

Post

2017 MEDIA KIT

WHERE TECHNOLOGY AND TALENT MEET



Post
30TH ANNIVERSARY

APRIL 2016 POST
www.postmagazine.com

PLUS:
SPECIAL REPORT: DRONES
THE HUNTSMAN DIRECTOR
CEDRIC NICOLAS-TROYAN
AUDIO FOR ANIMATION
THE ANGRY BIRDS MOVIE

BIG VFX FOR THE SMALL SCREEN
DC'S LEGENDS OF TOMORROW,
SHADOWHUNTERS & THE EXPANSE



Post
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PLUS:
OSCARs EXAMINED: CONSIDER
VFX AND DRONES
RECENTRE MOVIE: THE FIFTH
WAVE VS THE AVIATOR

THE SOUNDS OF STAR WARS
THE FORCE AWAKENS

WINNER
BEST FILM EDITING: HANK CORWIN, A.C.E.
OF THE YEAR IN POST PRODUCTION

BIG SHORT



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PLUS:
FRODO BAGGINS: AWARD
WORTHY VISUAL EFFECTS
ACTOR JOHN KRASINSKI
DIRECTS THE REAGAN
SPECIAL SECTION: VS
POSTING MADE FILMS

PECULIAR VISUALS
TIM BURTON ADAPTS MISS
POREMBOME FOR THE BIG SCREEN



Post
30TH ANNIVERSARY

PLUS:
THE WALKER: A
RECENTRE MOVIE: THE
FIFTH WAVE VS THE AVIATOR

OUTLANDER
STRIDES WITH CENTURY HIT OSCAR



FIRSTCOM MUSIC IS A PROUD SPONSOR OF NAB 2016
The Creative Master Series + The Aerial Robotics And Drone Pavilion
Are Your Destinations For Creative Music Solutions!

DRONE PAVILION
April 18th & 19th
Presentations
11:30 am
#firstcommusic

ABOUT POST MAGAZINE

Post Magazine began over 28 years ago as a way for post professionals to learn from others in the field. And while the industry has changed and our coverage has evolved along with it, our founding premise has never wavered — sharing stories of professionals, their tools and the projects they work on. What better endorsement for a piece of technology or way of working than to learn that a post pro is being successful with that tool in their workflow.

Post understands that our industry is made up of artists, and we cover the work from their perspective, and we speak a language they understand. User stories help others learn from their successes as well as their mistakes. Their stories help propel our industry further.

Post is also more than just a magazine, it's a community, and we continue to find ways to bring pros, tools and projects together in a way that spurs their creativity.

Definition of Recipient Qualification Production Management (*Production Manager, Director, Producer, Creative Director, Colorist*) Technical Management and Engineering (*Video Editor, Audio Engineer, Special Effects Supervisor, Technical Director*), Corporate Operations management (*Owner, President, General manager, Operations Manager, Marketing Director*)

OVERALL BRAND FOCUS

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Communications Channels of the Brand Crossover	2	Post Magazine Print Rates	5
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Combined Demographic Profile of Unique Individuals (all applicable channels)	3	Post Magazine Online Advertising.....	7
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INDIVIDUAL CHANNEL VIEW



Post Magazine
12 issues scheduled for 2017
26,000 average circulation

Post Magazine E-Newsletters
26 Biweekly Deployments
14 Speciality Deployments



Post Magazine Webcasts
3 Webcasts scheduled for 2017

Post Magazine White Papers
INFO TK



Post Magazine App
INFO TK

Post Magazine Website
22,000 Page Impressions Monthly

Post Magazine Social Media
13,000 Avg. # of Twitter Followers
3,300 Avg. # of Facebook Likes
INFO TK Avg. # of LinkedIn Group Members





