

# PRO

# Introduction

**The melting pot for all cinema professionals. Multi-platform, social by nature, and deeply committed to helping cinema thrive.**

With most of the world closed for business, we rolled up our sleeves and took it upon ourselves to keep the exhibition industry connected and working together. This was an experience with a profound impact in how we operate as a publication. It transformed our presence into that of a melting pot for all exhibition professionals. As a result, we've gotten more digital-, video-, and audio-driven. Above all else, we've re-affirmed our mandate to help cinema thrive.

# Our Presence

**Magazine   Digital   Email Newsletters   Podcast   Live Sessions**

# Print Magazine

## One Hundred Years of Influence and Innovation.

As a hundred-year-old publication and the official magazine of the National Association of Theatre Owners, our print publication reaches key decision makers in theatrical exhibition and distribution.



## Print Magazine

**Reaching 90% of the  
cinemas that make  
up the US box office.**

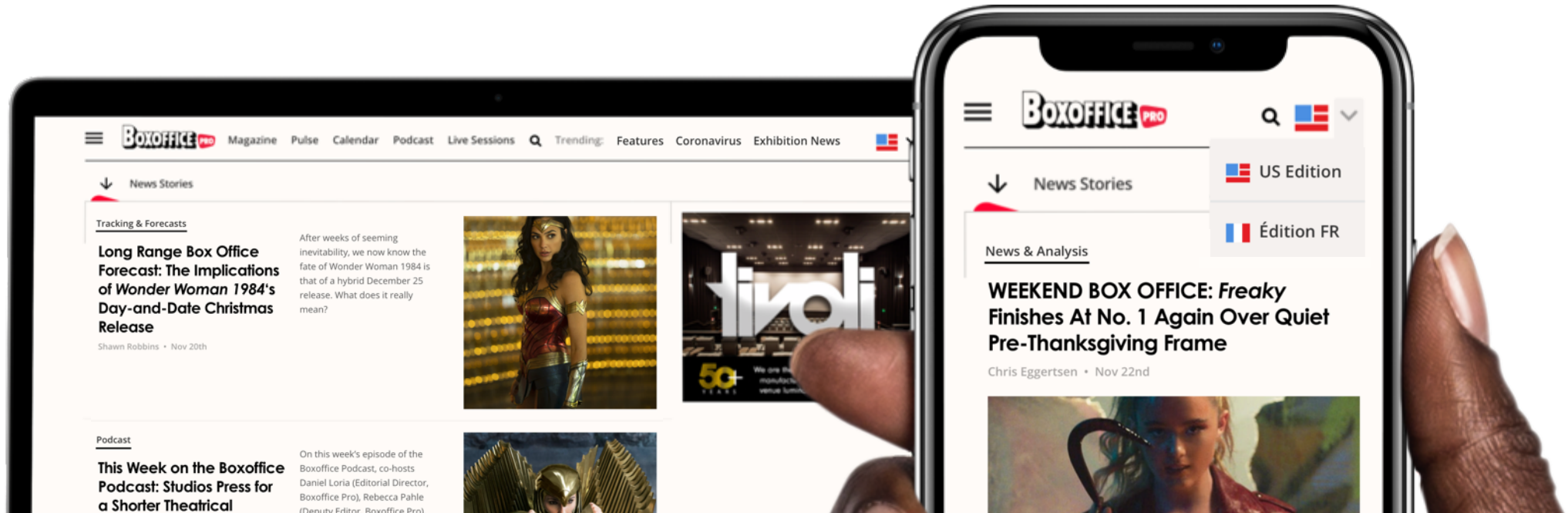
Exhibitors make up the majority of our readership, and nearly our entire circulation is made up of executives who actively shape and work in the industry.



# Digital Platform

The leading platform in exhibition.

