

**2022 MEDIA KIT**

**FILMINK**

**SINCE 1997**

**EVERYTHING,  
EVERYWHERE  
ALL AT ONCE**



**PREMIER ONLINE MOVIE MAGAZINE**

ENTERING ITS 26TH YEAR, THE BRAND IS A TRUSTED INSTITUTION, RESPECTED ALL AROUND THE WORLD

**"A COOL,  
INDEPENDENT  
MOVIE  
MAGAZINE."**

**RUSSELL CROWE**



# OVERVIEW

## INFORMATION, HUMOUR, LIFESTYLE & ENTERTAINMENT

- >> **The best and most comprehensive movie reviews** - rated with our reader friendly \$ rating system.
- >> **The most interesting features** - with respected journalists in New York, LA, London and Australia, we get the best interviews.
- >> **Latest news** - film festivals, courses and industry news
- >> **CLUBINK** - movie of the month, members-only screenings and giveaways.

OUR LONG-STANDING  
REPUTATION MEANS THAT WE  
KNOW FILM LIKE NO-ONE ELSE  
- AND WE TELL IT LIKE IT IS



**FILMINK IS AUSTRALIA'S LONGEST  
RUNNING AND MOST TRUSTED  
PROSUMER MOVIE MAGAZINE**



# 20,000

EDM SUBSCRIBERS

# 3,500

UNIQUE VISITORS DAILY



FILM

# FACTS

## ENGAGED, DIVERSE, ACTIVE, ECLECTIC & SUPPORTIVE

- Launched as a print magazine in 1997
- Website, [www.filmink.com.au](http://www.filmink.com.au) launched in 1998 and going strong today.
- EDM subscribers - 20,000
- Unique visitors daily - 3,500
- Core target market - film, cinema and home entertainment consumers, filmmakers, aspiring and established
- Frequency - updated at least 10 times daily
- FilmInk's primary readership is 18-34 year olds (50%), female skewed (52%) who spend big on entertainment
- 20,000 followers on Facebook
- 5,000 followers on Instagram
- 17,000 followers on Twitter
- Podcast Film+, hosted by Eden Caceda receives 2000+ listens per episode



**18-34**  
MEDIAN AGE

**52%**  
FEMALE

**48%**  
MALE



# READERSHIP PSYCHOGRAPHICS

**FILM LOVERS:  
BUFFS &  
CONNOISSEURS**

OPINION LEADERS.  
THEY CONSIDER  
THEMSELVES EXPERTS IN  
MAKING VIEWING AND  
PURCHASING DECISIONS

**EARLY  
ADOPTERS**



CHEEKY, IRREVERENT,  
WITH A GOOD SENSE  
OF HUMOUR

**INTELLIGENT,  
INSIGHTFUL,  
VOCAL CRITICS**

ARE HIGHLY  
INVOLVED IN THE  
CONTENT OF THE  
WEBSITE



**20,000**

**FACEBOOK FOLLOWERS**



**2,000+**

**LISTENS PER EPISODE**



**5,000**

**INSTAGRAM FOLLOWERS**



# WHAT WE CAN OFFER

AS AN INDEPENDENT MAGAZINE,  
WE ARE FLEXIBLE IN THE WAY WE  
DO BUSINESS WITH CLIENTS

We are always keen to extend business relationships beyond traditional paid placement, and are happy to discuss creative marketing options for your brand.

- >> Influence over an entertainment-savvy audience with a high disposable income
- >> Value for money rates and packages that go above and beyond banner display advertising
- >> Involvement in unique promotions and giveaways
- >> Editorial support for advertising
- >> Native editorial
- >> Creation of video content
- >> An ongoing relationship
- >> Inclusion in podcast Film+
- >> Brand/Product seeding, tickets, brand extension and advertising at FilmInk screenings
- >> Brand extension / activation at Supanova Comic-Con & Gaming expo



## SOME OF OUR HAPPY CUSTOMERS







# FILM DISTRIBUTION SERVICES

**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**

# DIGITAL RATES

## AD SIZES / PRICES

We accept Jpegs, Gifs (static and animated) and HTML.

Advertising can be hosted externally or on our site. A Solus EDM is also available for \$800, sent to our database of 20,000 EDM subscribers.



SIZE	PIXEL SIZE (height x width)	PRICE (weekly)	IMPRESSIONS
Top Banner	1040 x 90	\$750	20,000
Small Banner	728 x 90	\$750	20,000
HP Banner	300 x 600	\$750	15,000
EDM Banner	600 x 150	\$500	8,500
SKINNING	1547 x 960	\$1250	50,000

**SPONSORED POSTS AVAILABLE  
- PRICE ON APPLICATION**





**17,000**

**TWITTER FOLLOWERS**



**JUST  
LAUNCHED**



**2,000**

**SUBSCRIBERS**



**FNK**



# SAMPLE PROPOSAL

## \$3,000 INVESTMENT

- 2 week activity rotating across the site
- Top banner - 1040 x 90 (minimum 33% SOV)
- Small banner - 728 x 90 (minimum 33% SOV)
- Half page - 300 x 600 (minimum 33% SOV)
- Skinning / Wallpaper (minimum 33% SOV)
- EDM - 600 x 150
- Solus EDM  
(sent to 20,000 EDM subscribers nationally)
- Insertion of 300 x 600 banner in body of  
1 additional article per day through the  
course of campaign
- **Above would deliver 300,000 impressions**
- Editorial support
- \$200 sponsored Facebook post
- Promotional support  
(mailout of BOGOFs if available; ticket promo)
- Twitter, Facebook and Instagram support



**LET'S GET CREATIVE & MAKE  
YOUR CAMPAIGN A SUCCESS  
WITH OUR AUDIENCE**

# CONTACT

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TO FIND OUT MORE

FILMINK