ENTERING ITS 26TH YEAR, THE BRAND IS A TRUSTED INSTITUTION, RESPECTED ALL AROUND THE WORLD

“A COOL, INDEPENDENT MOVIE MAGAZINE.”

RUSSELL CROWE
OVERVIEW

INFORMATION, HUMOUR, LIFESTYLE & 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 - 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
20,000
EDM SUBSCRIBERS

3,500
UNIQUE VISITORS DAILY
FACTS

ENGAGED, DIVERSE, ACTIVE, ECLECTIC & SUPPORTIVE

- Launched as a print magazine in 1997
- EDM subscribers - 20,000
- Unique visitors daily - 3,500
- 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
- 20,000 followers on Facebook
- 5,000 followers on Instagram
- 17,000 followers on Twitter
- Podcast Film+, hosted by Eden Caceda receives 2000+ listens per episode

18-34 MEDIAN AGE
52% FEMALE
48% MALE
READERSHIP PSYCHOGRAPHICS

FILM LOVERS: BUFFS & 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
20,000 FACEBOOK FOLLOWERS

2,000+ LISTENS PER EPISODE

5,000 INSTAGRAM FOLLOWERS
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
- Inclusion in podcast Film+
- Brand/Product seeding, tickets, brand extension and advertising at FilmInk screenings
- Brand extension / activation at Supanova Comic-Con & Gaming expo

SOME OF OUR HAPPY CUSTOMERS
FILM DISTRIBUTION SERVICES

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 $800, sent to our database of 20,000 EDM subscribers.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PIXEL SIZE (height x width)</th>
<th>PRICE (weekly)</th>
<th>IMPRESSIONS</th>
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<td>Top Banner</td>
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<tr>
<td>Small Banner</td>
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<td>1547 x 960</td>
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SPONSORED POSTS AVAILABLE - PRICE ON APPLICATION
17,000 TWITTER FOLLOWERS

JUST LAUNCHED

2,000 SUBSCRIBERS
SAMPLE PROPOSAL

$3,000 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 (sent to 20,000 EDM subscribers nationally)
- Insertion of 300 x 600 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

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