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MEDIA KIT

AUSTRALIA'S BEST MOVIE MAGAZINE

**FILM  
INK**

[WWW.FILMINK.COM.AU](http://WWW.FILMINK.COM.AU)

published by  
**FKP** UNIVERSAL EXPORTS PTV LTD

# Information, Humour, Lifestyle & Entertainment

**The Best And Most Comprehensive Movie Reviews** Our reader-friendly \$ rating system remains a favourite with our loyal film-going readers as we review everything from *There Will Be Blood* (\$14.50) to *Never Back Down* (\$7.50).

## The Most Incisive Home Entertainment News

Each and every month FILMINK delivers accessible and astute news surrounding the Home Entertainment revolution. The latest blockbuster and classic films from Hollywood & world cinema on Blu-ray and DVD, music and comedy DVDs are reviewed alongside movie soundtracks, video games, gadgets and the latest technologies.

**The Cheekiest Gossip** *You know you want it!* Whether it's Hollywood Arseholes, Dumb Ideas Department or Casting Couch, our dedicated readers love a celebrity in the spotlight, but relish one in the doghouse.

**Star Powered Features** Russell Crowe, Johnny Depp, Oliver Stone, George Clooney, Steven Spielberg, Heath Ledger, Bryan Singer, Nicole Kidman, Rolf de Heer, Toni Collette - the list goes on... and we've interviewed them all one-on-one about what they do best - making movies! With FILMINK's respected journalists in New York, LA, London and across Australia, we get the best in-depth interviews, first.

**It's Not Just a Club, It's Clubink!** With our Movie of the Month, exclusive members-only movie screenings and fantastic giveaways, CLUBINK is Australia's premiere movie club and the most influential film-lovers community.

**Fine Art, Sexy Mag** Supported by the work of local and international cutting-edge photographers, illustrators and designers, FILMINK delivers a visual feast of celebrities, satire and layout to compliment our exclusive interviews and feature stories.

**Inside Scoop** As Australia's longest running movie magazine, our long-standing reputation means that we're always the first to know when something happens in the world of film.

**The World is Out There** FILMINK Magazine supplies content to entertainment heavyweights BigPond Movies, SBS online and Qantas. FILMINK's opinion on movies can be heard on 2UE, 2BL, and our editor is often asked to offer his opinion on ABC radio and TV reports from *Today Tonight* to *Channel 9 News*.

**Aussie Aussie Aussie!** FILMINK prides itself on putting Australian films on the same stage as Hollywood- we always go out of our way to put the spotlight back on our industry. In return, we get the best access to all the stars and sets.

FILMINK is Australia's longest running and most trusted consumer movie magazine.

# CONTACT

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Australian Circulation  
20,500

Readership  
120,000

Distribution  
National

Subscribers  
2500+

History  
Launched July, 1997

Cover Price  
\$8.45 (inc GST)

Core Target  
Film & DVD consumers; filmmakers

Frequency  
Monthly (Double issue, Jan/Feb)

Unique Visits  
Over 1300 per day

Email Newsletter  
Weekly, sent to over 4,000 recipients

AUSTRALIA'S BEST MOVIE MAGAZINE  
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# We don't mean to brag...

FILMINK is Australia's Best Movie Magazine. If it's coming up in film, we know about it. If they're starring in it, we're talking to them. If they're filming it, we have the low down on what went down on set. If it's coming to a cinema near you, we've seen it.

With all the latest interviews, reviews and news about everything and everyone in the film world, FILMINK is your one stop shop for film. But it's not just the fans that love FILMINK. Read by the industry here and around the world, we've managed to catch these snaps of some of our favourite actors and directors getting their latest FILMINK fix.

We don't mean to brag, but everyone loves FILMINK.

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## Gender

|       |      |
|-------|------|
| Men   | 58 % |
| Women | 42 % |

## Age

|         |      |
|---------|------|
| 14 - 24 | 23 % |
| 25 - 34 | 28 % |
| 35 - 49 | 37 % |
| 50+     | 12 % |

## Socio-Economic

|    |        |
|----|--------|
| AB | 30.9 % |
| C  | 19.3 % |
| D  | 27.7 % |
| E  | 11.6 % |
| FG | 10.4 % |

## Work Status

|                      |        |
|----------------------|--------|
| Full-time            | 67.0 % |
| Part-time / Students | 25.0 % |
| Don't work           | 08.0 % |

## Marital Status

|                   |      |
|-------------------|------|
| Single            | 63 % |
| Married / Defacto | 37 % |

