



**The Leading Pro media and social network
Serving the film & festivals community worldwide since 1995**



The growing number of film festivals

Filmfestivals.com was launched in 1995. The number of festivals has grown tremendously since then, doubling almost. We know of 4.500 (registered in our directory). The site has grown to become the premier exhaustive directory and professional portal, recognised as a trusted source of information in this changing environment.

The need for international reputation

The recent successes in the festival scene like Tribeca, Dubai, and Rome... are striking examples of festivals that relied on international promotion on dedicated media like ours.

A strong festival brand (based on industry awareness, legitimacy, solid sponsorships, audience and media support and growing box office...) provides easier access to more and better films.

International Box-Office accounts for more than half of most film career results. The festival circuit is recognised as the best opportunity for independents to gain national and international distribution, media attention and buzz with qualified audience. Our websites deliver strong exposure among your peers and pros.

The quest for new film, the festival pitch

Some festivals strictly focus on local/national filmmakers, most prefer to show to their audience film from broader horizons, including new international filmmakers, new upcoming talent...Our audience is 45% US - 55% rest of the world. Our websites are the **first** websites that professionals check when they start focusing on the festival circuit.

Start using our resources to select the most appropriate festivals for your film. Research about the line up, submissions rules and guide lines, awards, submissions fees and dates...and submit in one click.

Internet is becoming the leading media for festivals and filmmakers...

The media is growing into the first strategic promotional tool to communicate, submit, call for film, review, showcase, organize, sell...

The websites

www.filmfestivals.com "The Festivals Mother Site" (since 1995)

Portal with international festival news for Film Festivals pro
 fans: Festivals line ups, awards, news from the circuit, trib
 festival directory (4.500+) Directory navigation
 by date, country, genre, deadlines for submissions...

So International!

*Our audience is totally in line with the
 film industry statistics and
 breakdowns per country
 (ie about 45% US and North America)*

www.filmfestivals.fr

French film and French focus festivals news in French.

www.filmfestivalsPRO.com

Strictly business for Film Festivals pros: Fest directors & filmmakers:
 Featuring the bulletin board & the exposure and showcase pages

The weekly newsletter : 111 700 film professionals and media

Our Audience

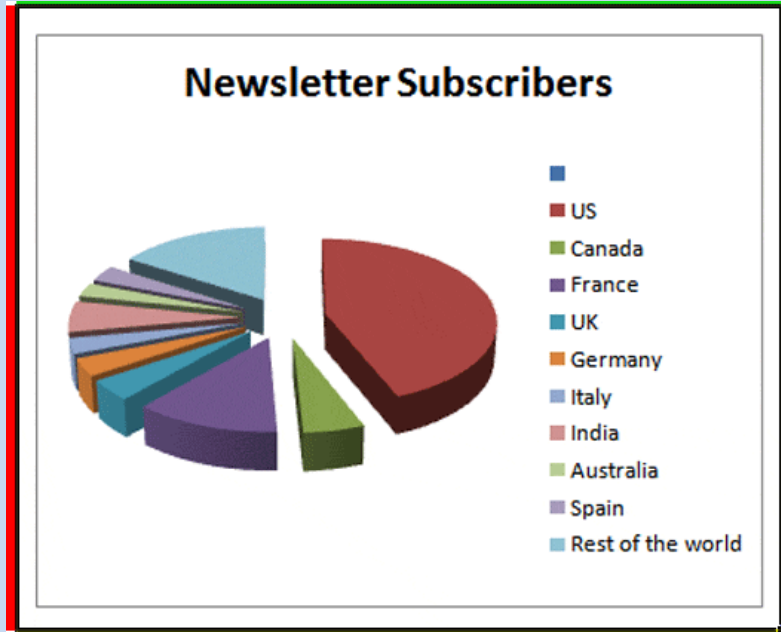
Filmfestivals.com and fest21.com have combined and merged the websites

Professionals and serious film fans looking for info on the Fest scene:
 Their UNIQUE concern: know about festivals, films from festivals, dates, contacts, awards, what is hot
 from the circuit.
 Filmmakers profile and serious film fans and indies.
 Emerging talents with a first short or feature.
 Fest organizers from the world (9,000 registered users for 4,500 festivals)
 Media (9,000) looking for info on film and festivals
 Buyers and sellers TV programmers and TV buyers.
 Professionals from institutions worldwide, academies of school and film universities
 Pages of content: 45 000
 Images 17 500
 Visitors per month: 300 000 – 350 000 (Oct 2009)

