

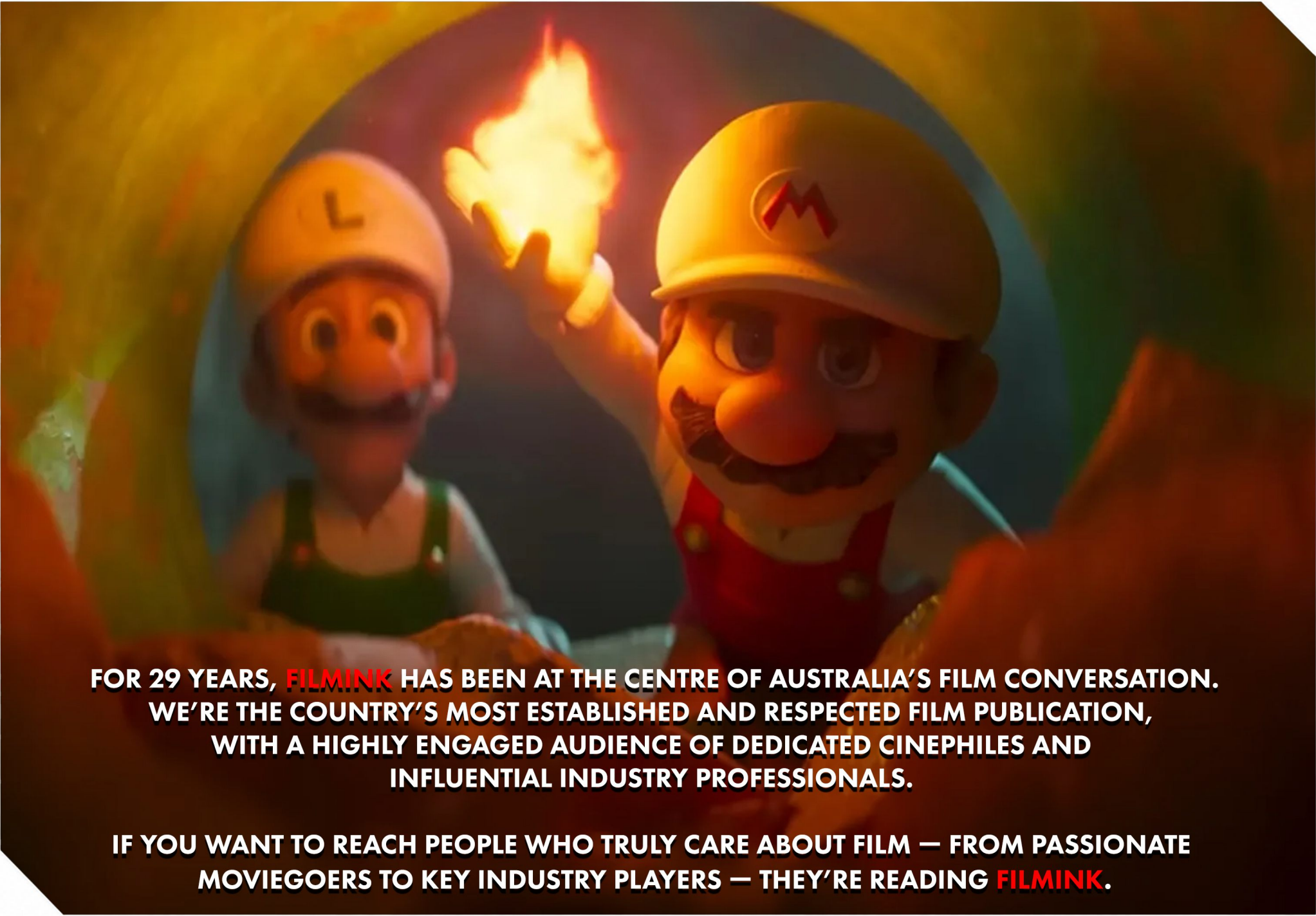
2026 MEDIA KIT

FILMINK

SINCE 1997



AUSTRALIA'S PREMIER ONLINE MOVIE MAGAZINE

A cinematic still from the Super Mario Bros. movie. Mario and Luigi are in a dark, rocky cave. Mario, in the foreground, wears his signature red overalls and a tan cap with a red 'M'. He holds a glowing fireball in his right hand. Luigi, in the background, wears green overalls and a tan cap with a green 'L'. The scene is dimly lit, with the primary light source being the fireball and some ambient light from the cave's opening.

FOR 29 YEARS, **FILMINK** HAS BEEN AT THE CENTRE OF AUSTRALIA'S FILM CONVERSATION.
WE'RE THE COUNTRY'S MOST ESTABLISHED AND RESPECTED FILM PUBLICATION,
WITH A HIGHLY ENGAGED AUDIENCE OF DEDICATED CINEPHILES AND
INFLUENTIAL INDUSTRY PROFESSIONALS.