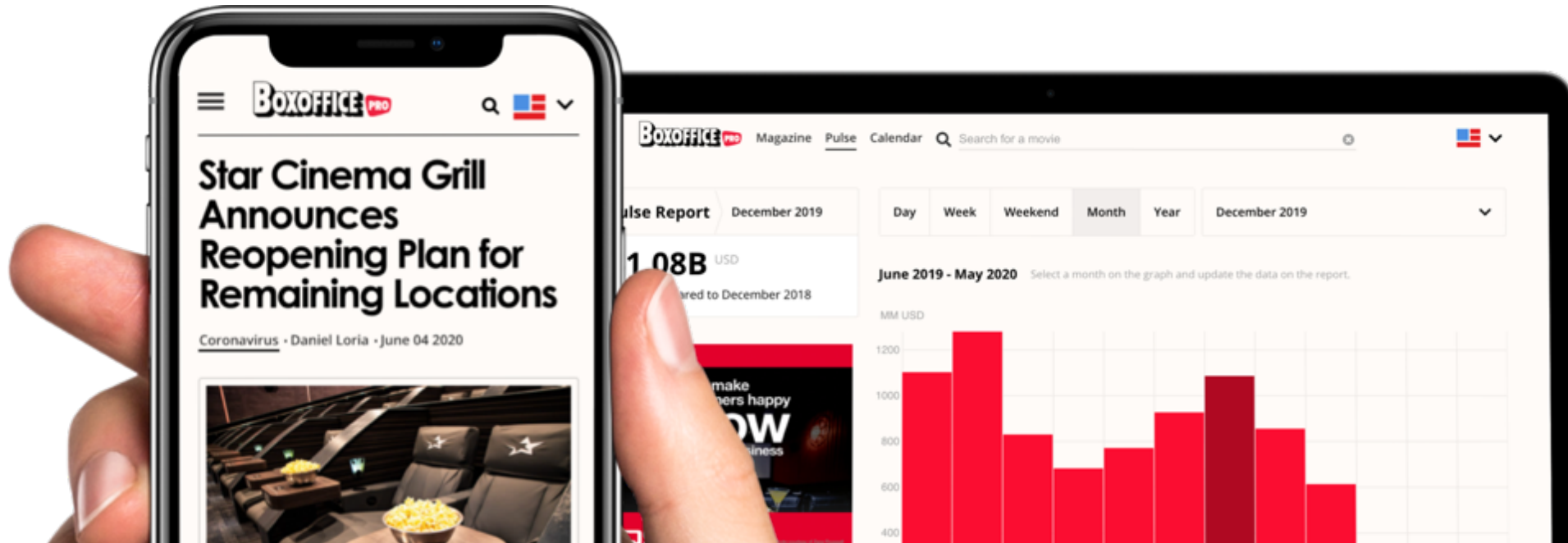
We redesigned and relaunched our digital platform in 2019 to be mobile-first, optimized for speed, and to be a great promotional platform.



## Digital Platform

**A platform that  
combines data  
and journalism.**

Our online presence covers the latest news stories and developments in theatrical exhibition, from up-to-the-minute daily box office grosses for every theatrical release in North America to the day's top industry headlines.



