



*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

**Professional online destination
for film festivals pros and fans**

Established since 1995....

Filmfestivals.com is published by M21 Entertainment
Headquarters 89, passage Choiseul - 75002 Paris
Tel : +33 1 72 74 71 78 Fax : +33 1 72 74 73 78 US :212 202 49 77
Web : www.m21entertainment.com Email : info@m21entertainment.com

www.filmfestivals.com **Established 1995**

- Portal with Festival News for Film Festivals pros and serious fans
Festivals line ups, awards, news from the circuit, tributes and festival
(6.000+) directory and deadlines for submissions

Fest pro social Network and Festivals directory

- Video blog platform for the festivals community featuring over 25.000
blogs from leading festivals, filmmakers...

www.filmfestivals.fr

French film and festivals news in French.

So International!

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

We have around 70 000 articles online, 6 000 festivals
listed, 20 000 pictures, festival and film poster gallery, video, trailers...

The pro destination:

Live information and services to festivals organizers, filmmakers, producers, directors, distributors sales agents, TV buyers and journalists.

- It offers comprehensive free coverage on all the festivals in the world and the films they show.
- 50 correspondents from 20 key territories produce daily coverage text or video of industry events, interviews, reviews, new releases in the US, UK, France...
- Database of 6 000 festivals (most comprehensive of the market)
- Database of films from the Festival circuit (9,000) and journalists specialized in film (12,000)
- Online submissions to festivals

Mainstream destinations:

Filmfestivals.com and Filmfestivals.fr offer similar functionalities

- Search engine for festivals and films from festivals
- News from festivals around the world text and video: Lineup, program of events, awards
- News from films in the circuit, festival and markets participation, reviews, pictures, videos, interviews
- News from people in the festival circuit.

One of the very few truly international trade resource focusing on one unique subject FESTIVALS

A community platform “facebook for film & fest pro”

It offers all functionalities found on facebook, youtube or myspace to share video, text, photo, news, links, maps, book or film reviews...

Be seen and discovered the audience is growing fast. Be seen among other key festivals sits such as Cannes, Sundance, Berlin, Toronto, Rome, Miami, Cinequest, Montreal, and many more

Our Audience

Professionals and serious film fans looking for info on the Fest scene:

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Their UNIQUE concern: know about festivals, films from festivals, dates, contacts, awards, what is hot from the circuit.

Filmmakers profile and serious film fans can be categorized in the indie genre.

Emerging talents fresh from their first short or feature.

Fest organizers from the world (9,000 registered users for 6,000 festivals)

Media looking for info on festivals Buyers and sellers TV programmers and TV buyers.

Professionals from institutions worldwide, academies of school and film universities

Unique visitors per month 380 000 - 450 000 (peak Cannes & July period)

THE AUDIENCE

Regular month Traffic Information

Monthly Unique Users 432 385

Source awstats Sep 2011•

Geographical Traffic Information

North America Visitors 45%

Rest of the world 55% from 75 territories



Targeting Capabilities

- Advertising possibilities on INTERNATIONAL community site or French site;

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- Targeting to filmmakers ; 9 000 recent films in database from 75 territories: 50% US
- Possibilities of targeting on the community pages only... the pro pages, the video zone
 - Sponsoring of mailing list of 70.000 professionals (weekly newsletter)
 - Sponsoring of flash emails to 9.000 festival organizers.
 - Sponsoring of flash emails to film-makers;
 - Possibilities of joint promotions at specific festivals
- Possibilities of promotions on our festival channel syndicated
 - Cannes visibility possibilities

ADVERTISE WITH US

Basic Banners ad rates

Rates below are €

Banner sizes: 728X90 & 468 X 60 300X250 and 180X60 pixels

Banners Gif Animated or flash

Banners rotate on run of sites or on specific pages

Basic rate: € 14 - 50 (/1000 impressions) decreasing.

BANNER AD PACKAGES/ Price for displaying banner ads including homepages

Festivals ops: Bulletin Board service 500€

Banner & Bulletin Board package 1000€

Banner & Bulletin Board package 1500€

Banner & newsletter ads campaign

Video on homepage 1000€ - 2000€ per week

Editorial offered.

Discounts are applicable to festivals, new festivals, charity organizations and independent filmmakers

Basic Buttons ad rates

Button size 180 X 60 pixels on home page.

Button ads rotate on run of sites or on specific pages

Top Left position fixed on homepage only €2,000 per month

Top left logo of all site pages rotating 1,000€ per week

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NEWSLETTER RATES

Ask us to brainstorm with you around possibilities of mixing banner ads, text ads in the newsletter and blog editorial treatment

Breakdown of newsletter subscribers (April 17, 2012)

Breakdown	Population
MEDIA	7 819
PR	4 058
Film directors	8 588
Producers	7 492
Film Buyers Sales Agents	5 402
TV buyers and programmers	512
Festival staffers	19 414
Various film pros	66 322
TOTAL 119 607	119 607

Visit a sample of our newsletter [online](#)

it will help you as much as it did for our other clients.

In most cases our festival clients receive at least 30% of film submissions and up to 60%

We hope



Bruno Chatelin
Filmfestivals.com