

Jan/Feb 2008
Annual retrospective issue
 Provides a review of the year's top films as rated by critics and viewers: the most influential films, key trends, and notable international films without U.S. distribution.



NOTE: Demographic information based on current 2008 active subscriber file and a 2007 survey of subscribers. Circulation is based on net paid/preorder copies. Print readership is based on circulation data. Total readership includes both monthly online viewers.

AUDIENCE

74% subscribers
 28% single copy
 61% renewal

geographic distribution

New England	5.9%
Mid Atlantic	42.8%
North Central	12.0%
South Atlantic	8.3%
South Central	5.1%
Mountain	4.8%
Pacific	13.1%
foreign	8.0%

online statistics

monthly sessions . . .	195M
pages per session . . .	6
monthly hits	6.1MM

“Film Comment connects me to a time when films and filmmakers actually mattered and were treated as being worthy of serious discussion. There’s no other cinema magazine remotely like it”
 ~ Steven Soderbergh



Mar/Apr 2008
Gala Tribute issue
 Published in conjunction with the Film Society of Lincoln Center's Gala Tribute honoring a different acting legend or top filmmaker each year.

OPPORTUNITIES

- + placement on www.filmcomment.com
- + exclusive distribution at the New York Film Festival
- + distribution at the Sundance Film Festival
- + distribution at the Tribeca Film Festival
- + best of the Year Roundup Issue (Jan/Feb)
- + Film Society of Lincoln Center Gala Tribute (Mar/Apr)
- + Cannes special coverage issue (Jul/Aug)
- + New York Film Festival preview (Sep/Oct)

Age 26-40 46%

Male 63%

Female 37%

household income

51k-150k+	51%
76k-150k+	30%

work

Professional	76%
Film	26%

annual screenings and previews

several	66%
monthly	14%

recommend films to others

often	86%
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weekly internet usage outside of work

8+ hours	50%
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daily visits to film related websites

multiple times	36%
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2009-2010 RESERVATION CALENDAR

JANUARY/FEBRUARY 2009
 Space Reserve DECEMBER 5
 Materials due DECEMBER 15
 On sale JANUARY 19

MARCH/APRIL 2009*
 Space Reserve FEBRUARY 2
 Materials due FEBRUARY 13
 On sale MARCH 20

MAY/JUNE 2009
 Space Reserve APRIL 3
 Materials due APRIL 14
 On sale MAY 22

JULY/AUGUST 2009
 Space Reserve JUNE 2
 Materials due JUNE 16
 On sale JULY 20

SEPTEMBER/OCTOBER 2009**
 Space Reserve AUGUST 3
 Materials due AUGUST 14
 On sale SEPTEMBER 21

NOVEMBER/DECEMBER 2009
 Space Reserve OCTOBER 5
 Materials due OCTOBER 16
 On sale NOVEMBER 20

JANUARY/FEBRUARY 2010
 Space Reserve DECEMBER 4
 Materials due DECEMBER 14
 On sale JANUARY 18

*Special issue that will be distributed at the Film Society Gala Tribute.
 **Will be the only magazine available at The New York Film Festival

“I’ve always been a big movie magazine reader, but the only ones I save are Film Comment. They’re a part of my library.”
 ~ Wes Anderson

TRIM 8 3/16" x 10 7/8"

BLEED Provide an extra 1/8" on all sides: 8 7/16" x 11 1/8"

SAFETY All live matter for non bleed and live area in bleed. Type, borders, rules, image should be 1/4" from trim.

PRINTING Web Offset - Saddle Stitched, Four Color (no PMS). 133 line screen.

DIGITAL FILE FORMATS High resolution, print optimized PDF. All Colors CMYK, all fonts embedded. Quark 6.5, Illustrator 9, Photoshop 9/CS, with fonts outlined or included with supporting graphics are accepted.

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PRINT	DIMENSIONS		B/W		4/C		B/W		4/C	
	WIDTH	HEIGHT	1X		3X		6X		4/C	
Full page non bleed	7 1/2	10 3/8	\$2,500	\$3,600	\$2,300	\$3,300	\$2,100	\$3,100		
Full page bleed	8 7/16	11 1/8								
Spread trim	16 7/8	10 3/8								
Spread bleed	16 5/8	11 1/8								
2/3 page vertical	4 5/8	9 3/4	\$2,000	\$3,000	\$1,850	\$2,800	\$1,750	\$2,700		
1/2 page vertical bleed	5 1/4	8 1/2								
1/2 page vertical non bleed	4 1/2	7 1/4	\$1,300	\$2,500	\$1,200	\$2,400	\$1,150	\$2,250		
1/2 page horizontal bleed	8 1/2	5 1/2								
1/2 page horizontal nonbleed	7 1/4	4 7/8								
1/3 page vertical	2 1/4	9 3/4	\$1,000	\$2,000	\$950	\$1,950	\$850	\$1,800		
1/3 page vertical bleed	2 7/8	11 1/8								
1/3 page square	4 5/8	4 3/4								
1/4 page column	2 1/4	7 1/4	\$850	\$1,800	\$800	\$1,700	\$700	\$1,650		
1/6 page column	2 1/4	4 7/8	\$600	\$1,600	\$475	\$1,550	\$425	\$1,475		
1/8 page column	2 1/4	3 1/2	\$400	\$1,500	\$350	\$1,400	\$300	\$1,350		
Inside Front Cover			\$4,500	\$5,500	\$3,750	\$4,750	\$3,500	\$4,500		
Inside Back Cover			\$4,000	\$5,000	\$3,500	\$4,500	\$3,250	\$4,250		
Back Cover			\$5,300	\$6,500	\$4,250	\$5,750	\$4,250	\$5,500		

ONLINE	WIDTH	HEIGHT	WEEKLY	MONTHLY
Banner	120	600	\$2,000	\$5,000
	120	400	\$1,750	\$4,500
Banner with 1 full 4/c page	120	600	\$3,500	\$7,500
	8 7/16	11 1/8		

“I love every aspect of motion pictures, and I’m committed to it for life. Film Comment has that same commitment when it comes to writing about motion pictures.”
 ~ Clint Eastwood

FTP INSTRUCTIONS

Mac go to idisk:
 Mac menu: "other users idisk"
 Windows go to idisk.mac.com/filmcomment
 ID: filmcomment
 password: fcmftp
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