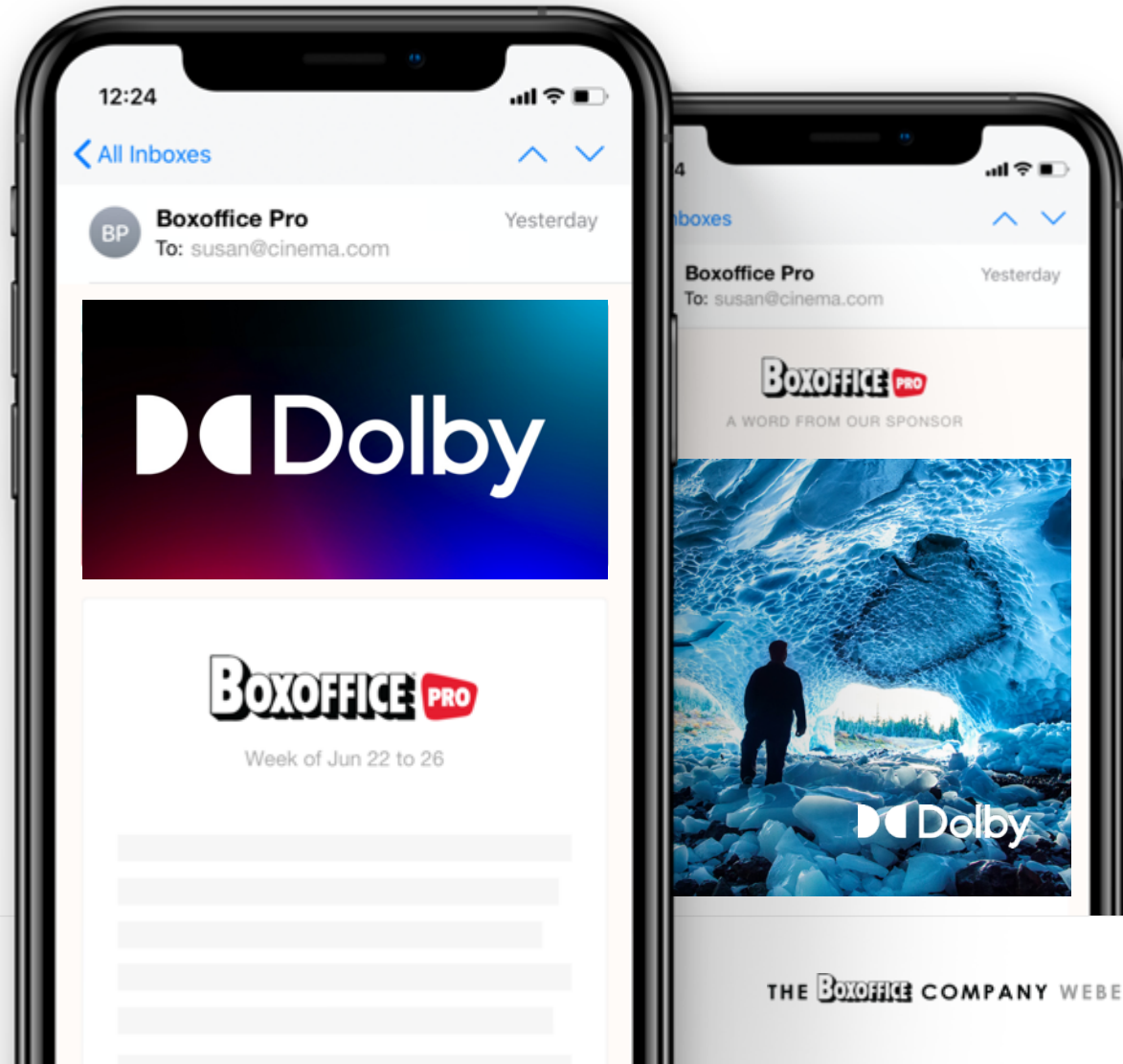


# Email Newsletters

## Email blasts for cinema professionals

Our email newsletters reach over 17.7 thousand subscribers with targeted news and updates, delivered directly to their inbox four times a week. With an average open rate of 11.3%, these reports are seen by over 8 thousand industry members and movie fans each week.

Sponsored weekly email and custom email blast





**An outlet for  
the voices in  
our industry.**

## Weekly Podcast

Launched in response to COVID-19, our podcast has emerged as a vital source of information for theatrical industry professionals. Every week we break down major industry news and connect with studio and cinema executives to talk market, trends, and industry.

