OVERVIEW

“A cool, independent movie magazine.”
- Russell Crowe

FILMINK is Australia’s longest running and most trusted prosumer movie magazine

INFORMATION, HUMOUR, LIFESTYLE AND ENTERTAINMENT
• 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 – latest 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 FACTS

• Launched as a print magazine in 1997, which ceased publication in 2018.
• EDM subscribers – 20,000
• Unique visitors daily – 3,000
• Core Target Market – Film 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.
• 20,000 followers on Facebook
• 5,000 followers on Instagram
• 17,000 followers on Twitter
READERSHIP PSYCHOGRAPHICS

• Film lovers: buffs and connoisseurs.

• Cheeky, irreverent, with a good sense of humour.

• Intelligent, insightful, vocal critics.

• Early adopters.

• Opinion Leaders. They consider themselves experts in making viewing and purchasing decisions.

• Are highly involved in the content of the website.
WHAT FILMINK CAN OFFER YOU

• 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.
• Social media support.
• An ongoing relationship.

As an independent magazine, we are incredibly flexible in the way we do business with advertising clients. We are always keen to extend our business relationships beyond a traditional paid placement role, and are happy to discuss creative marketing options for your brand.
### AD SIZES / PRICES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>HxW pixels</th>
<th>PRICE (weekly)</th>
<th>IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>1040 x 90</td>
<td>$750</td>
<td>20,000</td>
</tr>
<tr>
<td>Small Banner</td>
<td>728 x 90</td>
<td>$750</td>
<td>20,000</td>
</tr>
<tr>
<td>HP Banner</td>
<td>300 x 600</td>
<td>$750</td>
<td>15,000</td>
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<tr>
<td>EDM Banner</td>
<td>600 x 150</td>
<td>$500</td>
<td>8,500</td>
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<tr>
<td>SKINNING</td>
<td>1547 x 960</td>
<td>$1250</td>
<td>50,000</td>
</tr>
</tbody>
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SAMPLE PROPOSAL

$2,000 investment

- 2-week activity rotating across the site:
- Top banner – 1040x90 (minimum 33% SOV)
- Small banner – 728x90 (minimum 33% SOV)
- Half-page – 300x600 (minimum 33% SOV)
- Skinning/Wallpaper (minimum 33% SOV)
- EDM – 600x150
- Solus EDM (sent to 20,000 EDM subs nationally)
- Insertion of 300x600 banner in body of 1 additional article per day through the course of campaign
- Above would deliver 300,000 impressions

- Editorial Support
- $200 sponsored Facebook post.
- Promotional Support (mailout of BOGOFs if available; ticket promo)
- Twitter, Facebook and Instagram support
CONTACT

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