

MovieMaker magazine

PUBLISHER'S STATEMENT

Dear Colleague:

I started *MovieMaker* in 1993 because there was nothing like it on the market. I wanted a magazine that spoke to me as a filmmaker but also as a film lover... as an artist but also as an entrepreneur... as a professional but also as a fan. More than two decades later we're still here because we're still the only publication that hits those right notes; still the only one that is fun, informative, and cutting-edge enough to be read religiously by countless "name" moviemakers and even more rising stars who are still "making a name" for themselves in the film business.

In short, I believe you've made a wise choice by joining the thousands of respected companies that have made *MovieMaker* a major part of their advertising campaigns. *MovieMaker* is the world's most widely-read independent film magazine for a reason—we're unique and we deliver. From our flagship annual feature articles such as The Best Places to Live and Work as a Moviemaker, Coolest Film Festivals, Complete Guide to Making Movies, Festivals Worth the Entry Fee, Guide to Making Horror Films, Guide to Smartphone Moviemaking and our regional spotlights, to name a few, there is a reason to have a presence in every issue we publish.

I believe in *MovieMaker* because we've proven and effective. Did you know that...

- Magazines deliver more than twice the number of ad impressions as television, and more than six times those delivered online?
- A full-page, four-color magazine ad was determined to have 83% of the value of a 30-second TV commercial, whereas a typical Internet banner has 16% of the value?
- Affluent consumers bank on magazines. According to a recent survey by the MPA, the wealthiest of Americans read magazines more today than they did five years ago?
- Gen Y (born 1982-1994) maintain high levels of magazine consumption, according to a 2008 Mendelsohn survey, averaging 15 per week?

The fact is that magazines continue to provide a small indulgence while offering highly targeted content that appeals to readers who subscribed to get this content. *Now* is the very time you need to support your business with this advertising. Because we reach nearly one million readers per year who are interested in

the products and services that *you* have to offer, there is no better vehicle for delivering your message than *MovieMaker* Magazine.

"Magazines hit on all cylinders!" Marketing Evolution's analysis of 20 aggregated, advertiser-funded cross-media ROI studies found magazines are the most consistent medium, positively influencing brand performance at all levels of the purchase funnel including total brand awareness.

"Magazines ring the register!" In the aggregation of those same 20 studies, plus 32 more from Dynamic Logic, magazines were by far the most impactful medium in driving purchase intent. TV ranked #2 and online #3.

"Magazines create traffic jams!" Based on a major study by BIGresearch, which included 12 media, magazines ranked #1 in influencing consumers to go online to search for more information about a product—and ranked at or near the top across all gender and age breaks.

Did you also know that *MovieMaker* is your best choice to reach your target market? Consider the following:

- 75% of *MovieMaker*'s readers are working independent moviemakers
- 52% are employed within the film industry
- 82% are planning film equipment production purchases within the next 12 months
- The average production budget of a *MovieMaker* subscriber is more than \$400,000

MovieMaker's editors understand the current economy. That's why we have an exciting lineup of stories planned for 2013 which will help moviemakers afford to get their films made on budget. We're just as serious about making it affordable for you to reach them! To find out how *MovieMaker* can help your business grow in 2013 and beyond, I urge you to contact your advertising representative today. We look forward to working with you in the coming year!

Yours Sincerely,

Timothy Rhys

Publisher, Editor-in-Chief, Founder