# READERSHIP



## READER ACTIVITIES

**80%** see 3+ movies every month at the cinema

**80%** rent DVDs every month

**76%** film lovers

**59%** rent 3+ DVDs a month

**49%** regular filmgoers

**49%** regular go to festivals

**41%** attend live theatre regularly

**45%** purchase Blu-ray discs

**45%** own a Blu-ray player

- On average FILMINK readers purchase 4.7 DVDs a month

- The average FILMINK reader rents 7.6 DVDs a month

- On average FILMINK readers purchase 1.9 CDs a month

**91%** of readers stated that FILMINK is their main influence for film and DVD viewing.

**70%** of readers own a gaming console.

**59%** of readers regularly eat at fine dining restaurants.

**46%** of readers regularly attend live music events.

**37%** regularly attend art galleries

**32%** regularly watch pay tv

**27%** of readers have gym memberships.

**15%** of readers have a professional interest in film.

- The average FILMINK reader goes to the cinema 3.4 times per month

- The average FILMINK reader has 0.56 children

# FEATURES LIST

## JUNE 2009 on sale May 18

- Sarah Watt's new film *My Year Without Sex*
- *Terminator Salvation*
- Ben Stiller
- Ron Howard
- *Land of the Lost*
- Sydney Film Festival

## JULY 2009 on sale June 17

- Melbourne Film Festival
- *Bruno*
- Isabel Lucas in *Transformers 2*
- *Harry Potter and the Half Blood Prince*

## AUGUST 2009 on sale July 15

- Home Entertainment Industry Overview- sampled at the Blockbuster Conference
- Film Distribution Overview- sampled at the Australian International Movie Convention
- *Beautiful Kate*
- *Balibo*

## SEPTEMBER 2009 on sale August 17

- Quentin Tarantino and *Inglourious Basterds*
- Huges is back with *Charlie and Boots*
- *Daybreakers*, from the team behind *The Undead*
- *Funny People*, from the team behind *Knocked Up*



May 2009



Apr 2009



Mar 2009



Jan/Feb 2009

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# FILM INK



Sep 2008



Nov 2008



Dec 2008

### June 2009

On sale Fri 18 MAY      **booking Fri 23 APR**      material Fri 30 APR

### July 2009

On sale Wed 17 JUN      **booking Wed 20 MAY**      material Wed 27 MAY

### August 2009

On sale Wed 15 JUL      **booking Wed 17 JUN**      material Wed 24 JUN

### September 2009

On sale Mon 17 AUG      **booking Mon 20 JUL**      material Mon 27 JUL

### October 2009

On sale Wed 16 SEP      **booking Wed 19 AUG**      material Wed 26 AUG

### November 2009

On sale Wed 16 OCT      **booking Fri 18 SEP**      material Fri 25 SEP

### December 2009

On sale Mon 16 NOV      **booking Mon 19 OCT**      material Mon 26 Oct

### Jan/Feb 2010

On sale Wed 16 DEC      **booking Wed 18 NOV**      material Wed 25 NOV

### March 2010

On sale Wed 17 FEB      **booking Wed 20 JAN**      material Wed 27 JAN

### April 2010

On sale Wed 17 MAR      **booking Fri 19 FEB**      material Fri 26 FEB

### May 2010

On sale Fri 16 April      **booking Fri 19 MAR**      material Fri 26 MAR

# 2009/10 DEADLINES



## NATIONAL

| RATES \$ (per issue) | CASUAL | 3 ISSUES | 6 ISSUES | 11 ISSUES |
|----------------------|--------|----------|----------|-----------|
| Full Page            | 3,300  | 3,135    | 2,970    | 2,640     |
| IFC DPS              | 7,150  | 6,790    | 6,435    | 5,720     |
| OBC                  | 6,600  | 6,270    | 5,940    | 5,280     |
| DPS                  | 6,160  | 5,850    | 5,545    | 4,930     |
| IBC                  | 4,070  | 3,865    | 3,630    | 3,255     |
| Half Page            | 1,815  | 1,730    | 1,635    | 1,450     |
| Third Page           | 1,265  | 1,205    | 1,140    | 1010      |
| Quarter Page         | 1,000  | 970      | 920      | 815       |
| Eighth Page Strip    | 575    | 550      | 520      | 460       |
| 16 Page Poster       | 9000   |          |          |           |

## STATE

|                   |       |       |       |       |
|-------------------|-------|-------|-------|-------|
| Full Page         | 1,980 | 1,880 | 1,780 | 1,585 |
| Half Page         | 1,090 | 1,035 | 980   | 870   |
| Third Page        | 760   | 720   | 680   | 605   |
| Quarter Page      | 610   | 575   | 550   | 490   |
| Eighth Page Strip | 345   | 330   | 315   | 275   |

## ADVERTISING RATES

### INSERTS

Please consult us about the size & weight of your insert.

| Cost Per '000 | Subscribers only (2500) |
|---------------|-------------------------|
| \$25,000      | \$150                   |
| \$20,000      | \$170                   |
| \$15,000      | \$210                   |
| \$10,000      | \$260                   |