IF YOU WANT TO REACH PEOPLE WHO TRULY CARE ABOUT FILM — FROM PASSIONATE
MOVIEGOERS TO KEY INDUSTRY PLAYERS — THEY'RE READING **FILMINK**.

WHY AUDIENCES CHOOSE **FILMINK**



DEFINITIVE REVIEWS

The latest films, series and games — reviewed with authority and clarity, using our reader-friendly \$ rating system to guide audiences to what's worth their time.



IN-DEPTH FEATURES & INDUSTRY INSIGHT

Smart, considered editorial that goes beyond the surface — from industry analysis and production stories to trend pieces shaping the screen landscape.



TALENT ACCESS & INTERVIEWS

Conversations with the people driving the industry — from emerging voices to global talent — delivered by experienced journalists across Australia and key international markets.



NEWS, FESTIVALS & OPPORTUNITIES

Up-to-date coverage of film festivals, industry news, courses and opportunities — keeping both audiences and professionals informed and connected.



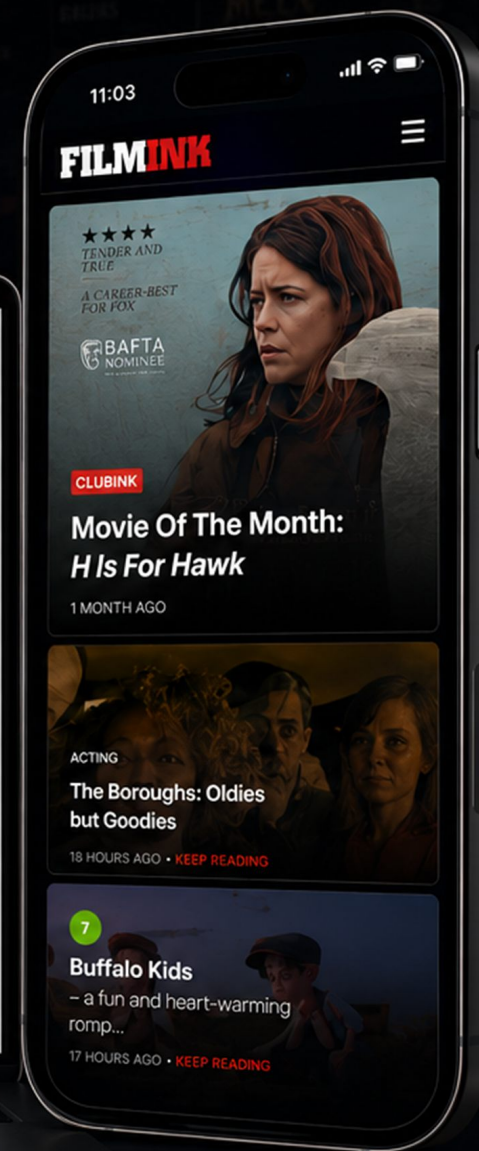
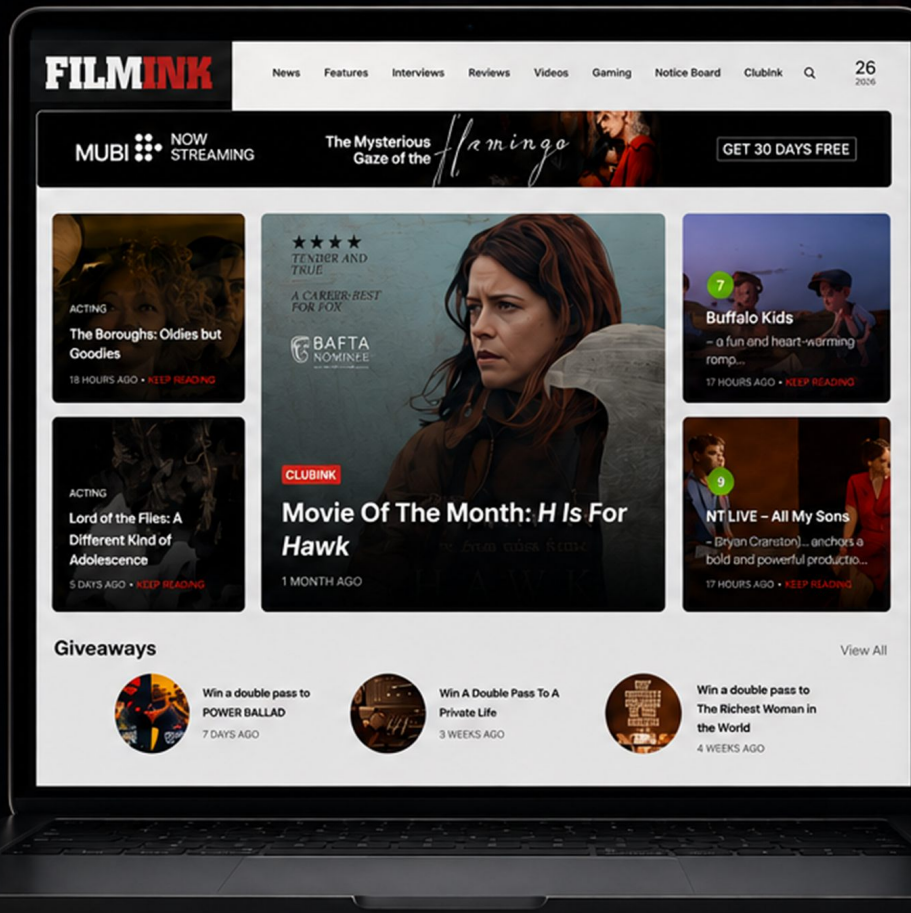
FILMINK NOTICEBOARD

