$3,040	N/A	N/A	N/A
Web Box	\$1,800	\$3,240	N/A	N/A	N/A
IFP E-NEWSLETTER					
Leader Board	\$1,800	\$3,240	N/A	N/A	N/A
MOBILE					
Leader Board	\$1,500	\$2,850	\$8,775	\$16,575	\$31,200
Web Box	\$2,000	\$3,800	\$11,700	\$22,100	\$41,600
Interstitial Overlay	\$4,000	\$7,200	\$23,400	N/A	N/A

FILMMAKER

For advertising inquiries:

Advertise@ ifp.org

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