*If your business is about festival and
 film we are the
 Number One destination, since 1995. No
 other media resource has such a strong
 focus.*



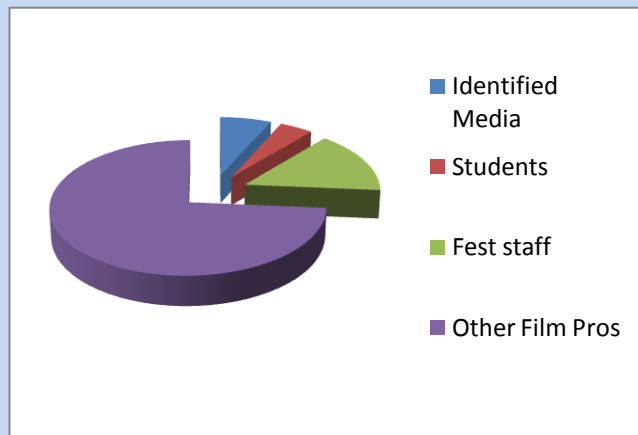
Filmfestivals.com Newsletter Subscribers Breakdown in 2012



Newsletter Subscribers

| Country | Subscribers |
|-------------------|----------------|
| US | 56 760 |
| Canada | 6 708 |
| France | 15 926 |
| UK | 5 289 |
| Germany | 4 516 |
| Italy | 3 895 |
| India | 7 740 |
| Australia | 3 483 |
| Spain | 4 128 |
| Rest of the world | 20 555 |
| Total | 129 000 |

| Category | Subscribers |
|------------------|----------------|
| Identified Media | 8 670 |
| Students | 5 654 |
| Fest staff | 19 637 |
| Other Film Pros | 105 676 |
| TOTAL | 129 000 |



Newsletter ads rates

Text ad: 4 lines of text and a link premium position 230€
 Festival discount 30% 170€

Text ad: 2 lines and a link 115€
 Festival discount 30% 85€

Banner ad inside the newsletter top position 500€
 Banner ad inside the newsletter central mid text 300€
 Sample of recent [newsletter](#)

Blast emails to our database/ category on demand

Blast are limited to very rare occasions only, only if it offers a specific filmfestivals.com partnership benefit to our subscribers.

Possibility to target by country and profession range: 50/1000€

Festivals can also advertise in the monthly blast to our filmmakers 150€

Some references

▶ **Launching Festivals**

Dubai, Cannes Short Film Corner, Bahamas, Funchal, Los Angeles Comedy shorts, Babelgum online competition, Action on film, Action Cut, Art by chance, DotFest, La Géode...

▶ **Established festivals**

Palm Springs, Palm Beach, CineVegas, Los Angeles International Film Festival, San Francisco, Houston, New York, Newport Beach, Taiwan, Busho, 3 continents, Marseille, Skip City, IDIFF, Roma, Deauville, Hollywood Awards, Raindance, IFP, Silverdocs...

▶ **Genre festivals**

Fantasporto, Screamfest, New York Horror,

▶ **Larger festivals**

Cannes, Cannes Short Film Corner, Cannes Buyers Lounge, Mifed, Cannes Market, Venice, Karlovy Vary, Locarno, Toronto, Montreal

▶ **Brands**

Kodak, Piper Heidsieck, Sony, Intel, EutelSat, NetFlix, Marina Studios, Canadian Film Center, Eicar Film school International Program, Savannah University, UMSL University of Missouri, France Television Distribution

▶ **Media**

Berlin and Cannes red carpet and interviews content syndication to Rai Sat, ET, CNN, Canal +, Extra, IFC.com Bravo.com

▶ **Films**

Late Fragment, Hats Off, Amelie Poulain Oscar campaign, Piar, Cowgirls, Henry's Gift, Pariah, Les petites Vacances, 20 Cigarettes, 4th99, Cowgirl, Cursed for Gold ...

Comments from our clients

"In tracking our submissions this year we can attribute nearly 50% of those who submitted films to our festival, heard of us through FilmFestivals.com. Quite an impressive record I would say!"