A dedicated hub for announcements, press releases and community updates — amplifying what's happening across the industry.



AUDIENCE ENGAGEMENT & COMMUNITY

Giveaways, screenings, and member-driven initiatives that keep our audience actively engaged with film culture.



**FILM
INK**

THE NUMBERS

Real audiences.
Real engagement.
Real impact.



22,000+

Weekly EDM
subscribers



4,000+

Unique visitors
daily



21,000+

Facebook
followers



18-34

FilmInk's primary
readership



52%

Female



48%

Male



Over 1 million+

impressions delivered on average monthly

29

YEARS OF FILM CULTURE

**FILM
INK**

THE PEOPLE



THE CINEPHILE

Film-obsessed audiences seeking conversation and discovery.



THE FILMMAKER

Emerging and established creators following the industry.



THE INDUSTRY

Decision-makers, producers and professionals connected to screen culture.



29

YEARS OF FILM CULTURE

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SOLUS EDM BLAST

Partner sponsored Solus EDM blasts deliver real results.



22,000+

'Opted in' subscribers
established over 29 years



22-30%

average open rate.

29

YEARS OF FILM CULTURE

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Australia's Premier Online Movie Magazine

THE 2ND HONG KONG FILM FESTIVAL IN AUSTRALIA



The 2nd Hong Kong Film Festival in Australia Announces Line-up

Opening 28 March – Showcasing the Multiverse of Hong Kong Cinema

The 2nd Hong Kong Film Festival in Australia will officially open this March. The Sydney edition will take place from 26 to 28 March at Event Cinemas George Street, while the Melbourne screenings will be held from 28 to 29 March at Chinatown Cinema.

The Sydney program will present five Hong Kong films, with veteran film director Clifton Ko Chi-Sum attending in person for a special sharing session. Among the five titles, three will be Australian premieres, one a Sydney premiere, and one a 4K classic remix.

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HONG KONG
FILM FESTIVAL
澳洲香港電影節

The 2nd Hong Kong
Film Festival in Australia

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SYDNEY 26-28 MAR
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Win a double pass to JEAN VALJEAN
The always-terrific Grégory Gadebois (In-the-Father, Violent) leads this balanced (delicious) tale a poignant rein...
1 DAY AGO • KEEP READING

Win a double pass to Project Hail Mary
Science teacher Ryland Grace (Ryan Gosling) wakes up on a spacecraft light years from home with no recollection of who...
2 WEEKS AGO • KEEP READING

DaVinci Resolve lets you edit and color correct using the same tools used by Hollywood, for free! Free Download!

Giveaways View All

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- filminkmagazine: The Seventh Machine In Cinemas Now
- filminkmagazine: The so-fi action adventure you didn't know you needed.
- dave_thr_: This SOYD option-point app really simplifies video creation from filters and overlays.
- jessicacameronfilm: Stunning. ⭐⭐⭐⭐⭐
- adrianmartin_91: Can't wait to see it! After watching the trailer I was 100% in. Love a good so-fi epic.

29

YEARS OF FILM CULTURE

FILM INK

A photograph of three people in an office environment. On the left is a woman with short, styled white hair, wearing black-rimmed glasses, a light grey blazer, a gold chain necklace, and hoop earrings. In the center is a woman with long, dark, wavy hair, wearing a dark blue top and a gold chain necklace. On the right is a bald man with black-rimmed glasses, wearing a light grey suit jacket, a light blue shirt, and a patterned tie. They are all looking towards the right side of the frame. The background is a blurred office space with warm lighting.

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SERVICES UNDER
THE BANNER OF
SCREEN INC**

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



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