

Post

2015 MEDIA KIT

WHERE TECHNOLOGY AND TALENT MEET



OCTOBER 2014 | POST
www.postmagazine.com

PLUS:
GONE GIRL DIRECTOR
DAVID FINCHER
AUDIO FOR FILMS
STORAGE
SOUND LIBRARIES
REVIEW: GLYPH

FALL TV SERIES
POSTING THE FLASH, MADAM
SECRETARY, GOTHAM & MORE!

o3o



Post

INTERVIEW
**DAWN OF
THE PLANET
OF THE APES**
DIRECTOR MATT REEVES

PLUS:
JERSEY BOYS SOUND
EMMY CONTENDERS
LEAVE THE CLOUDS
STORAGE FOR VFX
REVIEWS: HP & WACOM

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Post

MUSIC VIDEOS
SHORT FILMS WITH
INSPIRED SOUNDTRACKS

PLUS:
DIRECTOR'S CHAIR
FRITZ LANG'S TALE TAYLOR
ON THE POLAROID
VFX WARRIORS OF SUMMER
REVIEWS: BOB'S FISH
PANDORA, C&A DU

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Post

SPACE CADETS
IMAGEWORKS &
MPC MAKE GUARDIANS
OF THE GALAXY VS OAR

PLUS:
THIS IS WHERE I LEARNED TO
SWIM & EAT
BBC'S WITNESS BLACKS
OF THE POLAROID
PHYSICS REPORT
RENEWABLE INSTRUMENTS
LOOKBOOK CENTER

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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

Executive Summary.....	1	Post Magazine Overview.....	4
Communications Channels of the Brand Crossover	2	Post Magazine Print Rates	5
Channels Received		Post Magazine Advertising Dimensions	6
(Multiple or Single Channel Received)	3	Post Magazine Online Advertising.....	7
Combined Demographic Profile of Unique Individuals		Post Cover Snipe	8
(all applicable channels)	3	Post Magazine Editorial Calendar.....	9

INDIVIDUAL CHANNEL VIEW



Post Magazine
12 issues scheduled for 2015
26,000 average circulation

Post Magazine E-Newsletters
26 Biweekly Deployments
14 Speciality Deployments



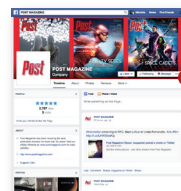
Post Magazine Webcasts
3 Webcasts scheduled for 2015

Post Magazine White Papers
INFO TK



Post Magazine App
INFO TK

Post Magazine Website
28,010 Page Impressions Monthly



Post Magazine Social Media
11,000 Avg. # of Twitter Followers
3,000 Avg. # of Facebook Likes
INFO TK Avg. # of LinkedIn Group Members



BRAND MEDIA REPORT 2015

1. EXECUTIVE SUMMARY

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

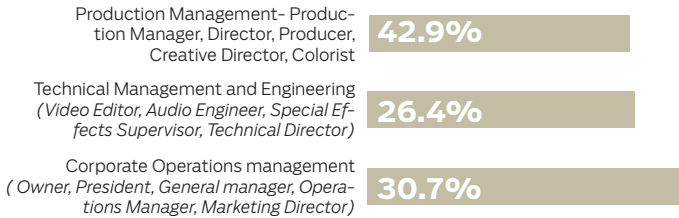
	AVERAGE
Post Magazine (12 issues in period)	
1) Print Version Average	26,000
2) Digital Version Average: Double Opt-In Requested	3,129
Post Magazine Newsletters	
1) Biweekly	21,000
2) Specialty Average	21,000
Post Magazine Webinars	TK
Post Magazine Webcast	TK
Post Magazine Website (Monthly Impressions)	28,000
Post Magazine Social Media	
1. Twitter Followers	11,000
2. Facebook Likes	3,000
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.

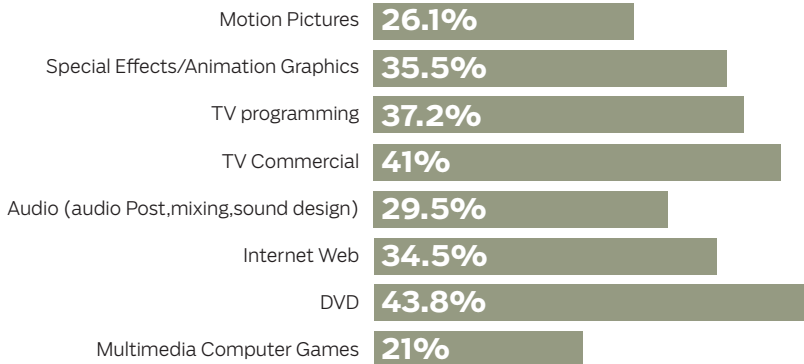
CHANNEL	INTEGRATED CHANNELS	NON-INTEGRATED CHANNELS
Post Magazine	Post magazine 26,000 Bi Weekly Enewsletter 21,000 Show Daily Enewsletter 21,000 Post Magazine Webinars TK Post Magazine Webcast TK	Post Magazine Social Media Followers 11,000 Facebook likes 3,000 Linked Group Members-TK

