

Student Filmmakers

2022 MEDIA KIT

www.StudentFilmmakers.com 2021, Vol. 16, No. 2

Student Filmmakers



Organization and Naming Your Shots



Chasing the Muse



Filmmakers Network Spotlight: Zina Melekki

who we are

Student Filmmakers Magazine is the bright star of industry publications covering the latest technologies and workflows. Each issue addresses the needs of the five distinct phases of film and video making for students, educators and the continuing education of the professionals of today's industry. The five distinct phases are: *Development, Pre-Production, Production, Post Production, and Distribution.*

www.StudentFilmmakers.com 2021, Vol. 16, No. 1



Student Filmmakers



Lead Your Audience's Eye Stijn Van der Veken, ASC, SBC



Peter Warren csc on Getting His Start



Be a Female Filmmaker By Rachel Feldman

our mission

Our mission is to educate and inspire next generation filmmakers, while providing continuing education for professionals about new workflows, emerging technologies and best practices.

100,000+

MONTHLY VIEWS

28,000+

WEEKLY VIEWS

4,000+

DAILY VIEWS

StudentFilmmakers

2022 MEDIA KIT

ONLINE REACH

Monthly Views: 100,000+

Weekly Views: 28,000+

Daily Views: 4,000+

***Our Readers are Creating
the Award-Winning Films
of Today and Tomorrow***



TESTIMONIALS

“It is, by far, the most awesome resource that I use, not only for my personal development, but also reference and encourage my students at Bowling Green State University to subscribe to.”

~Jose A. Cardenas, SOC, IATSE Local 600,
Bowling Green State University,
Department of Telecommunications

“Your magazine has some very high-end stuff, and it’s good people, and I’m really impressed.

I think that the quality of writers is phenomenal.

It might be over the heads of some of your readers, but for others, it is a good resource.”

~Ron Dexter, ASC

“It would have been wonderful if I had a magazine such as the StudentFilmmakers Magazine available to me when I first started dreaming about becoming a cinematographer. It would have helped greatly to open up and help me understand the world of filmmaking and how to become part of it.”

~Andrew Laszlo, ASC

StudentFilmmakers

2022 MEDIA KIT

PROFESSIONAL AS:

Cinematographer	23.05%
Director	14.07%
Editor	12.01%
Producer	11.82%
Camera Operator	11.27%
Instructor	6.85%
Screenplay Writer	1.41%
Marketing Executive	1.47%
Studio Executive	1.24%
Advertising Executive	0.65%
Equipment Manufacturer	0.58%
Rental Executive	0.43%
Other	15.15%

Partner with the **#1 Educational Resource** for Filmmakers, Videographers & Storytellers

NATURE OF BUSINESS:

Film Studio / Television Production	25.90%
Independent Film Company	15.81%
Postproduction Facility	5.75%
Graphics / Visual Effects Facility	2.53%
Broadcast or Cable Network	1.51%
Equipment Manufacturer	1.09%
Ad Agency	1.03%
Audio Post Production	0.99%
Software Development	0.75%
Equipment Rental House	0.65%
Film or Television Commission	0.46%
Other	17.41%

Create **brand allegiance** and build **customer loyalty**.

ROLE IN HIRING OR PURCHASING PRODUCTS / SERVICES, HARDWARE, OR SOFTWARE

Approve / Authorize	45.12%
Research Services or Technology	7.56%
Initiate Request	13.73%
Specify Services	2.40%
None of the Above	28.92%

PRODUCTION TOOLS READERS	own: use:	
	Computer platforms	66.19%
Camera accessories	52.03%	36.70%
Lenses	38.02%	36.16%
Video Monitors	42.55%	37.83%
Grip equipment	27.64%	34.97%
Editing software	62.72%	34.84%
Lights	38.18%	42.38%
Videotape recorders	52.85%	35.12%
Film Camera	25.13%	31.88%
Film	17.29%	28.72%

ASPECTS OF STUDENTFILMMAKERS THAT INTEREST READERS

Cinematography	64.84%
Directing	60.67%
Editing	64.81%
Audio/Sound	43.83%
Lighting	55.46%
Post Production	54.38%
Camera	60.77%
Screenwriting	44.45%
Festivals/Awards/Contests	51.34%
Film Business	46.36%
Industry News	41.25%
Master Classes/Workshops	40.53%
Products Review	40.42%
Set Production	33.62%
Production Design	41.20%
Acting	27.37%
Student Community	35.95%

ANNUAL PRODUCTION BUDGET:

\$50,000 and under	57.01%
\$50,001 to \$100,000	13.46%
\$100,001 to \$500,000	8.36%
\$500,001 to \$1 million	3.61%
\$1,000,001 to \$10 million	0.97%
\$10,000,001 to \$50 million	0.51%
\$50,000,001 and above	0.67%



For Hundreds of Testimonials Visit

studentfilmmakers.com/feedback

100,000+ 28,000+ 4,000+

MONTHLY VIEWS

WEEKLY VIEWS

DAILY VIEWS

4-Color / B&W (Premium Positions)

