

2025 MEDIA KIT

FILMINK

SINCE 1997



AUSTRALIA'S PREMIER ONLINE MOVIE MAGAZINE

ENTERING ITS 29TH YEAR, THE BRAND IS A TRUSTED INSTITUTION, RESPECTED ALL AROUND THE WORLD

**"A COOL,
INDEPENDENT
MOVIE
MAGAZINE."**

RUSSELL CROWE



OVERVIEW

THE BEST AND MOST COMPREHENSIVE MOVIE, SHOW AND GAME REVIEWS...

- **The best and most comprehensive movie reviews** - rated with our reader friendly \$ rating system.
- **The most interesting features** - with respected journalists in New York, LA, London and Australia, we get the best interviews.
- **Latest news** - film festivals, courses and industry news
- **CLUBINK** - movie of the month, members-only screenings and giveaways.

OUR LONG-STANDING REPUTATION MEANS THAT WE KNOW FILM LIKE NO-ONE ELSE - AND WE TELL IT LIKE IT IS



FILMINK IS AUSTRALIA'S LONGEST RUNNING AND MOST TRUSTED PROSUMER MOVIE MAGAZINE

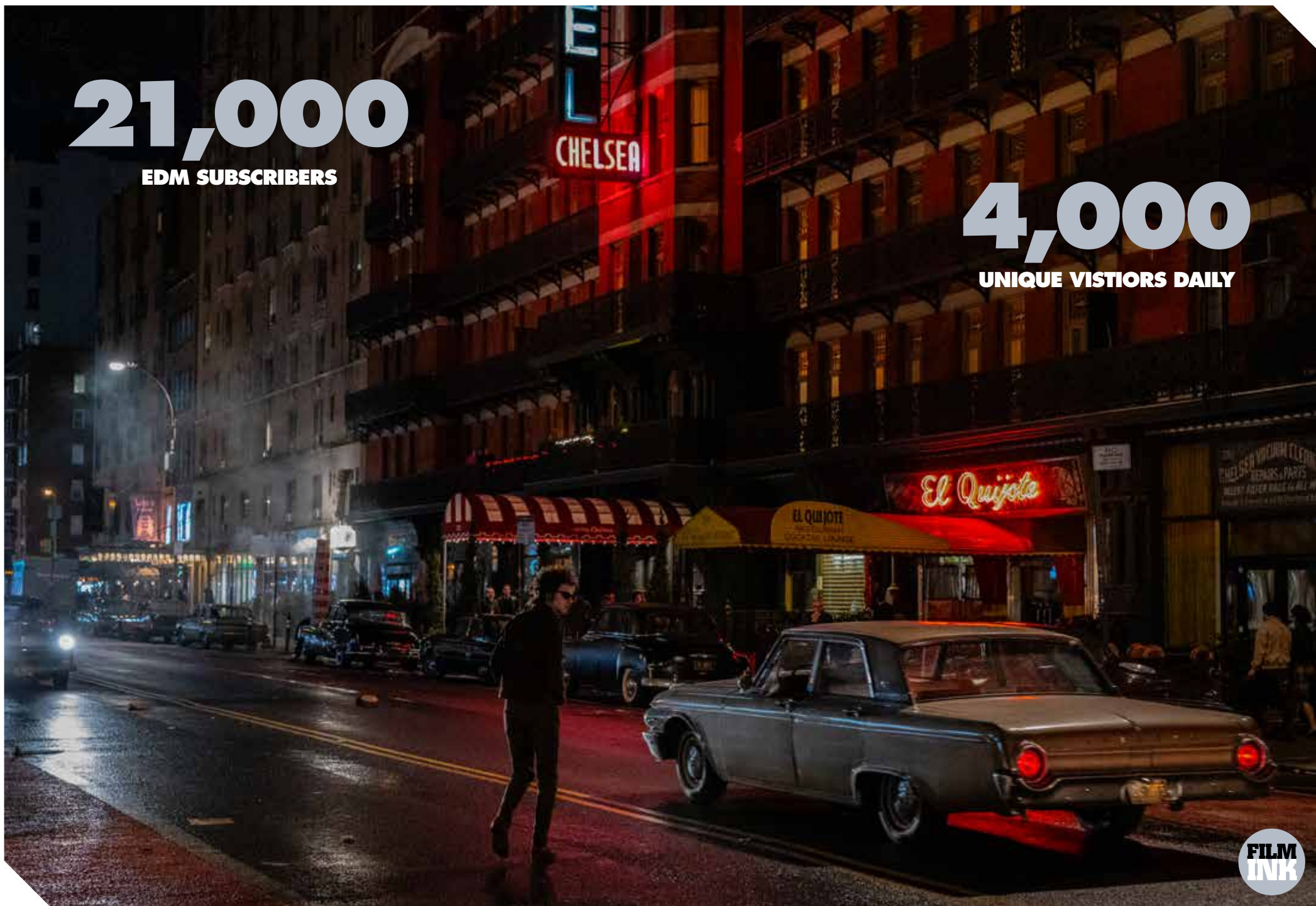


21,000

EDM SUBSCRIBERS

4,000

UNIQUE VISITORS DAILY



FACTS

ENGAGED, INDEPENDENT,
DIVERSE, WITTY, ACTIVE,
AUSTRALIAN, HISTORIC,
SUPPORTIVE, AUTHORITATIVE

- Launched as a print magazine in 1997
- Website, www.filmink.com.au launched in 1998 and going strong today.
- Weekly EDM subscribers - 21,000
- Unique visitors daily - 4,000
- Core target market - film, cinema and home entertainment consumers, filmmakers, aspiring and established
- Frequency - updated at least 10+ times daily
- FilmInk's primary readership is 18-34 year olds (50%), female skewed (52%) who spend big on entertainment



18-34
MEDIAN AGE

70%
IN AUSTRALIA

52%
FEMALE

48%
MALE



READERSHIP PSYCHOGRAPHICS

CHEEKY, IRREVERENT,
WITH A GOOD SENSE
OF HUMOUR

**EARLY
ADOPTERS**

**FILM LOVERS:
CREATORS,
BUFFS &
CONNOISSEURS**

ARE HIGHLY
INVOLVED IN THE
CONTENT OF THE
WEBSITE

OPINION LEADERS. THEY
CONSIDER THEMSELVES EXPERTS
IN MAKING VIEWING AND
PURCHASING DECISIONS

**INTELLIGENT,
INSIGHTFUL,
VOCAL CRITICS**

**FILM
INK**

WHAT WE CAN OFFER

AS AN INDEPENDENT MAGAZINE, WE ARE FLEXIBLE IN THE WAY WE DO BUSINESS WITH CLIENTS

We are always keen to extend business relationships beyond traditional paid placement, and are happy to discuss creative marketing options for your brand.

- **Influence over an entertainment-savvy audience with a high disposable income**
