REACH THE POWER PLAYERS IN THE MOTION PICTURE INDUSTRY

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GAIN EXPOSURE
LAUNCH NEW PRODUCTS

NO ONE DELIVERS YOUR MESSAGE LIKE FILM JOURNAL INTERNATIONAL IN PRINT AND DIGITAL

For over 80 years, Film Journal International has been one of the most authoritative voices of the motion picture industry. FJI is a trade publication that covers the entire motion picture industry, including theatrical exhibition, production, distribution, equipment and concessions and other allied activities.

Articles report on worldwide news, with features on current production, industry trends, theatre design, new equipment and technology, concessions, sound, digital cinema, screen advertising, alternative content, and other industry-related topics. Each issue also includes the buying and booking guide, with comprehensive feature film reviews that are indispensable for the theatre operator.

Special issues contain detailed guides to international distribution and exhibition, as well as equipment and concessions for the motion picture industry. FJI provides exclusive coverage and top placement at the major industry conventions including ShowEast, CineEurope, CineAsia, and CinemaCon.

Every ad in our print edition of FJI also appears in our digital edition for double the exposure.

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www.filmjournal.com
OUR READERS

FJI HAS A SUBSCRIBER BASE OF READERS MADE UP OF:

- Theatre Operators/Owners
- Theatre Managers
- Concessionaires
- Film Buyers
- Producers
- Film Distributors
- Marketing/Media Professionals

Reach theatres delivering over 90% of the U.S. box office, with buying influence, from the following major circuits:

- AMC Theatres
- B&B Theatres
- Bow Tie Cinemas
- Cinemark USA
- Cineplex Entertainment
- Cinépolis
- Cobb Theatres
- Georgia Theatre Co.
- Goodrich Quality Theaters
- Harkins Theatres
- Kerasotes Theatres
- Landmark Theatres
- Malco Theatres
- Marcus Theatres
- National Amusements
- Pacific Theatres
- Phoenix Theatres Entertainment
- Regal Entertainment Group
- Southern Theatres
- UltraStar Cinemas
- Warren Theatres...

independent, and international theatre circuits.

OUR ADVERTISERS

Companies like yours advertise in FJI because they know they will reach the right decision makers with real buying power. If your company produces or sells any of the following products or services, you should make FJI part of your marketing strategy.

- 3D
- Alternative Content Programs
- Amusements/Gaming
- Concessions & Concession Equipment
- Construction/Architecture
- Digital Cinema Equipment
- Feature Films
- Financial Services
- Janitorial Supplies
- Hearing Devices
- Immersive 4D Seating
- Immersive Sound Systems
- Interior Design
- Lobby Displays
- Mobile Payment Systems
- Movie Merchandise
- Projection Booth Equipment
- Screens
- Seating
- Signs
- Social Networking
- Sound/Speakers/Amplifiers
- Special Services
- Ticketing/Point of Sale
- Walls/Panels/Screens

If you want to sell to the global movie theatre industry, it pays to advertise in Film Journal International.

POWER BEHIND FILM JOURNAL INTERNATIONAL

Every ad in our print edition of FJI also appears in our digital edition for double the exposure.

Film Journal International is part of Film Expo Group with a wealth of trade events and online and digital media to enhance your marketing power. Only the Film Expo Group has the global reach of powerful events and media opportunities to fully cover the cinema exhibition industry. In addition to FJI we produce ShowEast, CineEurope, and CineAsia. Our media-rich websites and array of digital marketing opportunities also provide exposure to thousands of industry professionals.

WE HAVE YOU COVERED

Increase your sales and reach when you leverage our resources across print, online, digital, and event platforms. Combine your advertising in FJI with participation at our industry-leading trade events and online and digital media opportunities to cover all the bases and get the most impact for your marketing dollars. Ask our advertising executives about how you can cross-promote your products and services with our vast array of products. They will work with you to customize a package that fits your needs.
**ANNUAL GUIDE TO DISTRIBUTION**

**AD CLOSE: 12/8/17 MATERIAL DUE: 12/11/17**

The Film Journal International Distribution Guide is your convenient listing of domestic and international motion picture distribution companies, from the majors to the independents. Data includes personnel, addresses, telephone numbers, e-mail addresses and branch offices. A most popular issue for advertising, as the section is used constantly by executives in the film industry all year round.