JOB TITLE AND CLASSIFICATION

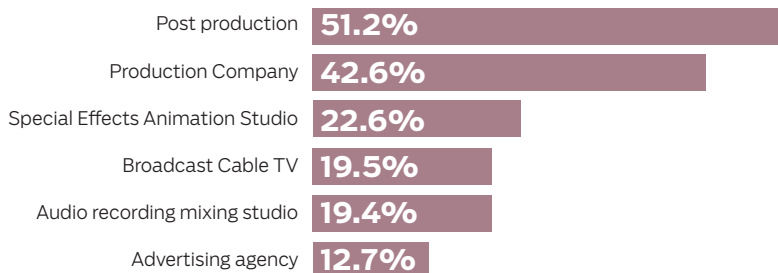


TYPE OF MEDIA YOU WORK IN?

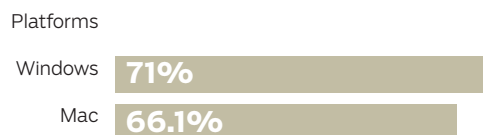
(some respondents picked more than one)



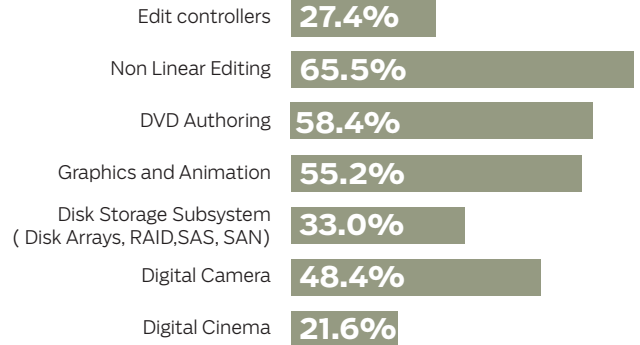
BEST DESCRIBES YOUR FACILITY



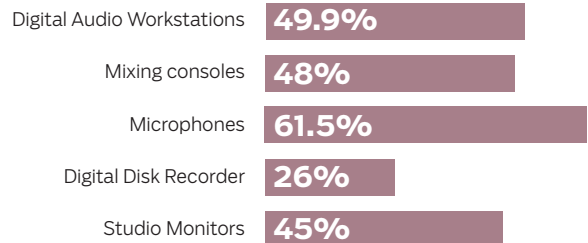
TYPES OF PRODUCTION AND POST PRODUCTION EQUIPMENT AND TECHNOLOGY THEY PURCHASE (SOME EXAMPLES)



EQUIPMENT AND SOFTWARE

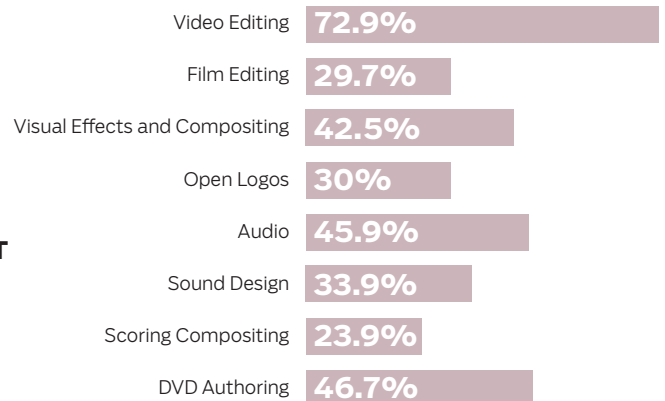


AUDIO EQUIPMENT

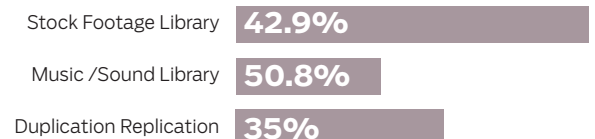


Types of Post production services they purchase (some respondents picked more than one)

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

AUDIO FOR FEATURE FILMS

MIX IT UP

Award-winning audio mixers detail what makes great film sound

BY JENNIFER WALKER

BY JENNIFER WALKER

BY JENNIFER WALKER

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DIRECTOR'S CHAIR



DAVID FINCHER: GONE GIRL

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ASSISTANT EDITOR TYLER NELSON

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POSTINGS

COSMOS: A SACRIFICIAL ODYSSEY

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ANZAC GIRLS

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MEXICO

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PEOPLE



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

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818.291.1153 | mkohn@postmagazine.com

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516.376.1087 | mloftus@postmagazine.com

LINDA ROMANELLO | Managing Editor
516.931.0730 | lromanello@postmagazine.com



2015 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 & 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

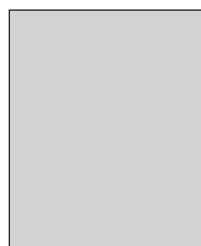
FTP INFORMATION:

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.

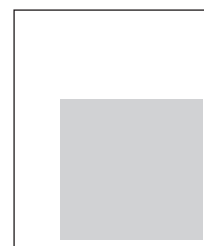
Keep all essential live matter 1/4" inside trim all around.