Mark Marvel, Festival Program Coordinator – Sarasota Film Festival

"A mighty fine and informative website you have, I'm going to check in with your's before Variety's from here on. We've been deluged with calls from people requesting to enter the Chicago Film Critics Awards Festival which they found out about on FilmFestivals.com..."

Dann Gire, President & Founding Director Chicago Film Critics Association

Your site is a tremendous resource for Film festival directors, programmers, and filmmakers.

Don Franken, Method Fest director

Filmfestivals provided half of our entries, doubling last year 's figures

Gregg Schwenk, Newport beach film festival

Submissions for ShortFest are indeed numerous and international. It appears that we will be processing almost 3,000 submissions. Thanks for all of your help!

David Lee, Palm Springs International Film Festival



Featured Filmfestivals.com Services

Filmfestivals.com proposes a large range of information, services, promotion and online tools. Most of them are free, some, with stronger impact, are charged at nominal prices:

Information: a portal that delivers! Over 65 000 pages

- ▶ **Free access** and listing to the Festival and Film Directories: We run the most comprehensive Festival Directory (4,000) since 1995 and the New Film Directory.
- ▶ Festival highlights, line up and awards, reviews festival staffers interviews. Business buzz talk.
- ▶ News channels, newsfeeds, festival dailies covering over 150 festivals live with video, photo. (a network of 75 festival correspondents). Our content is available for syndication and RSS
- ▶ Weekly Newsletter sent to 129 000 film pros.

Promotion experts

- ▶ **International free promotion** through filmfestivals.com: each profile created on fest21.com opens a video blog account for self promotion (video, text and pictures) and a film or festival entry in the relevant directory which our audience can browse by genre. Updated blogs are promoted to the homepage of the community.
- ▶ **Promotion packages:** Multi channels Internet packages aimed at launching and promoting film or festival to our international pro audience. Submission booster or awareness builder.
- ▶ **Advertising options:** Banners, leaderboards, logo, newsletter ads, video on homepage, editorial support and advertorials, festival dailies and industry newsletter
- ▶ **Viral Marketing** optimizing your internet presence in social networks (Facebook, twitter, myspace...and google ranking)
(powered by our Business Units Film Festivals Buzz and Major Buzz Factory)

Services : film meets festivals...

- ▶ **Bulletin Boards:** designed to boost submissions from our international audience 500€
- ▶ **Cannes promotion package** (online promotion : editorial, banners, direct marketing newsletter, festival attendees and media, buyers, street marketing 1500€
- ▶ **Direct marketing** inclusion in our newsletter text ad 230€, banner 500€, direct blast to target groups (media, festivals, filmmakers...) 500€
- ▶ **SEO**, search Engine Optimization, and web2.0 visibility. Social network work 750€ -1000€
- ▶ **Online community** Platform design of an online community / social network geared towards the promotion of the event, created to your look and feel 10 000€
- ▶ **Custom publishing**, festival dailies, industry newsletter...(1500€...)
- ▶ **Online submission suite: FestivalExpress** the online film submission tool with online back office for film producers and festival organizers. 20% commission on all secure transactions for film submissions.
- ▶ **Secure festival Screener** trust festivalExpress to send the film online for private viewing by programming staff 50€ -
- ▶ **Private VOD**
- ▶ **Travel packages** powered by our Business Unit "Film Festivals Travels"



- ▶ **Conferences** and panels organized and promoted ([Future of Cinema Salon](#) in Cannes, Locarno...)
- ▶ **Strategic festival Consulting** : sponsoring strategy... 500€
- ▶ **Optimize your Cannes presence**, (optimize your Cannes presence (we have attended and promoted film and brands in Cannes since 1987
- ▶ **Electronic Press Kit** for festivals / film interfaced with media database
- ▶ **Video reportages** from Cannes, Venise (capture, edit and delivery of special events in cannes, parties, press conferences...(2500€ -)
- ▶ **TV red carpet Coverage** from Cannes et Venise, press conference and interviews on demand

Online special offers

Check online [here](#) our special promotions (www.fest21.com/blog/pro_services).

Contact us today to discuss your festival promotion

Contact us by mail or telephone for partnerships, promotion or editorial packages

We TRUST this will help your festival tremendously as it did for our other clients and partners.

Kind regards

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