**Bonus Distribution:** Additional copies will be distributed at the International Cinema Technology Association (ICTA) Seminar Series in Los Angeles.

**INFORMATION COMPANIES**

**AD CLOSE: 1/2/18 MATERIAL DUE: 1/5/18**

Film Journal International reports on the many companies and associations that provide valuable information and data on theatre attendance, films, reviews and moviegoing habits. FJI also highlights our partnership with National CineMedia and the findings they’ve discovered from their “Ask the Audience” surveys.

**ANNUAL GUIDE TO EXHIBITION / POINT-OF-SALE & TICKETING**

**AD CLOSE: 1/30/18 MATERIAL DUE: 2/2/18**

A helpful resource for all segments of our industry, the Annual Guide to Exhibition provides a list of leading domestic and international exhibition companies, including personnel and their titles, addresses, telephone numbers, e-mail addresses, number of screens, etc. This annual issue is kept handy as a reference tool year-round.

Also, FJI looks at new developments in advance ticketing and point-of-sale technology in the ever-evolving world of consumer electronics and heightened customer convenience.

**EVENT CINEMA / FAMILY ENTERTAINMENT CENTERS**

**AD CLOSE: 2/20/18 MATERIAL DUE: 2/23/18**

Thanks to the digital revolution, theatre owners are exploring new uses for their facilities during non-peak periods. Live concerts and opera performances, sporting events, speaking engagements and revivals of classic movies are among the attractions bringing new income to movie theatre complexes. This issue looks at the latest trends in alternative content, aka event cinema.

FJI also looks at the rise of family entertainment centers offering a variety of diversions in ambitious new cinema complexes.

**CINEMACON / GAME ATTRACTIONS / QSC 50TH ANNIVERSARY**

**AD CLOSE: 3/18/18 MATERIAL DUE: 3/21/18**

NATO’s CinemaCon convention for the theatrical motion picture industry will be held April 23-26 at Caesars Palace in Las Vegas. Our coverage of CinemaCon will include profiles of the major industry award winners and previews of the show's top activities and seminars.

FJI also takes a close look at a hot new trend: game attractions featuring exciting competitions within the cinema environment.

And we are proud to salute the 50th anniversary of QSC, the groundbreaking cinema audio leader.

**Bonus Distribution:** Additional copies of FJI will be distributed at Caesars Palace during CinemaCon.

**SHOWCANADA / DINE-IN THEATRES**

**AD CLOSE: 4/14/18 MATERIAL DUE: 4/17/18**

This issue covers the international marketplace of our Canadian neighbors. ShowCanada, held June 5-7, in Charlottetown, Prince Edward Island, is the annual convention where all the exhibitors and distributors get together for meetings, screenings and seminars.

FJI also looks at the growing trend of deluxe dining within the cinema environment, the companies that supply equipment to theatres’ new kitchens, and what exhibitors need to know before expanding their menu offerings.

**Bonus Distribution:** Additional copies of FJI will be distributed at ShowCanada 2018.
CINEEUROPE
AD CLOSE: 5/7/18 MATERIAL DUE: 5/10/18
CineEurope, held June 11-14 in Barcelona, Spain, will receive full coverage in this issue. This is the major tradeshow/convention for the international and European cinema industry. CineEurope will open doors for all our advertisers, reaching the fast-growing worldwide marketplace.
Bonus Distribution: Additional copies will be distributed at CineEurope.

EQUIPMENT, CONCESSIONS & SERVICES GUIDE / PRE-SHOW ADVERTISING
AD CLOSE: 6/11/18 MATERIAL DUE: 6/14/18
Our annual Equipment, Concessions and Services Guide is a handy reference tool which provides an alphabetical, detailed listing of manufacturers of motion picture theatre equipment and concessions and related services, including personnel and contact information. Your ad will obtain maximum exposure and staying power, as this issue is referred to by exhibitors year-round.
Digital technology has created a more versatile environment for pre-show advertising. This issue looks at the newest initiatives from leading pre-show companies including National CineMedia, Screenvision and Spotlight Cinema Networks.