- **Value for money rates and packages that go above and beyond banner display advertising**
- **Involvement in unique promotions and giveaways**
- **Editorial support for advertising**
- **Native editorial**
- **Creation of video content**
- **An ongoing relationship**
- **Brand/Product seeding, tickets, brand extension and advertising at FilmInk screenings**
- **Brand extension / activations**



SOME OF OUR HAPPY CUSTOMERS



A man and a woman are shown in a close embrace. The man is on the left, looking down at the woman on the right. They are both wearing dark clothing. The background is a solid, muted red color. The overall mood is intimate and emotional.

FILM DISTRIBUTION SERVICES UNDER THE BANNER OF SCREEN INC

AFTER 25+ YEARS EXPERIENCE IN THE AUSTRALIAN FILM INDUSTRY, FILMINK HAS PIVOTED TO ALSO INCLUDE FILM DISTRIBUTION AS PART OF ITS SUITE OF SERVICES. WHETHER IT'S RELEASING FILMS INTO CINEMAS AS A SERVICE OR TAKING AUSTRALIA/NEW ZEALAND RIGHTS TO QUALITY INDEPENDENT FILMS, WE ARE HERE TO HELP



DIGITAL RATES

AD SIZES / PRICES

We accept Jpegs, Gifs (static and animated) and HTML.

Advertising can be hosted externally or on our site. A Solus EDM is also available for \$1000, sent to our database of 21,000 EDM subscribers.



SIZE	PIXEL SIZE (height x width)	PRICE (weekly)	IMPRESSIONS
Top Banner	1040 x 90	\$750	20,000
Small Banner	728 x 90	\$750	20,000
HP Banner	300 x 600	\$750	15,000
EDM Banner	600 x 150	\$500	8,500
SKINNING	1547 x 960	\$1250	50,000
THE WHOLE PACKAGE		\$3000	113,500

**SPONSORED POSTS AVAILABLE
- PRICE ON APPLICATION**



SAMPLE PROPOSAL

\$5,000 INVESTMENT

- 2 week activity rotating across the site
- Top banner - 1040 x 90 (minimum 33% SOV)
- Small banner - 728 x 90 (minimum 33% SOV)
- Half page - 300 x 600 (minimum 33% SOV)
- Skinning / Wallpaper (minimum 33% SOV)
- EDM - 600 x 150
- Solus EDM x2
(sent to 21,000 EDM subscribers)
- **Above would deliver 300,000 impressions**
- Editorial Support x2 (written and/or video)
- \$200 sponsored Facebook post
- Promotional support x2
- 3x tagged social media posts



**LET'S GET CREATIVE & MAKE
YOUR CAMPAIGN A SUCCESS
WITH OUR AUDIENCE**



CONTACT



CONTACT
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TO FIND OUT MORE