BRAND MEDIA REPORT 2017

1. EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

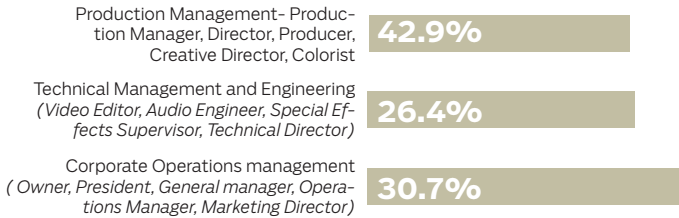
	AVERAGE
Post Magazine (12 issues in period)	
1) Print Version Average	26,000
2) Digital Version Average: Double Opt-In Requested	4,000
Post Magazine Newsletters	
1) Biweekly	17,000
2) Specialty Average	17,000
Post Magazine Webinars	TK
Post Magazine Webcast	TK
Post Magazine Website (Monthly Impressions)	22,000
Post Magazine Social Media	
1. Twitter Followers	13,000
2. Facebook Likes	3,300
3. LinkedIn Group Members	TK

1A. COMMUNICATION CHANNELS OF THE POST BRAND

Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive. Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

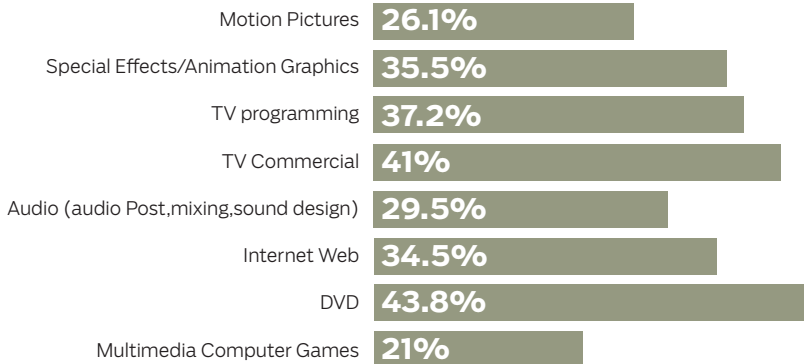
CHANNEL	INTEGRATED CHANNELS	NON-INTEGRATED CHANNELS
Post Magazine	Post magazine 22,000 Bi Weekly Enewsletter 17,000 Show Daily Enewsletter 17,000 Post Magazine Webinars TK Post Magazine Webcast TK	Post Magazine Social Media Followers 13,000 Facebook likes 3,300 Linked Group Members-TK

JOB TITLE AND CLASSIFICATION

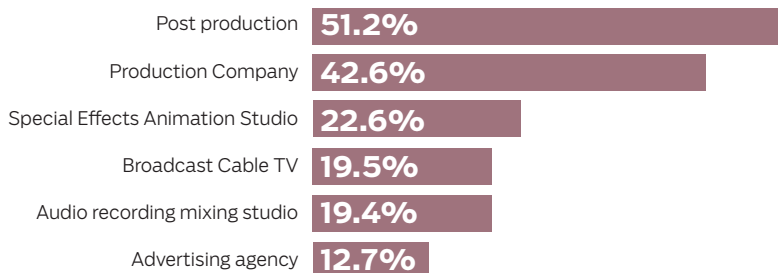


TYPE OF MEDIA YOU WORK IN?

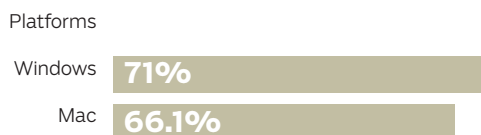
(some respondents picked more than one)



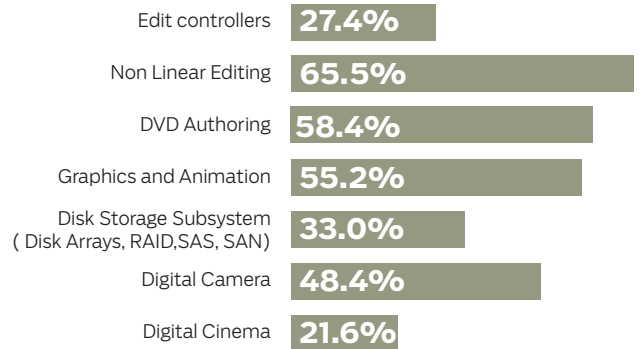
BEST DESCRIBES YOUR FACILITY



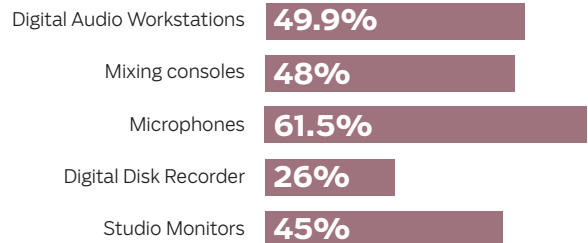
TYPES OF PRODUCTION AND POST PRODUCTION EQUIPMENT AND TECHNOLOGY THEY PURCHASE (SOME EXAMPLES)