THEATRE TECHNOLOGY / NAC EXPO
AD CLOSE: 7/10/18 MATERIAL DUE: 7/13/18
FJI takes an in-depth look at the technologies behind movie theatre presentations, including digital projection, laser projection, immersive sound, and “4D” motion seating and environmental effects. This issue also highlights the concession industry and the annual NAC Concession & Hospitality Expo, taking place August 7-10 in New Orleans, along with two regional conventions: ShowSouth (August 21-23) and CinéShow (August 27-29).
Bonus Distribution: Additional copies will be distributed at all three shows featured in the September edition.

CONSTRUCTION & DESIGN / LUXURY SEATING
AD CLOSE: 8/19/18 MATERIAL DUE: 8/22/18
Here is useful information on the latest trends in theatre construction, tips on refurbishing, and detailed reports on innovative designs and architectural concepts. This issue also looks at the growing and increasingly popular trend of deluxe recliners in movie auditoriums. This issue also previews the Geneva Convention in Lake Geneva, Wisconsin (Sept. 25-27).
Bonus Distribution: Additional copies will be distributed at the Geneva Convention edition.

SHOWEAST CONVENTION
AD CLOSE: 9/24/18 MATERIAL DUE: 9/27/18
This edition will be published in conjunction with the 2018 ShowEast Convention, which will take place Oct. 22-25 at the Loews Miami Beach Hotel in Florida. ShowEast has incorporated international programming, with delegates attending from Latin America and the Caribbean. Coverage of the event will include profiles of the major award winners, tradeshow highlights, and previews of the show’s top activities.
Bonus Distribution: Additional copies of FJI will be distributed at the Loews Miami Beach Hotel during ShowEast.

CINEASI ro Convention
AD CLOSE: 11/3/18 MATERIAL DUE: 11/6/18
This issue will cover the Asia/Pacific marketplace in conjunction with CineAsia, being held Dec. 11-13 at the Hong Kong Convention & Exhibition Centre. CineAsia is the major tradeshow/convention for the cinema industry in the fast-growing Asia/Pacific region.
Bonus Distribution: Additional copies of FJI will be distributed at CineAsia.
### Advertising Rates

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**Cover Pages:**

- **Front Cover:** $7,570  
- **Cover 2:** $4,600  
- **Cover 3:** $4,060  
- **Cover 4:** $5,200

• Same rates apply for black & white.

• Cancellation Policy: Advertiser is responsible for 100% of amount shown on insertion order for print advertisements cancelled after Ad Close Date.

• Cancellation deadline for premium & special units (including but not limited to: cover wraps, cover adjacencies, cover units, posters, TOC adjacencies, inserts & outserts) is 6 weeks prior to Ad Close Date.

**Borders:** We reserve the right to add borders to ads incorrectly sized.

**Credit:** Advertising charges are to be pre-paid until credit is established, unless ads are placed through an accredited advertising agency.

### Guidelines

**PDF/X-1A:2001 File Preparation**

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.

**Color:**

- Define all colors as CMYK process.
- Unintended spot color and/or Pantone colors must be converted to CMYK process.
- RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page.
- Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.

**Images:**

- Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- Full page bleed ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area.
- Bleed must extend 3/16" beyond trim. Keep live matter a minimum of 3/16" from trim edge.

**Type:**

- Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.
- Direct export option out of Adobe InDesign™ CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.
MATERIAL REQUIREMENTS

AD SUBMISSIONS

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format. Submit advertising materials through our ad portal at https://mbh.sendmyad.com

- Create a user account by clicking Signup Here to Send Ads
- Log in and select Submit an Ad
- Select Print Magazine Ad
- Select Film Journal International from the “publications” pull down menu
- Complete the ad information section and upload your PDF/X-1-a:2000 file
- Please allow the file to complete processing
- Review your ad with “spec boxes” selected. To turn on the option, select it from the “Views” menu found at the lower right corner of the scroll bar. Other menu options include “Actions” and “History”
- Approve your submission
- You will receive an automated e-mail tied to details and direct access to your file on the portal

File naming: Publication abbreviation, issue date and ad name.
Example: FJI_0201_SONY.pdf. Do not exceed 20 characters in the file name.

Trim: 8-1/2" x 10-7/8" (WxH)
Binding: Perfect Bound. Inserts jog to the head.

For technical support, or for detailed digital specifications, call or email FJI production manager Rex Roberts: 212.493.4060, rex.roberts@filmjournal.com.