

## 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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## Individual Channel View



**Post Magazine**  
12 issues scheduled for 2014  
26,000 average circulation

**Post Magazine E-Newsletters**  
26 Biweekly Deployments  
14 Speciality Deployments



**Post Magazine Webcasts**  
3 Webcasts scheduled for 2014

**Post Magazine White Papers**  
INFO TK



**Post Magazine App**  
INFO TK



**Post Magazine Website**  
30,645 Page Impressions Monthly

**Post Magazine Social Media**  
9,430 Avg. # of Twitter Followers  
2,457 Avg. # of Facebook Likes  
INFO TK Avg. # of LinkedIN Group Members



# Brand Media Report 2014

## 1. Executive Summary

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

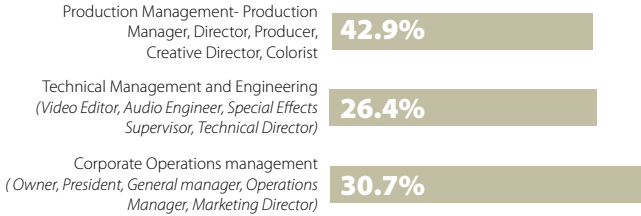
	Average
Post Magazine (12 issues in period)	
1) Print Version Average	26,000
2) Digital Version Average: Double Opt-In Requested	3,129
Post Magazine Newsletters	
1) Biweekly	20,800
2) Specialty Average	20,800
Post Magazine Webinars	TK
Post Magazine Webcast	TK
Post Magazine Website (Monthly Impressions)	30,645
Post Magazine Social Media	
1. Twitter Followers	9,430
2. Facebook Likes	2,457
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.

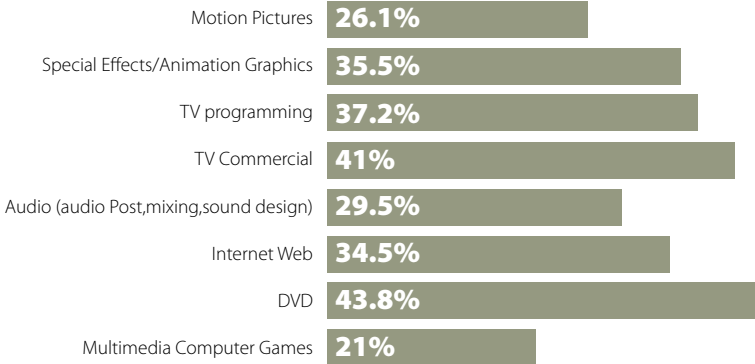
CHANNEL	INTEGRATED CHANNELS	NON-INTEGRATED CHANNELS
<b>Post Magazine</b>	Post magazine 26,000 Bi Weekly Enewsletter 20,800 Show Daily Enewsletter 20,800  Post Magazine Webinars TK Post Magazine Webcast TK	Post Magazine Social Media Followers 9,430 Facebook likes 2,457 Linked Group Members-TK

## Job Title and Classification

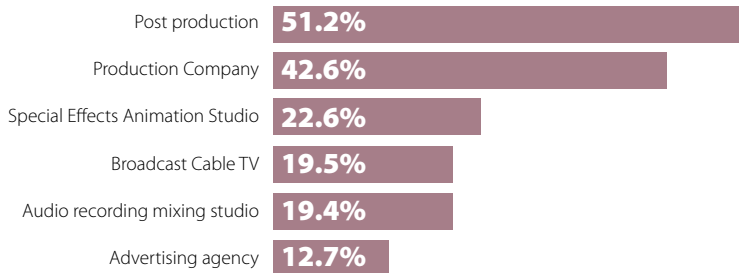


## Type of Media You Work In?

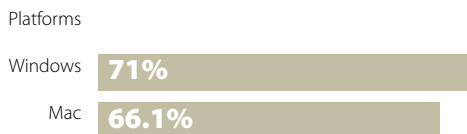
(some respondents picked more than one)



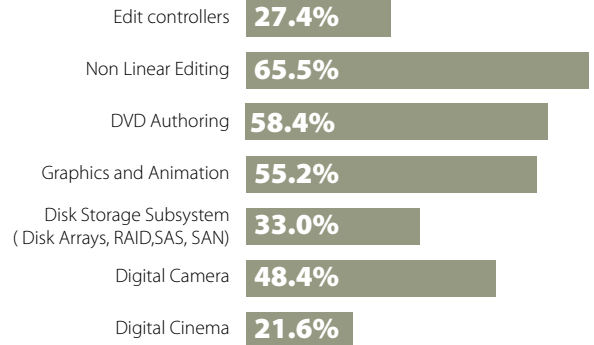
## Best Describes Your Facility



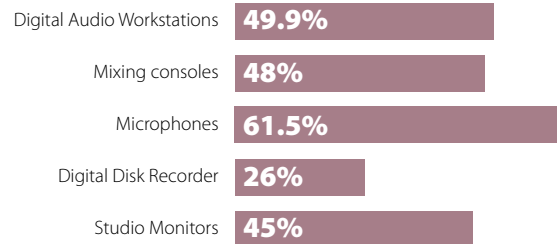
## Types of Production and Post production equipment and technology they purchase (some examples)