Size	1x	3x	6x	12x
Cover II (Inside Front Cover)	\$4800	\$4524	\$4156	\$3788
Cover III (Inside Back Cover)	\$4550	\$4289	\$3941	\$3593
Cover IV (Back Cover)	\$4750	\$4577	\$4013	\$3749
Full Page	\$3950	\$3725	\$3425	\$3125
2-Page Spread	\$7500	\$7300	\$7100	\$6700
Island (Standard)	\$3200	\$3020	\$2780	\$2540
1/2 Page	\$2150	\$2033	\$1877	\$1721
1/3 Page	\$1675	\$1586	\$1468	\$1350
1/4 Page	\$1175	\$1116	\$1038	\$960
1/6 Page	\$825	\$787	\$737	\$687
1/8 Page	\$595	\$571	\$539	\$508

Specifications Width x Depth (Inches)

Magazines Trim Size: 8.375 x 10.875 inches

2-Page Spread *Ask for specific sizing instructions when ordering*

Cover II, III, IV Trim Size: 8.375" x 10.875" inches
 Bleed: Extend fully 0.125" outside trim edge
 Safe Zone is 0.25" inside the trim size.

Full Page (Bleed) Trim Size: 8.375" x 10.875" inches
 Bleed: Extend fully 0.125" outside trim edge
 Safe Zone is 0.25" inside the trim size.

Full Page (No Bleed) 7" x 9.75"

Half Page: Vertical 3.25" x 9.75"

Half Page: Horizontal 7" x 4.75"

One-Third Page: Standard 2.25" x 9.75"

Two-Thirds Page: Standard 4.25" x 9.75"

Island (Standard/Sq.) 4.25" x 6.25" / 4.25" x 4.25"

Quarter Page: Standard 3.25" x 4.75"

Sixth Page: Standard 2" x 4.75"

Eighth Page: 3 Options for 1/8th Page: Horizontal: 7.88" x 1.17" /
 Vertical: 1.86" x 5.10" / Rectangle: 4" x 2.5"



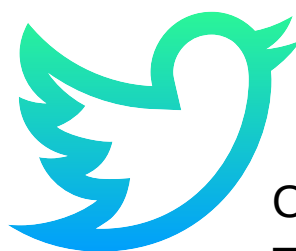
DIGITAL ADVERTISING

*Stay Connected with New
and Emerging Filmmakers
of the Digital World*

Web Banners

<i>Premium Positions</i>	1 Month	6 Months	12 Months
Top Leaderboard 728px by 90px	\$2450/mo	\$2075/mo	\$1625/mo
Top Banner 468px by 60px	\$2075/mo	\$1875/mo	\$1775/mo
Large Rectangle Banner 300px by 250px	\$2300/mo	\$2075/mo	\$1825/mo
Box Banner 125px by 125px	\$995/mo	\$795/mo	\$625/mo
Article Banner 468px by 60px	\$1695/mo		\$1495/mo
Logo Banner 160px by 40px	\$235/mo		

SOCIAL MEDIA BOOST



Over 59,000+
Twitter Followers

\$100 to \$1000 per tweet

100,000+

MONTHLY VIEWS

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WEEKLY VIEWS

4,000+

DAILY VIEWS

EMAIL MARKETING

Ignite, Inspire and Inform

Client Testimonials

“We found *StudentFilmmakers.com* to be one of the most effective tools available to market the launch of our new show, NAB’s Post + NY. We saw immediate and tangible results and would highly recommend it to others looking to tap this demographic.”

Chris Brown, Vice President Conventions and Expositions, National Association of Broadcasters, Washington, DC, www.nab.org

“Kim Welch is very dedicated to his craft and has a terrific pulse on industry trends. *StudentFilmmakers.com* has done a great job in expanding our marketing distribution channels and we always look forward partnering, one event after the other.”

Colin Zink, Show Director, Digital Video Expo

“*StudentFilmmakers.com* has proven to be an extremely useful marketing tool for American Cinematographer. *StudentFilmmakers.com* has added a new dimension to our client base and outreach options.”

Saul Molina, Circulation Manager, American Cinematographer Magazine, Hollywood CA

eNewsletter Sponsorships

eNews Inclusion

1-Month Campaign	\$695 per inclusion
3-Month Campaign	\$595 per inclusion
6-Month Campaign	\$495 per inclusion
12-Month Campaign	\$395 per inclusion

eNews Banner

1-Month Campaign	\$1195 per inclusion
3-Month Campaign	\$995 per inclusion
6-Month Campaign	\$895 per inclusion
12-Month Campaign	\$795 per inclusion

Exclusive eBlasts

1-Month Campaign	\$2450 per blast
3-Month Campaign	\$1984 per blast
6-Month Campaign	\$1658 per blast
12-Month Campaign	\$1542 per blast

100,000+ **28,000+** **4,000+**

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