

20

FILM

INK

SINCE 1997

**2017
MEDIA
KIT**



**PREMIER ONLINE
MOVIE MAGAZINE**
WWW.FILMINK.COM.AU

3,000+
UNIQUE VISITORS DAILY

13,000 Likes On Facebook
www.facebook.com/filmink

5,000 Per Episode
Films That Changed My Life Podcast

3,000 Followers on Instagram
www.instagram.com/filmink

13,500 Followers on Twitter
www.twitter.com/filmink

JULY 2017

FILMINK MARKS A MAJOR MILESTONE – 20 YEARS SINCE ITS LAUNCH. THE SECRET TO THIS LONGEVITY HAS BEEN OUR ABILITY TO ADAPT, FROM A FORTNIGHTLY FREE PRESS TO A SOLD-IN-NEWSAGENTS MONTHLY DIGEST THEN A MONTHLY FREE PRESS DISTRIBUTED AT CINEMA BOX OFFICES TO A PREMIUM BIMONTHLY MAGAZINE, AND NOW, AUSTRALIA'S PREMIER ONLINE MOVIE MAGAZINE

3,000+ unique visitors daily, 70% unique, delivering 1,000,000+ impressions monthly, with 12,500+ EDM subscribers.

Average CTR of .2% for display advertising.

DEMOGRAPHICS

18-24: 13%

25-34: 30%

35-44: 26%

45-54: 17%

Male: 55%

Australia: 81%

Movie Consumer: 100%

FILMINK IS...

AUSTRALIA'S PREMIER
MOVIE WEBSITE

WWW.FILMINK.COM.AU

2017

>> Television and streaming coverage will ramp up and stand on the same pedestal as cinema to reflect the current and future viewing habits of entertainment-seekers.

>> Video will play a much bigger role on the site, with our YouTube page getting a makeover and our site promoting regular professionally produced segments.

>> The incredibly popular phenomenon of Cosplay will be covered through regular video segments. Capitalising on the strong following enjoyed by professional and amateur cosplayers alike, and our strong ties with Australia's leading pop culture expo, Supanova, we will strive to make our coverage the leading channel in Australia, if not the world.

>> Gaming is a rapidly growing sector in the entertainment space, and often inspired by cinema and TV storytelling. Our approach to the coverage will encompass video and events, engaging with our existing and emerging audience both online and off.

>> The FilmInk Presents brand evolves to become a boutique big screen event distribution service for filmmakers and distributors, and work has commenced on a stand-alone genre film festival for 2017/18



Television

YouTube

Streaming

FilmInk Presents

NOVEMBER 2016

TM

supanova

pop culture expo



Gold Coast
Film Festival

Supanova Pop
Culture Expo

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PARTNERSHIPS

VIRGIN AIRLINES INFLIGHT ENTERTAINMENT

FilmInk has an ongoing relationship with Virgin Airlines, which extends to the following:

- >> Our popular podcast, Films That Changed My Life is available inflight.
- >> A digital magazine containing the highlights of our website is available inflight.

SUPANOVA POP CULTURE EXPO

FilmInk is a major partner of Australia's biggest pop culture expo, which takes place in April (Gold Coast, Melbourne), June (Sydney, Perth) and November (Brisbane, Adelaide).

- >> FilmInk has a large stand at each expo, which not only gives us the opportunity to activate our brand, but also your brand!
- >> FilmInk publishes the program for the Supanova Pop Culture Expo, which everyone in attendance receives and uses to guide them through the content-heavy show. We are also able to sell advertising in the program for your brand, which also gives you access to Supanova's vast EDM and social media audience.

GOLD COAST FILM FESTIVAL

FilmInk is a major partner of one of this country's fastest growing film festivals. Taking place in April each year, the festival showcases the best Australian and overseas films to a highly affluent audience.

- >> FilmInk publishes the program for the Gold Coast Film Festival, with 20,000 copies distributed around the Gold Coast promoting the festival. Advertising is available within the program, which FilmInk also sells.

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