## Equipment and software

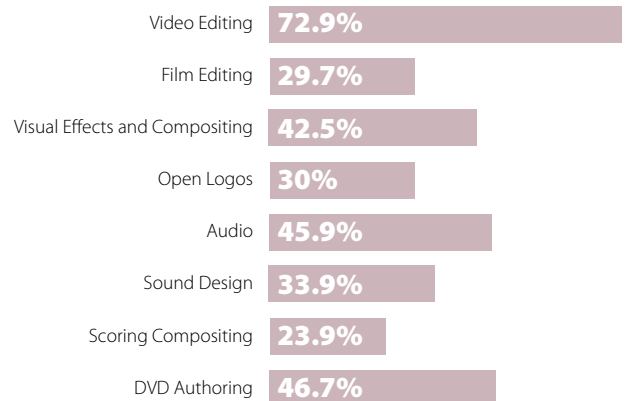


## Audio Equipment

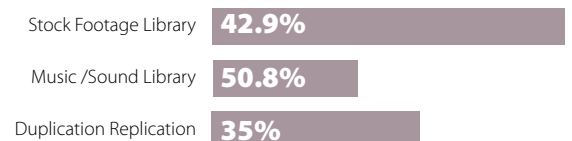


Types of Post production services they purchase (some respondents picked more than one)

## 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



**For more information, or to reserve advertising space, contact your regional sales representative:**

#### Sales Contact

**MARI KOHN** • Director of Sales  
818-291-1153 • mkohn@postmagazine.com

**GARY RHODES** • Sales Manager, East Coast and Int'l  
631-274-9530 • grhodes@postmagazine.com

**LISA BLACK** • Corporate Account Executive  
818-660-5828 • lblack@cgw.com

#### Editorial Contact

**MARC LOFTUS** • Senior Editor  
516-376-1087 • mloftus@postmagazine.com



# 2014 Advertising Rates

MARI KOHN • Director of Sales • 818-291-1153 • mkohn@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

## 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!

## Covers (Includes 4/C Process and Bleed)

- Cover 2.....25% Premium
- Cover 3.....15% Premium
- Cover 4.....25% Premium

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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 reproduction quality.

## Submission Instructions

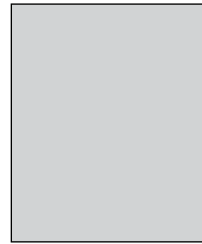
**Send Materials To:**  
 Post Magazine, Production Dept.,  
 620 West Elk Avenue, Glendale, California 91204  
 (800) 280-6446

**FTP Information:** Please see the next page for full FTP instructions.

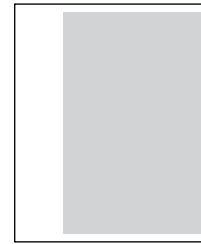
Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

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

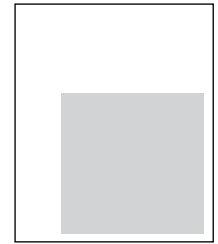
Keep all essential live matter 1/4" inside trim all around.



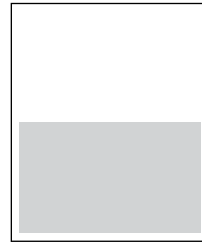
**Full Page (1)**  
 Trim Size: 10 x 12  
 Bleed: 10.25 x 12.25



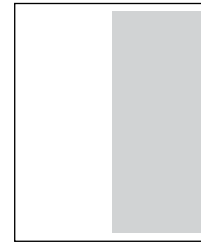
**Junior Page (.75)**  
 No bleed: 6.75 x 10.875  
 Bleed: 7.5 x 12.25



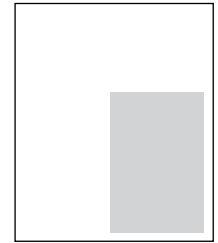
**2/3 Custom Page (.50)**  
 No bleed: 6.75 x 7



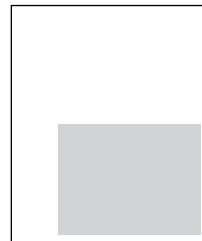
**Jumbo 1/2 Horiz. (.5)**  
 No Bleed: 8.75 x 5.25  
 Bleed: 10.25 x 6.25



