



Since 1997

Media Kit

March 2021

Ph: 0411559519

dov@filmink.com.au

www.filmink.com.au

12/68 Cecily St, Lilyfield NSW 2040

OVERVIEW

“A cool, independent movie magazine.”

- Russell Crowe

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

INFORMATION, HUMOUR, LIFESYLE 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.**
- **Website, www.filmink.com.au launched in 1998 and going strong today.**
- 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

SIZE	HxW pixels	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

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

Director

Dov Kornits

0411 559 519

dov@filmink.com.au