3,500+ unique visitors daily,
Delivering 1,000,000+ impressions monthly.
The users browse 2.5 pages per visit.
13,300+ eDM subscribers (Open rate average: 15%)
Average CTR of 2% for display advertising.

DEMOGRAPHICS
25-34: 31%
35-44: 23%
Male: 52%
NSW: 37.6%
VIC: 28%
QLD: 15%
WA: 10%
SA: 6%
Movie consumers: 100%
Film Industry: 18%

3,500+ UNIQUE VISITORS DAILY
15,975 Likes On Facebook
www.facebook.com/filmink
60,000+ UNIQUE VISITORS MONTHLY
5,000 Per Episode
Films That Changed My Life Podcast
3,240+ Followers on Instagram
www.instagram.com/filmink
14,400+ Followers on Twitter
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**PREMIERE ONLINE MOVIE MAGAZINE**
WWW.FILMINK.COM.AU

**ADS ON FILMINK**

- Skinning/Wallpaper
- Top banner/ small banner/ half page (could be within 10 specific high-traffic articles)
- Native advertising & Editorials
- Trailer/teaser on the HP
- Promotion if some form of product is available

**SOCIAL & EDM**

- Twitter/Facebook/Instagram posts
- Sponsored social posts targeting our followers and their friends
- Tickets promotion on social pages to create traffic
- eDM promotion / eDM Banner / Solus eDM

FEEL FREE TO ASK A PROPOSAL WITH ANY BUDGET!
The Supanova Event Programme goes to everyone in attendance. It’s perfect for targeting the demographic that spends money on what they love; films, comics, merch, games.

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!

>>> Full-Page, Half-Page and bespoke placements in the programme available

>>> By advertising in the programme you also receive an eDM ad and a Facebook/Twitter cross-post.

**AUDIENCE:**

- 57% of attendees are 18-34 years old / 51% Female

- Email Database Marketing:
  - Total “opt-in” Email Database: 70,000+ fans
  - Regional eDM: numbers on request

- Facebook Stats:
  - Tour Impressions: 75M +/-
  - 147,000+ fan Facebook likes
  - Total Reach: 21M +/-

- Twitter Stats:
  - Tour wide Impressions: 90M +/-
  - 23,800+ fan Twitter Followers

**RATES:** Packages from $300 to $5,700

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<thead>
<tr>
<th>APRIL TOUR</th>
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<td>GOLD COAST: 27-29</td>
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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.

This program will hit arts-related venues in March, right at the time that thousands of visitors will be there for the Commonwealth Games.

Venues include all of the major hotels on the Gold Coast, Event Cinemas, Gold Coast Arts Centre along with other arts/music related venues, and cafes/restaurants.

**Rates:**
- Full page - $2000
- Half page - $1500

GOLD COAST FILM FESTIVAL 2018
17-29 April