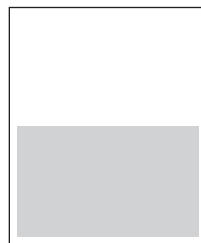
Full Page (1)
Trim Size: 10 x 12
Bleed: 10.25 x 12.25



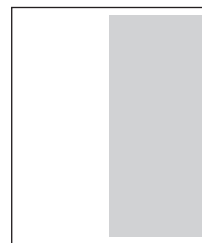
Junior Page (.75)
No bleed: 6.75 x 10.875
Bleed: 7.5 x 12.25



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



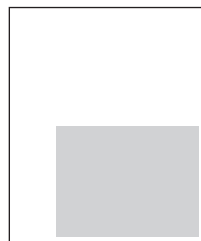
Jumbo 1/2 Horiz. (.5)
No Bleed: 8.75 x 5.25
Bleed: 10.25 x 6.25



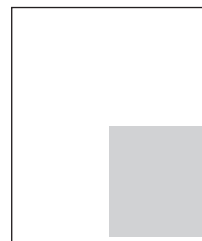
Jumbo 1/2 Vert. (.5)
No Bleed: 4.375 x 10.875
Bleed: 5.25 x 12.25



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



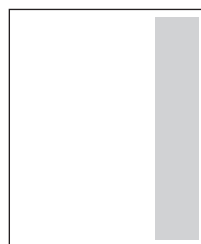
Junior 1/2 Horiz. (.33)
No Bleed: 6.75 x 4.875



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 2015 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
Large Square	300x250 (Home page)	\$995
Road Block	600x400 (Home page)	\$995
Post Wrap	Quarterly video show, home page postmagazine.com	\$495



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: 21,000 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: 21,000 opt-in subscribers. We offer one price for all ebasts 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: 21,000 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.

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	NEW MEDIA	AUDIO	SERVICES & STUDIOS	BONUS DISTRIBUTION	ONLINE	ADVERTISING CLOSE & MATERIAL DUE DATE
JANUARY	THE OSCARS: Post's Top Picks	VFX for Spots	Audio For Indie Films	Buying Gear		Oscar Spotlight	Space Close 12/10/14 Material Due 12/16/14
FEBRUARY	Post For Reality TV	VFX Plug-Ins	Unsung Audio Gear	Spotlight: Vancouver Studios Reseller Spotlight	HPA Tech Retreat February 9-13, Indian Wells, CA SXSW March 13-22 Austin, TX	Post Wrap	Space Close 1/14/15 Material Due 1/20/15
MARCH	Digital Intermediates Post Oscar Report	Previsualization	Audio For Games & Apps	Sound Library Offerings Storage Supplement		NAB Preview	Space Close 2/11/15 Material Due 2/17/15
APRIL	On-Set, Near-Set Dailies	VFX For TV Series	Audio For Animation	Social Media & Post Reseller Spotlight	NAB April 11-16 Las Vegas, NV	Post TV at NAB Post Wrap: NAB Picks	Space Close 3/11/15 Material Due 3/17/15
MAY	Spotlight on Cameras	Training	Sound Design	Green Practices Sound Libraries		Green Practices	Space Close 4/8/15 Material Due 4/14/15
JUNE	Displays, Monitors and Projection Technology	Broadcast Design	Sound Design	The Small Post-House Storage Update	Promax/BDA June 9-11, Los Angeles, CA Comic Con July 24-27, San Diego, CA	Broadcast Design Spotlight	Space Close 5/12/15 Material Due 5/20/15
JULY	Working remotely/ collaboratively	Feature Film: VFX for Summer Blockbusters	Audio For New Media	Stock Footage Education Supplement	SIGGRAPH August 11-13 Los Angeles, CA	Summer Blockbusters Post Wrap	Space Close 6/10/15 Material Due 6/16/15
AUGUST	Emmy Contenders Posting Music Videos	Storage	Audio for Commercials	Plug-Ins Update Reseller Spotlight	IBC September 11-15 Amsterdam, The Netherlands	Music Video Spotlight	Space Close 7/8/15 Material Due 7/14/15
SEPTEMBER	Post Emmy's Report Color Calibration	Web Series/ Streaming Content	Favorite Audio Tools	How Pros Got Their Start		IBC Announcements	Space Close 8/12/15 Material Due 8/18/15
OCTOBER	Post For Fall TV Premieres Favorite Editing Tools	International VFX	Audio For Feature Films	Storage Gallery Sound Library Gallery	AES October 30-November 1 New York, NY AFM November 4-11, Santa Monica, CA	Fall TV Special	Space Close 9/9/15 Material Due 9/15/15
NOVEMBER	Oscar Outlook Gallery Picture & Sound Restoration	Advertising & The Internet	ADR & Foley	Stock Footage Gallery Reseller Spotlight		Post TV - Annual Party Online Advertising	Space Close 10/14/15 Material Due 10/20/15
DECEMBER		OUTLOOK ON 2016		OUR SPECIAL SWOT ISSUE: STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS		Post Wrap: Outlook 2016	Space Close 11/11/15 Material Due 11/17/15