EQUIPMENT AND SOFTWARE

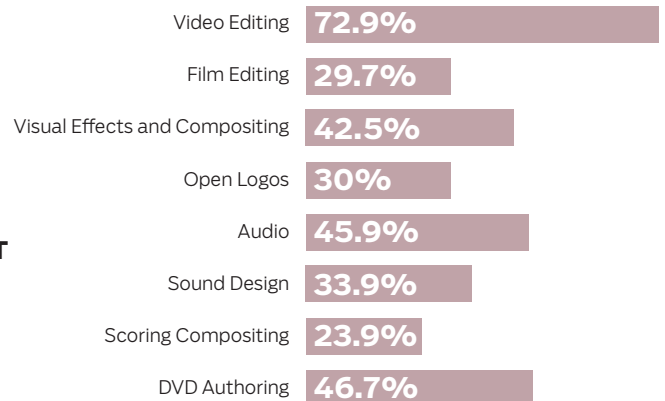


AUDIO EQUIPMENT

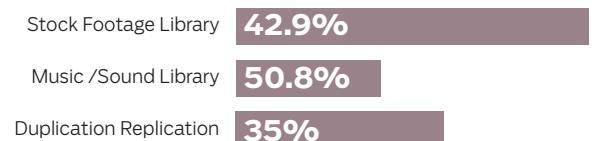


Types of Post production services they purchase (some respondents picked more than one)

POST PRODUCTION



SERVICES



MONTHLY SECTIONS

FEATURES

Each month we tackle a variety of topics, including audio post, visual effects, technology, trends and workflow — with in-depth features that focus on pros and their recent work. What better way to learn than by reading about industry pros, their work and the tools they are using.

BITS & PIECES

What's new in post production

DIRECTOR'S CHAIR

Each month a top director talks about his/her latest film from the production and post production perspective

SPECIAL REPORT

Industry experts provide insight into trends and tools

POSTINGS

A graphic glimpse into recent projects

PRODUCTS

The latest in hardware and software

PEOPLE

Keeping tabs of the industry's movers and shakers

REVIEW

Post experts review the latest products



**FOR MORE INFORMATION, OR TO RESERVE ADVERTISING SPACE,
CONTACT YOUR REGIONAL SALES REPRESENTATIVE:**

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516.376.1087 | mloftus@postmagazine.com

PRINT ADVERTISING RATES

4C	1x	3x	6x	12x	24x
Full Page	\$8,630	\$8,224	\$8,159	\$7,714	\$7,321
Jr Page	\$7,437	7,411	6,839	6,623	6,510
Jumbo 1/2 Page	\$6,586	6,408	6,015	5,906	5,719
Jr Half Page	\$5,327	5,200	5,067	4,793	4,779
1/3 Page	\$4,872	4,756	4,646	4,366	4,282
1/6 Page	\$3,247	3,204	3,087	2,980	2,903

COVERS

(Includes 4/C Process & Bleed)

Cover 2.....25% Premium

Cover 3.....15% Premium

Cover 4.....25% Premium

CUSTOM MARKETING SOLUTIONS

REPRINTS

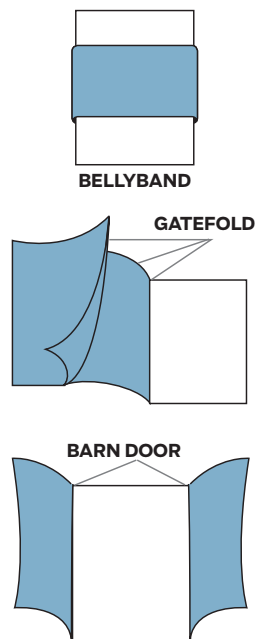
Reprints are available from articles in Post Magazine. This is a cost-effective way to promote your brand in the market. Choose your quantity and layout, PDF's are available too for posting on the Web. Contact your sales rep today for details!