# ADVERTISING

## DOUBLE PAGE AD

WITH BLEED:  
275 X 451  
TRIM SIZE:  
290 X 466  
IMAGE AREA  
275 X 451  
GUTTER:  
20mm

## FULL PAGE AD

WITH BLEED:  
300 X 243  
TRIM SIZE:  
290 X 233  
IMAGE AREA  
275 X 218

## HALF PAGE VERTICAL AD

WITH BLEED:  
300 X 127  
TRIM SIZE:  
290 X 117  
IMAGE AREA  
275 X 102

## HALF PAGE HORIZONTAL AD

WITH BLEED:  
155 X 243  
TRIM SIZE:  
145 X 233  
IMAGE AREA  
130 X 218

## THIRD PAGE VERTICAL AD

WITH BLEED:  
300 X 88  
TRIM SIZE:  
290 X 78  
IMAGE AREA  
275 X 63

## THIRD PAGE HORIZONTAL AD

WITH BLEED:  
108 X 243  
TRIM SIZE:  
97 X 233  
IMAGE AREA  
82 X 218

## QUARTER PAGE VERTICAL AD

WITH BLEED:  
300 X 68  
TRIM SIZE:  
290 X 58  
IMAGE AREA  
275 X 43

## QUARTER PAGE HORIZONTAL AD

WITH BLEED:  
83 X 243  
TRIM SIZE:  
73 X 233  
IMAGE AREA  
58 X 218

## 16 PAGE POSTER

8 PAGES  
DOUBLE SIDED  
FOLD OUT SIZE:  
840 X 580

## EIGHTH PAGE HORIZONTAL AD

WITH BLEED:  
46 X 243  
TRIM SIZE:  
36 X 233  
IMAGE AREA  
21 X 218

- Flattened Photoshop files, .psd .eps .tif .jpg (maximum - 12), 300dpi, in CMYK colours.
- PDF format.
- Illustrator EPS format with all text outlined and in CMYK colours.
- Files should be supplied via Quickcut (account 'filmink magazine' although CD and email files are accepted if uncompressed images are emailed at full page specs and do not exceed 8mb.

- We do not accept TrueType fonts. (Make sure that your fonts are Postscript and that printer fonts & screen fonts are present.)
- FILMINK reserves the right to reject artwork if it does not meet our specifications or strict standards. FILMINK hopes to maintain the highest possible quality of art work and will not compromise its visual integrity for any advertiser. FILMINK is not responsible for any variations in colour or design should the supplied artwork not meet our specifications. FILMINK is able to produce art work upon request, subject to approval and availability.



# FILMINK ONLINE



FILMINK is Australia's Best Movie Magazine, and its website [www.filmink.com.au](http://www.filmink.com.au) is increasingly becoming Australia's best online hub of movie information. Featuring exclusive content as well as expanded content from the printed magazine, the FILMINK website is a unique channel to capture consumers in the ever-increasing online culture. The FILMINK website also offers weekly updates of the latest film reviews and videos, including exclusive interviews and trailers.

- [www.filmink.com.au](http://www.filmink.com.au) has a weekly email newsletter, sent to over 4,000 subscribers.
- [www.filmink.com.au](http://www.filmink.com.au) receives over 1300 unique visitors per day.
- [www.filmink.com.au](http://www.filmink.com.au) receives in excess of 100,000 page impressions per month.

## FILMINK PARTNERSHIPS BIGPOND



Want to know what's happening at the cinema this week?

Want to catch up on the latest film news and interviews with all the big stars? When you want to know what's happening in the world of film or you're thinking about downloading a film or renting a DVD you also want access to the most up to date and entertaining news and reviews. That's why FILMINK also supply content to online entertainment heavyweight BigPond Movies. BigPond Movies have Australia's largest collection of DVDs and a huge collection of downloads ready for you to watch when you want. So who better to offer advice on what to watch next than Australia's best movie magazine?



## SBS ONLINE

FILMINK not only offers the latest in film reviews, gossip and news on our own website, but we also supply our respected content to SBS online's Movie portal, which will be relaunched in '08. Their new movies page will feature branded FILMINK content, including film and DVD reviews and interviews. SBS online recognised that FILMINK Magazine is Australia's only consumer movie magazine which comprehensively covers local and international independent cinema; both staples of SBS.



## FILMINK TV

Don't just read it, watch it! FILMINK has launched its most exciting new venture- FILMINK tv. With all the latest film news, reviews and interviews, FILMINK tv is a bite sized version of the magazine itself. Coming to our website every month and available for podcasting from [www.swishtv.com.au/filmink](http://www.swishtv.com.au/filmink), FILMINK tv is the most exciting new thing to arrive online since google! A new episode of FILMINK tv will be available each month, corresponding with the release date of the new magazine.

## THEMED HOME PAGE

\$5000 / month on home page  
\$2800 / fortnight on home page  
(consult for specs)

## REVOLVING ADS BANNERS

Max width - 728px;  
Max height - 150px.

\$1500 / month across whole site

Weekly Newsletter banner:  
Width - 680px x 80px  
\$800 (not rotating)

## BUTTONS

Tower button:  
\$1500 / month across whole site

Square button:  
\$500 / month across whole site

Vertical Tower  
Size: 123 x 400

Skyscraper  
Size: 123 x 600

Square Button  
Size: 123 x 123.

MEDIUM REC  
300 x 250.

## FORMATS

gif, jpg, jpeg, png, swf  
Max file size 150kb

## NEGOTIABLE VALUE ADDS

Possibility for exclusive category sponsorship by week or month:  
Supporting editorial content, links on the weekly FILMINK email newsletter, and an option to include promotional giveaways on the website.