

# MEDIA KIT 2019

boxoffice



Boxoffice Magazine and  
Film Journal International  
Announce Merger  
More information inside

# OVERVIEW

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Boxoffice is dedicated to bringing motion picture professionals the most up-to-date information, data and analysis available across multiple platforms. With our knowledgeable editorial staff and top industry experts, Boxoffice ensures our magazine readers and online and mobile users have access to knowledge that will enable them to make informed, profitable decisions about which products and services they purchase.

Every month in the Boxoffice magazine, and every day online at Boxoffice.com, we provide an insightful look at both the vibrant North American market as well as a global perspective from Latin and South America, Europe, Asia and Australia. Key players from all sectors of the motion picture industry provide their expertise, analysis and forecasts so our readers can make informed strategic decisions. Since the days of silent films, whenever exhibitors and other motion-picture professionals need information, they turn to Boxoffice. And for 20 years, they've turned to Boxoffice.com. They won't find you if you're not part of the family of Boxoffice advertisers. The Boxoffice Magazine is published on a monthly basis, gets guaranteed distribution to all NATO members across 96 countries and premium visibility at the industry's top trade conventions – namely CinemaCon, ShowEast, CineEurope and CineAsia.

As of January 2019, Boxoffice Magazine and Film Journal International will come together as a single publication under the Boxoffice banner. The merger will provide advertisers with increased monthly circulation, greater editorial opportunities, and a consolidated marketing message in theatrical exhibition's reference publication. The merger will also see the relaunch of Boxoffice.com with an updated look and expanded editorial focus on data-driven box office reporting and exclusive insights on the global exhibition industry, creating a digital B2B hub for the cinema industry.



# READERSHIP

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Boxoffice is the official magazine of NATO – National Association of Theater Owners – the largest exhibition trade organization for the theatrical industry in the world. As a result, it gets guaranteed monthly distribution to its network of members ranging from the largest circuits in North America to hundreds of independent members, both domestic and international.

Boxoffice also reaches a wide range of influencers in the industry ranging from theater chain owners and CEOs, managers and concessionary professionals, film buyers, producers, distributors and entertainment marketers.

Boxoffice reaches over 90% of the US box office across most major circuits – namely AMC Theatres, B&B Theatres, Bow Tie Cinemas, Cinemark USA, Cineplex Entertainment, Cinépolis, Cobb Theatres, Georgia Theatre Co, Goodrich Quality Theaters, Harkins Theatres, Kerasotes Theatres, Landmark Theatres, Malco Theatres, Marcus Theatres, National Amusements, Pacific Theatres, Phoenix Theatres Entertainment, Regal Entertainment Group, Southern Theatres, UltraStar Cinemas, Warren Theatres... and many other major, regional, independent, and international theatre circuits.

## PRINT MAGAZINE

The Boxoffice Magazine is published on a monthly basis, gets guaranteed distribution to all NATO members across 96 countries and premium visibility at the industry's top trade conventions – namely CinemaCon, ShowEast, CineEurope and CineAsia.

## DIGITAL PUBLICATION

Boxoffice.com reaches a unique group of influential industry professionals and aficionados interested in the daily fluctuations in the business of movies and box office sales totaling to an average of 565k page views for the first half of 2018.

## SOCIAL MEDIA

On social, the Boxoffice brand has cultivated an active and engaged audience of 100,000 entertainment professionals enthusiasts across Twitter and Facebook. It has actively positioned itself as the number one source of weekly box office predictions and actuals on social.

The image displays the boxofficepro website on two devices: a tablet and a smartphone. The tablet view shows the homepage with the following elements:

- Header:** boxofficepro logo, a promotional banner for NEC projectors, and a navigation menu with links: NUMBERS, BOXOFFICE MAGAZINE, NEWS, EXHIBITION NEWS, MEDIA & PRESS, 3D RELEASE CALENDAR, RELEASE CALENDAR, SIGN UP, SIGN IN.
- Search Bar:** "To search type and hit enter" with a search icon.
- Domestic Grosses Table:**

Tuesday, October 2nd, 2018	
Night School	\$2,781,015
Smallfoot	\$1,874,409
The House With A Clock In Its Walls	\$1,108,820
- News Articles:**
  - "Liberty for All: B&B Theatres Unveils its Flagship Location" (October 2, 2018)
  - "Weekend Actuals: 'Night School' Opens to Solid \$27.7M; 'Smallfoot' Leaves \$23.0M Impression in 2nd" (September 29, 2018)
  - "Weekend Estimates: 'Night School' In Session at \$26M+; 'Smallfoot' Captures \$23M+; 'House With A Clock' Adds \$12M+; 'Hell Fest' Scars Up \$4.8M+" (September 29, 2018)
  - "Long Range Tracking: 'Creed 2', 'Ralph Breaks the Internet', & 'Robin Hood'" (September 28, 2018)
- Analysis Section:** "MAKING A REEL DIFFERENCE" with a steering wheel icon.
- Advertisements:** NCM "INNOVATING the Moviegoing Experience" and "Be a part of America's Movie Network."

The smartphone view shows a mobile-optimized version of the website, featuring a hamburger menu icon, the boxofficepro logo, and a snippet of the "Liberty for All" article.