LIST RENTAL

Reach active Creative Management professionals in Post Magazine opt-in list. Sort to your demographic for targeted approach. Please contact your rep for more information.

CUSTOM PUBLISHING

We have many custom programs available: advertorials, targeted Enewsletters, special event sponsorships and more!



Contact Sales Rep for quotes.

INSERTS Distribute your brochures or catalogs to every Post reader by delivering them with the magazine.

COVER WRAPS Grab the readers attention before they ever open the issue with a custom designed cover that is placed over the front cover.

BARN/FRENCH DOOR COVER A Cover treatment that opens in the middle of the page – a great way to peak a readers curiosity!

GATEFOLD Go Big with a 3 page message that no one can miss!

BELLY BAND Direct readers right to your ad inside the magazine with a printed paper band that wraps around the outside of the magazine.

POLYWRAP Insert your pre-printed brochure into a plastic polybag that helps protect subscribers' copies.

PRODUCT SHOWCASE A heavier stock, two-sided insert stands out in the center of the magazine and forces every reader to view it.

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MATERIAL INSTRUCTIONS

METHOD AND PAPER: Web offset,
coated text and cover, saddle stitch
TRIM: 10" x 12"
BLEED: No additional charge.
MINIMUM SIZE: 1/2-page horizontal.

ELECTRONICALLY PROVIDED ADS

Only high-resolution Adobe PDF files are accepted.
All electronic files must be accompanied by an Epson
color print. If a laser is not supplied, we cannot be
responsible for reproduction quality. If a color proof is
not supplied, we cannot be responsible for color repro-
duction quality.

SUBMISSION INSTRUCTIONS

SEND MATERIALS TO:
Post Magazine, Production Dept.,
620 West Elk Avenue, Glendale, California 91204
(800) 280-6446

FTP INFORMATION:
Please see the next page for full FTP instructions.

Please make sure the advertiser's name is included in the
file name. When uploading ads to the ftp site, please notify
your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher
will be billed to advertiser or its agency.

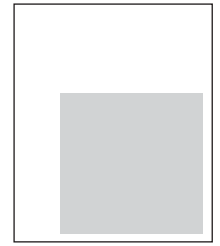
Keep all essential live matter 1/4" inside trim all around.



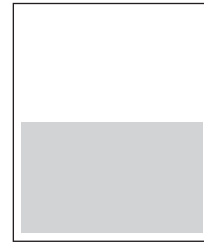
Full Page (1)
Trim Size: 10 x 12
Bleed: 10.25 x 12.25



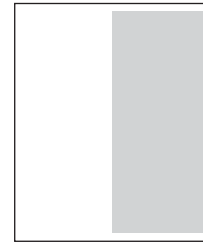
Junior Page (.75)
No bleed: 6.75 x 10.875
Bleed: 7.5 x 12.25



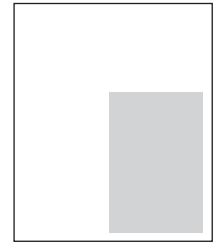
2/3 Custom Page (.50)
No bleed: 6.75 x 7



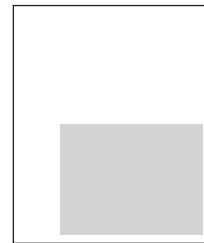
Jumbo 1/2 Horiz. (.5)
No Bleed: 8.75 x 5.25
Bleed: 10.25 x 6.25



Jumbo 1/2 Vert. (.5)
No Bleed: 4.375 x 10.875
Bleed: 5.25 x 12.25



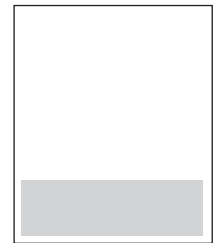
Jr. Half Island (.33)
No bleed: 4.375 x 7