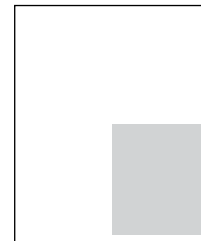
**Jumbo 1/2 Vert. (.5)**  
 No Bleed: 4.375 x 10.875  
 Bleed: 5.25 x 12.25



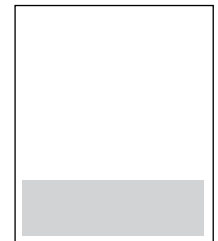
**Jr. Half Island (.33)**  
 No bleed: 4.375 x 7



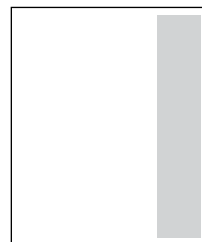
**Junior 1/2 Horiz. (.33)**  
 No Bleed: 6.75 x 4.875



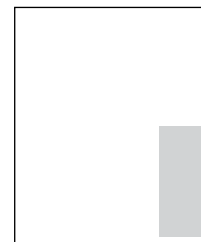
**1/3 Square (.25)**  
 No Bleed: 4.375 x 4.875



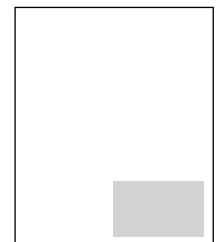
**1/3 Horizontal (.25)**  
 No bleed: 8.75 x 2.25



**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 2012-2014 Online Advertising Rates

Top Leaderboard	728x90	(ROS) \$2250
Bottom Leaderboard	728x90	(ROS) \$1250
Middle banner	468x60 (ROS)	\$1250
Skyscraper One	160x600 (ROS)	\$1750
Skyscraper Two	160x600 (ROS)	\$1750
Half Skyscraper	160x300 (ROS)	\$1500
Square Skyscraper	180x180 (ROS)	\$1750



**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. Roadblocks, peel off's web ads coming soon.**

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

### 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: 20,800 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: 20,800 opt-in subscribers. We offer one price for all ebcasts during each show week.

Top banner (468x60): \$4995 net; square (120x120): \$2995 net within section banner (468x60) \$2995; Skyscraper (160x600) \$3995, (Medium Skyscraper) \$3295

#### c) Bi-weekly "News & Networking" E-newsletter (2x monthly).

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

Circulation: 20,800 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.*

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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# Post 2014 Editorial Calendar

Video & Film

VFX Graphics,  
New Media

Audio

Services & Studios

Bonus Distribution

Advertising Close and  
Material Due Date

JANUARY	THE OSCARS: Posts: Top Picks	VFX for Spots	Audio For Indie Films	Buying Gear	Space Close.....11/27/13 Material Due.....12/4/13
FEBRUARY	Post For Reality TV	VFX Plug-Ins	Upsung Audio Gear	Social Media & Post Reseller Spotlight	Space Close.....12/27/13 Material Due.....1/7/14
MARCH	Digital Intermediates	Previsualization	Audio For Games & Apps	Sound Library Offerings Storage supplement	Space Close.....1/24/14 Material Due.....2/14/14
APRIL	On-Set, Near-Set Dailies	VFX For TV Series	Audio For TV Series	How Pros Got Their Start	Space Close.....3/3/14 Material Due.....3/11/14
MAY	2D To 3D Conversions	Training	Audio For Animation	Green Practices Reseller Spotlight	Space Close.....4/10/14 Material Due.....4/14/14
JUNE	Displays & Monitors	Broadcast Design	Sound Design	The Small Post House Storage update	Space Close.....5/6/14 Material Due.....5/20/14
JULY	Emmys Contenders Using The Cloud	Storage for VFX	Audio For New Media	Stock Footage Education supplement	Space Close.....6/6/14 Material Due.....6/20/14
AUGUST	Posting Music Videos	Feature Film VFX	Audio for Commercials	Sound Library Gallery Reseller Spotlight	Space Close.....7/1/14 Material Due.....7/11/14
SEPTEMBER	Post Emmys Top Picks Color Calibration	Web Series	Favorite Audio Tools	From Student To Pro	Space Close.....8/6/14 Material Due.....8/15/14
OCTOBER	Post For TV Series Oscar Outlook Gallery	VFX Spots From Around The Globe	Audio For Feature Films	Storage Gallery Sound Library Gallery Reseller Spotlight	Space Close.....9/10/14 Material Due.....9/19/14
NOVEMBER	Picture & Sound Restoration Oscar Outlook Gallery	Advertising & The Internet	ADR & Foley	Stock Footage Gallery	Space Close.....10/8/14 Material Due.....10/14/14
DECEMBER	<b>OUTLOOK ON 2015</b>			<b>OUR SPECIAL SWOT ISSUE: STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS</b>	Space Close.....10/31/14 Material Due.....11/7/14

# Post<sup>®</sup>

2014 Media Kit