# CALENDAR

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## JANUARY

### SHOWS:

Jan 14 ICTA  
Jan 24 Art House  
Convergence  
Jan 28 UDITOA

### DEADLINES:

Dec 16 Copy / Reserve  
Dec 20 Editorial /Ads  
Dec 28 Upload

## FEBRUARY

### TOPICS:

Giants of Exhibition

### DEADLINES:

Jan 15 Copy / Reserve  
Jan 18 Editorial /Ads  
Jan 25 Upload

## MARCH

### DEADLINES:

Feb 12 Copy / Reserve  
Feb 15 Editorial /Ads  
Feb 22 Upload

## APRIL

### SHOWS:

Apr 1 CinemaCon

### DEADLINES:

Mar 1 Copy  
Mar 7 Reserve  
Mar 8 Editorial /Ads  
Mar 15 Upload

## MAY

### DEADLINES:

Apr 15 Copy / Reserve  
Apr 18 Reserve  
Apr 26 Editorial /Ads

## JUNE

### SHOWS:

Jun 17 CineEurope

### DEADLINES:

May 21 Copy / Reserve  
May 24 Editorial /Ads  
May 31 Upload

## JULY

### SHOWS:

Jul 30 NAC

### DEADLINES:

Jun 18 Copy / Reserve  
Jun 21 Editorial /Ads  
Jun 28 Upload

## AUGUST

### SHOWS:

Aug 20 ShowSouth  
Aug 26 CineShow

### DEADLINES:

Jul 16 Copy / Reserve  
Jul 19 Editorial /Ads  
Jul 26 Upload

## SEPTEMBER

### SHOWS:

Sep 16 Geneva

### DEADLINES:

Aug 20 Copy / Reserve  
Aug 23 Editorial /Ads  
Aug 30 Upload

## OCTOBER

### SHOWS:

Oct 14 ShowEast

### DEADLINES:

Sep 17 Copy / Reserve  
Sep 20 Editorial /Ads  
Sep 27 Upload

## NOVEMBER

### DEADLINES:

Oct 21 Copy / Reserve  
Oct 23 Editorial /Ads  
Oct 29 Upload

## DECEMBER

### SHOWS:

Dec 10 CineAsia

### DEADLINES:

Nov 12 Copy / Reserve  
Nov 15 Editorial /Ads  
Nov 22 Upload

# ADVERTISING

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We ensure that the companies advertising in Boxoffice reach the right decision makers with real buying power. Increase your sales and reach when you leverage our resources across print, online, digital, and event platforms. Combine your advertising in Boxoffice with participation at our industry-leading trade events and online and digital media opportunities to cover all the bases and get the most impact for your marketing dollars.

Our advertisers include companies ranging from 3D, Alternative Content Programs, Amusements/Gaming, Concessions & Concession Equipment, Construction/Architecture, Digital Cinema Equipment, Feature Films, Financial Services, Janitorial Supplies, Hearing Devices, Immersive 4D Seating, Immersive Sound Systems, Interior Design, Lobby Displays, Mobile Payment Systems, Movie Merchandise, Projection Booth Equipment, Screens, Seating, Signs, Social Networking, Sound /Speakers /Amplifiers, Special Services, Ticketing / Point of Sale, Walls /Panels /Screens.



## DIGITAL SPECS

### LEADER BOARD



**DIMENSIONS:**  
728px x 90px

Pricing for the digital ads is available upon request.

### MEDIUM RECTANGLE



**DIMENSIONS:**  
300px x 250px

Pricing for the digital ads is available upon request.

### MOBILE BANNER



**DIMENSIONS:**  
320px x 50px

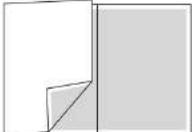
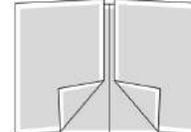
Pricing for the digital ads is available upon request.

### TAKEOVER SKIN



**DIMENSIONS:**  
Custom

Pricing for the digital ads is available upon request.

<p><b>FULL PAGE</b></p>  <p><b>DIMENSIONS:</b> 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p><b>PRICING:</b> 4,567 USD 10% add on CinemaCon</p>	<p><b>2 PAGE SPREAD</b></p>  <p><b>DIMENSIONS:</b> 16.5" x 10.875" 49p6 x 65p3 419mm x 276mm</p> <p><b>BLEED:</b> 16.75" x 11.125" 100p6 x 66p9 425mm x 283mm</p> <p><b>PRICING:</b> 7,764 USD 10% add on CinemaCon</p>	<p><b>HALF PAGE</b></p>  <p><b>DIMENSIONS:</b> 7.25" x 4.75" 43p6 x 28p6 184mm x 121mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 9216mm x 283mm</p> <p><b>PRICING:</b> 3,197 USD 10% add on CinemaCon</p>	<p><b>THIRD VERTICAL</b></p>  <p><b>DIMENSIONS:</b> 2.3" x 9.75" 13p10 x 58p7 58mm x 248mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 9216mm x 283mm</p> <p><b>PRICING:</b> 2,284 USD 10% add on CinemaCon</p>	<p><b>FRONT COVER</b></p>  <p>Pricing for the front cover is available upon request.</p>
<p><b>GATEFOLD 3 PAGE</b></p>  <p><b>DIMENSIONS:</b> 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p><b>PRICING:</b> 10,047 USD 10% add on CinemaCon</p>	<p><b>BACK COVER</b></p>  <p><b>DIMENSIONS:</b> 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p><b>PRICING:</b> 5,937 USD 10% add on CinemaCon</p>	<p><b>INSIDE BACK</b></p>  <p><b>DIMENSIONS:</b> 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p><b>PRICING:</b> 5,024 USD 10% add on CinemaCon</p>	<p><b>INSIDE FRONT</b></p>  <p><b>SPECIFICATIONS:</b> 2.3" x column inch 13p10 x column inch 58mm x column inch</p> <p><b>BLEED:</b> 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p><b>PRICING:</b> 5,937 USD 10% add on CinemaCon</p>	<p><b>CUSTOM FORMATS</b></p>  <p>Custom designed formats are available upon request.</p>

# CONTACTS

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