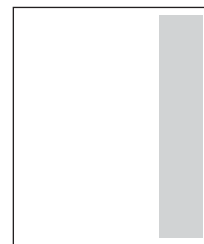
Junior 1/2 Horiz. (.33)
No Bleed: 6.75 x 4.875



1/3 Square (.25)
No Bleed: 4.375 x 4.875



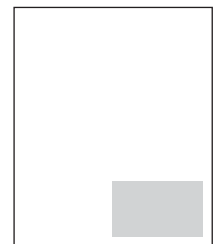
1/3 Horizontal (.25)
No bleed: 8.75 x 2.25



1/3 Vertical (.25)
No Bleed: 2.125 x 10.875



1/6 Vertical (.12)
No Bleed: 2.125 x 4.875



1/6 Horizontal (.12)
No bleed: 4.375 x 2.25

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POSTMAGAZINE.COM 2016 ONLINE ADVERTISING RATES

Top Leaderboard	728x90 (ROS)	\$2250
Bottom Leaderboard	728x90 (ROS)	\$1250
Jumbo Skyscraper One	300x600 (ROS)	\$2275
Jumbo Skyscraper Two	300x600 (ROS)	\$2275
Large Square One	300x250 (ROS)	\$1250
Large Square Two	300x250 (ROS)	\$1250
Road Block	640x480	\$995
Wallpaper Wrap	1600x850	\$2495

(ask sales for more info, cost per month)

100kb max file size, no limits on animation, Formats: GIF, JPG, PNG SWF-Flash files can be up to 100 kb. 3rd party tags accepted i.e. Dart and Atlas. Please check with sales rep, all ads are expandable.

Postmagazine.com can also handle several Rich Media formats, the most common being Macromedia Flash. If you intend to do any work with Flash please see Flash Instructions and email webads@postmagazine.com ahead of time as there are some design considerations. Third Party ad tags are also accepted if it is the client's wish to be able to track their own stats. Otherwise, we (Post Magazine) are able to provide (by request) the numbers of clicks and impressions that their ads generate. Materials should be sent to webads@postmagazine.com



WEB SPONSORSHIP OPPORTUNITIES

A) TARGET MARKET NEWSLETTERS

Monthly themes: Audio/Music/sound; Animation/Graphics, Cameras in Post, Editing, HD, Storage, Studio, Workstations. Editors will review any additional topic choices. Circulation per Eblast: 17,000 opt-in subscribers.

Web ad sponsorship levels:

- 1) Exclusive Sponsorship of newsletter: banner, button, skyscraper, 100 words of text. \$3295 net per month
- 2) Co-sponsored with another advertiser: 2 web ads, and 50 words of text each. \$2495 net each advertiser

B) WEB AD SPONSORSHIP ON SHOW DAILIES

Daily E-newsletters from these shows: NAB, Siggraph, IBC, AES, HD World. Circulation per Eblast: 17,000 opt-in subscribers. We offer one price for all eblasts during each show week.

Top banner (468x60): \$4995 net; square (180x180): \$2995 net within section banner (468x60) \$2995; Skyscraper (160x600) \$3995, Medium Skyscraper (160x300) \$3295

C) BI-WEEKLY "NEWS & NETWORKING" E-NEWSLETTER (2X MONTHLY)

Enhanced reporting on industry updates, training, jobs, career, events, studio and student galleries.

Circulation: 17,000 opt-in subscribers. Here's your opportunity to sponsor with:

468x60 horizontal banner \$2500 top position; \$2000 in between sections
160x600 vertical skyscraper \$1895; 180x180 box \$1500

D) DIRECT MAIL VIA POST'S SUBSCRIBER LISTS

Custom Online Survey. Need to know more about our audience's preferences or buying intentions?

Submit up to 15 burning questions you would like to ask the subscribers.

Select subscriber categories from POST's subscription card (ex: businesses, titles, media they work in) POST Magazine will create, deploy and tabulate the results for you.

Custom Contest via www.postmagazine.com and e-newsletters.

Contact Post's Editors or sales representatives for details.

Direct Mail/E-list and Mail list rentals: Contact your sale representative for cost per thousand quote and selection breakdowns.



