

MovieMaker Sponsored Editorial

WHAT'S YOUR
STORY?
TELL IT IN
MM!

Since 1993, independent moviemakers around the world have discovered **MovieMaker Magazine** and looked to our print and online content for inspiration, education and information on the latest in technology and tools that will help them achieve their creative goals. Likewise, for 18 years, some of today's biggest film organizations have turned to the pages of the world's best-selling independent movie magazine to reach out to this diverse group of readers, comprised of both moviemaker and general film fans. In an effort to bring these two groups more closely together, we are happy to present **MM Sponsored Editorial**. This very limited opportunity will give truly outstanding members of the film community the chance to get the word out about what makes them different—what makes them the best. Tell the whole story with an **MM Sponsored Editorial**.

Basic Sponsored Editorial Benefits include:

- One full page of editorial, including photo, on your business, product or service, written by a *MovieMaker* editor. *Value: While there is no set value on editorial, industry estimates place its value at three times the cost of advertising in the same space, which makes the estimated total \$9,585*
- One full-page ad, to run concurrent with the Sponsored Feature OR run of book, client's choice. *Value: \$3,795*
- Your Sponsored Feature will be uploaded onto our Website. *Value: \$2,995*

TOTAL VALUE: \$16,375 TOTAL COST: \$4,995

Enhanced Sponsored Editorial Benefits include:

- Two full pages of editorial, including photo, on your business, product or service, written by a *MovieMaker* editor. *Estimated value: \$19,170*
- One full-page ad, to run concurrent with the Sponsored Feature OR run of book, client's choice. *Value: \$3,795*
- Your Sponsored Feature will be uploaded onto our Website. *Value: \$2,995*
- A standalone email will be sent out to *MovieMaker's* mailing list of more than 60,000 opt-in subscribers with an excerpt of your editorial and a link to the full article online OR advertiser-provided HTML document (no more than one page), client's choice. *Value: \$2,495*
- Editorial mention on cover of *MovieMaker Magazine* with page number reference to article inside. *Value: \$4,995*

TOTAL VALUE: \$33,450 TOTAL COST: \$9,995

MovieMaker Magazine

wants to give you a chance to tell it like it is with Sponsored Editorial. This unique opportunity will give an edge over your competitors by attaining the credibility and depth that can't readily be found in standalone advertising.

Additional Distribution:

- * **Top Film Schools**
- * **Film Festivals**
- * **Indie Film Businesses**
- * **AFM**
- * **AFI Fest**
- * **Sundance & Park City**
- * **NAB**
- * **Digital Video Expo**
- * **Cine Gear Expo**
- * **HD Expo**
- * **And more!**

MOVIE MAKER

THE ART AND BUSINESS OF MAKING MOVIES

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