



International Film Guide **2010**

the definitive annual review of world cinema

46th edition to be published February 2010 – over 470 pages
Also available online at www.internationalfilmguide.com

The **International Film Guide** contains the most authoritative, well-respected and unique coverage of contemporary cinema worldwide and has been established since 1963. In a major development, the new website www.internationalfilmguide.com shows all the content of the print edition including the advertising, as well as regularly updated original news, views, photos and features from the worlds of international and independent cinema and the film festival circuit. This dual platform of the print and online editions gives you the ideal opportunity to ensure that your advertisement is seen by thousands of potential clients throughout the world.

Quality Readership

The print edition of **the International Film Guide** has a targeted circulation of 10,000 copies worldwide to professionals within film production and related industries. They use the book many times throughout the year with an average of 3 to 4 users per copy.

- Directors, producers, distributors, sales agents and studio executives
- International film festival directors and programmers
- Independent exhibitors
- Film critics, journalists and archivists
- Academic researchers and film students at some of the world's leading schools
- Film enthusiasts and cinema goers worldwide

International Circulation

The **International Film Guide** will be distributed at key International film festivals and industry events to accredited film industry personnel throughout 2010, including:

- **Berlin International Film Festival** - European launch in February of 2,500 copies to delegates at the European Film Market and Co-Production Market, selected festival guests, accredited media and Talent Campus students.
- **Cannes Film Festival**
- **Tribeca Film Institute All Access Co-Production Market**

- Plus other selected leading international film festivals and events throughout the year, for example: **CPH:PIX, Crossroads, European Independent Film Festival, Festroia, Golden Apricot International Film Festival Yerevan, International Film Festival Summit Paris, Miami, NexT International Short and Medium Length Film Festival, San Francisco, Tallinn Black Nights** and **Toronto** to name just a few.

Consumer Sales

Wallflower Press has extensive international sales and distribution networks, so significant advertising and marketing plus mailings of over 50,000 book catalogues to trade outlets throughout the year will ensure that **the International Film Guide** is available worldwide at specialist bookshops such as Cinéphilie, big chains such as Borders and Barnes & Noble, international festival bookshops and film schools as well as being available for purchase online.

Contents include:

- **World survey** - 6 continents, 123 countries, 275 pages of first class reporting by our expert correspondents covering thousands of films and filmmakers plus details of new trends and developments, financial and political initiatives and news of future productions.
- **International Film Festivals and Events** worldwide with comprehensive details including festival descriptions, latest awards, reports and photos.
- **Festival calendar and news section** plus news of the **IFG Inspiration Award** which is given to independent filmmakers at the start of their careers and includes profiles of the winning filmmakers and their films.
- **Directors of the Year**: in-depth profiles of 5 directors chosen for their significant impact upon world cinema in the preceding year.
- Each edition includes a different **country** and **industry focus** which for the 2010 edition will feature India and 3D films and festivals respectively. In addition, a **studio focus** will outline the history of Cinecittà Studios which is the largest film and television production facility in continental Europe together with details of current productions and activity.
- **Home Entertainment** reviewing the major new releases on Blu-Ray and DVD from market leading to smaller niche labels from all over the world.
- **World Box Office Survey**



The content of the 2010 print edition including all the advertising will also be shown on the website immediately after publication in February. Circulation of the print edition is 10,000 copies worldwide and the website receives in excess of 30,000 hits per month, so this dual platform gives you the ideal opportunity to ensure that your advertisement is seen by thousands of potential clients throughout the world.

All prices include a repeat of the print edition advertisement on www.internationalfilmguide.com plus a hyperlink to your own website!

Artwork Deadline: November 1, 2009

Publication date: February 2010

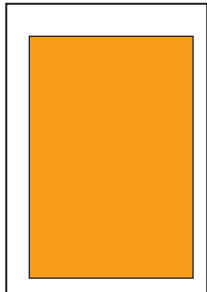
Mechanical Specification: full details will be sent on confirmation of order

Advertising Sales:

Sara Tyler, International Business Manager

Tel: +44 (0)1349 854931 email: saraifg@aol.com

Print edition advertising rates and sizes Full colour only available

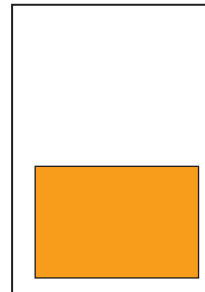


FULL PAGE

Size: 138mm x 204mm (5 1/2" x 8")

Price: £ 2,750 / € 4,050 / \$ 4,850

Full Page

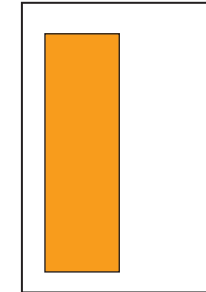


HALF PAGE (horizontal)

Size: 138mm x 95mm (5 1/2" x 3 7/8")

Price: £ 1,625 / € 2,350 / \$ 2,840

1/2 Page (horizontal)

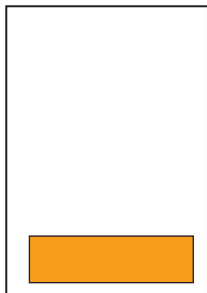


HALF PAGE (vertical)

Size: 65mm x 204mm (2 5/8" x 8")

Price: £ 1,625 / € 2,350 / \$ 2,840

1/2 Page (vertical)

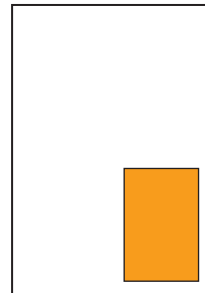


QUARTER PAGE (horizontal)

Size: 138mm x 41mm (5 1/2" x 1 3/4")

Price: £ 945 / € 1,375 / \$ 1,665

1/4 Page (horizontal)

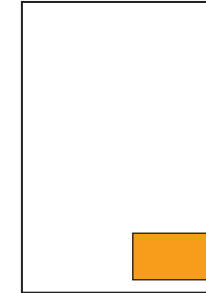


QUARTER PAGE (vertical)

Size: 65mm x 95mm (2 5/8" x 3 7/8")

Price: £ 945 / € 1,375 / \$ 1,665

1/4 Page (vertical)



EIGHTH PAGE

Size: 65mm x 41mm (2 5/8" x 1 3/4")

Price: £ 695 / € 995 / \$ 1,195

1/8 Page



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The website gets in excess of 30,000 hits per month - your advert will be noticed by thousands of potential clients worldwide!

Online advertising rates and sizes

TOP BANNER:

3 months £300 / €425 / \$800
6 months £495 / €575 / \$1,050
12 months £795 / €1,150 / \$1,415

Size: 468 x 60 pixels

BOTTOM BANNER:

3 months £450 / €650 / \$1,080
6 months £750 / €1,075 / \$1,995
12 months £1,235 / €1,775 / \$2,695

Size: 720 x 140 pixels

SIDE PANEL:

3 months £300 / €425 / \$800
6 months £495 / €575 / \$1,050
12 months £795 / €1,150 / \$1,415

Size: 138 x 185 pixels

Specification: JPG, GIF or Animated GIF.

All placements include a hyperlink to your own website!

Advertising Sales:

Sara Tyler, International Business Manager Tel: +44 (0)1349 854931 email: saraifg@aol.com

Sample home page from www.internationalfilmguide.com