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YOU HAVE NEWS. BIG NEWS. YOU WANT EVERYONE IN THE POST PRODUCTION WORLD TO KNOW IT.



PUT IT ON THE COVER

Take out a
Cover Banner
and showcase your
company for the
entire industry
to see.

\$4,995

The Cover Banner tells readers where to find your story in the magazine.
The accompanying QR Code opens the story in readers' phones
before they even open the magazine!

There is one Cover Banner per issue.
Be sure to book ahead.

*Final Approval publisher Post Magazine, A limited amount of copy in 20pt, art photoshop white background

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	VIDEO & FILM	VFX, GRAPHICS & NEW MEDIA	AUDIO	SERVICES & STUDIOS	BONUS DISTRIBUTION	ONLINE	ADVERTISING CLOSE & MATERIAL DUE DATE
JANUARY	OSCAR OUTLOOK: Post's Top Picks	VFX for Spots	Audio For Indie Films	Storage Gallery		Oscar Spotlight	Space Close 12/8/16 Material Due 12/14/16
FEBRUARY	Post For Reality TV	VFX Plug-Ins	Unsung Audio Gear	Sound Library News	HPA Tech Retreat February 20-24, Indian Wells, CA SXSW (film) March 10-19 Austin, TX	Reality TV	Space Close 1/12/17 Material Due 1/17/17
MARCH	Digital Intermediates Post Oscar Report	Previs/postvis	Audio For Games & Apps	Storage Supplement		NAB Preview	Space Close 2/9/17 Material Due 2/14/17
APRIL	On-Set, Near-Set Dailies	VFX For TV Series	Audio For Animation	NAB News	NAB, April 24-27, Las Vegas, NV	Post TV at NAB NAB News	Space Close 3/9/17 Material Due 3/14/17
MAY	DP/Colorist Relationship	Training	Sound Design	SPECIAL REPORT: Cameras	Promax/BDA June 5, Los Angeles	Spotlight: NY Studios	Space Close 4/6/17 Material Due 4/12/17
JUNE	Displays, Monitors and Projection Technology	Broadcast Design	Audio for TV Series	Plug-ins News Sound Libraries		Broadcast Design	Space Close 5/11/17 Material Due 5/16/17
JULY	Emmy Contenders Working remotely/ Collaboratively	Feature Film: VFX for Summer Blockbusters	Audio For New Media	SPECIAL SECTION: 4K/HDR (Print/Online) Storage Gallery	Comic Con July 20-23, San Diego, CA SIGGRAPH, July 30-August 3, Anaheim, CA	Summer Blockbusters	Space Close 6/8/17 Material Due 6/13/17
AUGUST	Posting Music Videos	Storage for VFX	Audio for Commercials	IBC News Stock Footage Gallery	IBC September 15-19 Amsterdam, The Netherlands	Music Videos	Space Close 7/6/17 Material Due 7/11/17
SEPTEMBER	Post Emmy's Report Posting Indie Films	Web Series/ Streaming Content	Favorite Audio Tools	SPECIAL SECTION: VR (Print/Online) Sound Libraries	AES October 18-21 New York, NY	Spotlight: LA Studios IBC News	Space Close 8/10/17 Material Due 8/15/17
OCTOBER	Post For Fall TV Premieres	Studio Roundtable: Editing Challenges	Audio For Feature Films	SPECIAL UPDATE: Cameras Storage News	NAB NY October 18-19, New York, NY AFM November 1-8, Santa Monica, CA	Web Series	Space Close 9/7/17 Material Due 9/12/17
NOVEMBER	Oscar Contenders Picture & Sound Restoration	Advertising & The Internet	ADR & Foley	SPECIAL SECTION: Workstations/Processors (Print/Online)	HPA Awards TBD, Los Angeles, CA	Post TV - Annual Party Oscar Outlook	Space Close 10/12/17 Material Due 10/17/17
DECEMBER						Outlook 2018 Holiday Spots	Space Close 11/9/17 Material Due 11/14/17

OUR SPECIAL SWOT ISSUE: STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

OUTLOOK ON 2018