**25,000+ Downloads Since Launch:**



Subscribe on  
Apple Podcasts



Subscribe on  
Spotify

**Notable Guests in 2020:**

**Rolando Rodriguez**

Chairman, NATO  
CEO, Marcus Theatres

**Paul Heth**

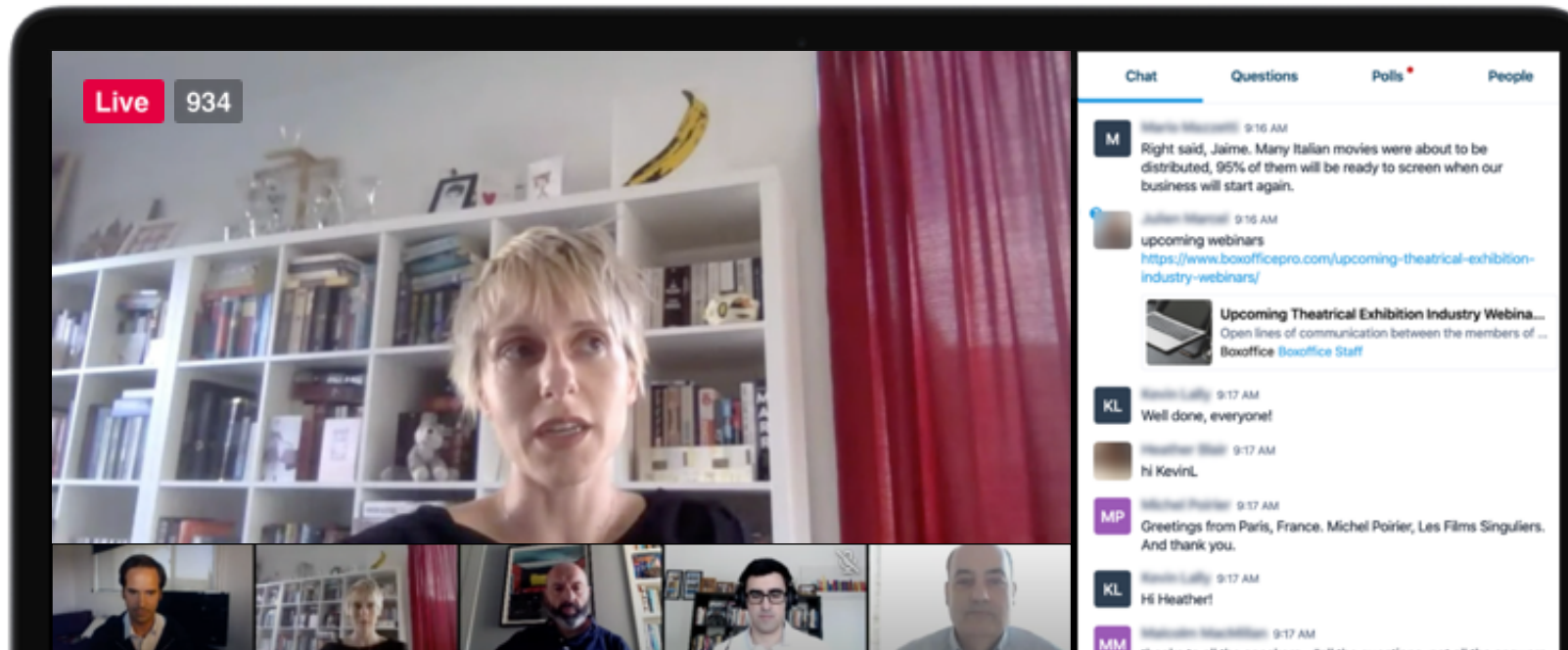
Executive Chairman & CEO  
Karo Companies (Russia)



## LIVE Sessions

**Bringing the  
global markets  
together.**

Every month, we host LIVE sessions with key leaders to talk industry, crisis management, and the future of movie-going in a time of COVID-19. Our events are attended by a wide range of industry professionals and executives from across the US and globally.



### Notable Guests in 2020:

**Chris Aronson**  
President Domestic  
Distribution, Paramount

**John Fithian**  
President & CEO, NATO

**Laura Houlgatte-Abbott**  
CEO, UNIC

**Byron Berkley**  
President, Independent  
Cinema Alliance

# Post-COVID Updates

With our August 2020 issue:

# Our print magazine returns after a COVID-imposed hiatus.

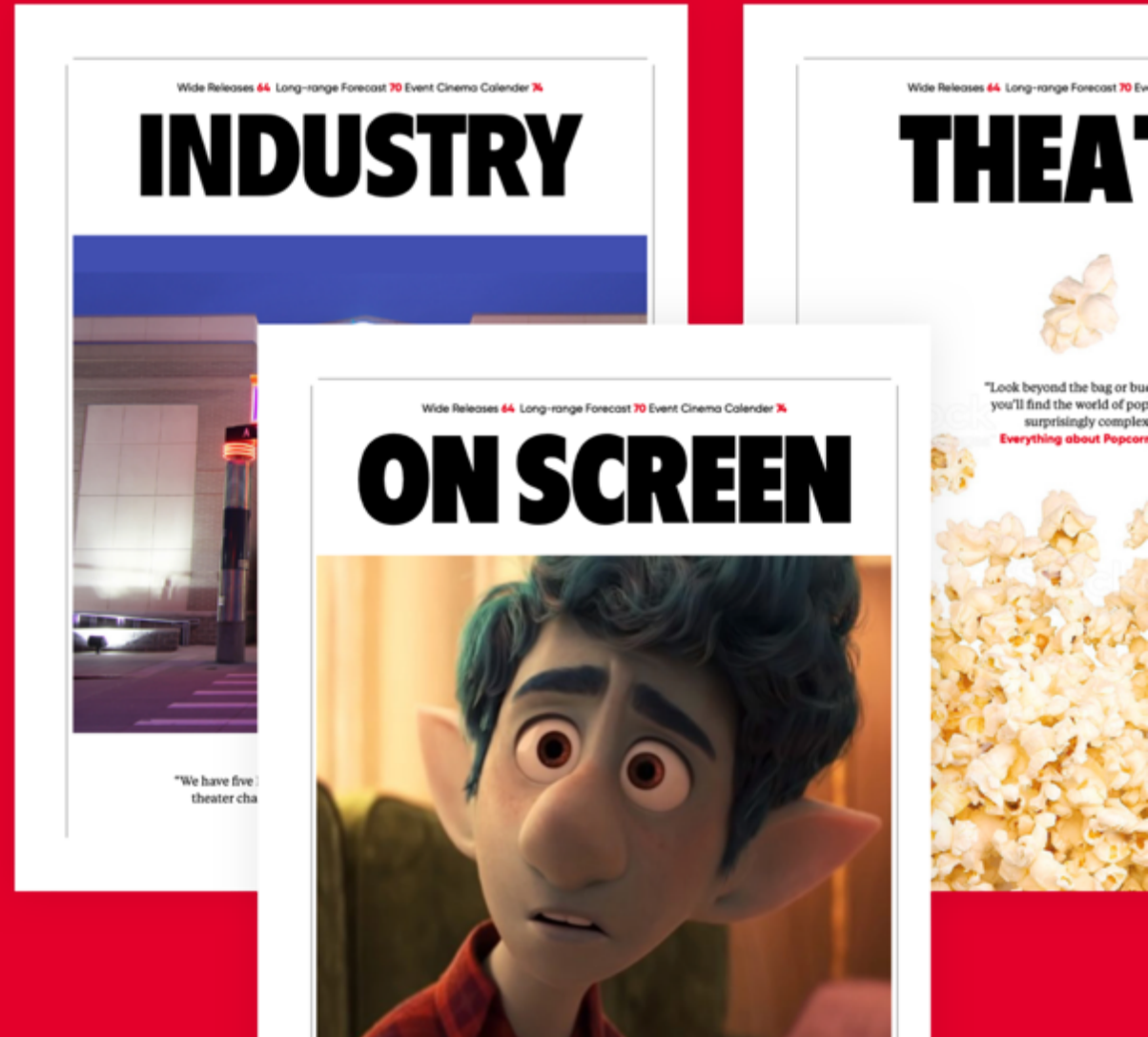
As movie theaters around the world reopen following Covid-19 closures, Boxoffice PRO returns to publication with a redesigned magazine timed to welcome cinema professionals resuming operations.



# With a new structure that we think you'll love.

We organized the magazine into three distinct sections, each dedicated to a segment of our readership.

**Industry** is dedicated to trends, executives, and conventions. **Theater** to cinema profiles, technology, concessions, and auditorium and lobby furnishings. **On Screen** to programming strategies, filmmaker interviews, upcoming films, and box office forecasts. In response to Covid-19, Boxoffice PRO is moving to a quarterly publishing schedule in 2021—with an additional commemorative edition celebrating our centennial coming by year's end.



# Celebrating a Century of Boxoffice PRO in Exhibition

In publication since 1920, Boxoffice PRO has been read by generations of cinema professionals. Our commemorative centennial edition will look back at 100 years of cinema history as the industry once again shows its tenacity and resiliency in recovering from the Covid-19 financial crisis.



# Advertising on Boxoffice PRO



# The Leading Platform in Exhibition

**Unparalleled reach  
among top executives  
and decision makers  
in theatrical exhibition.**

The only publication in America exclusively  
focused on the movie theater business.

“Boxoffice PRO is my go-to source for industry  
news and updates. Boxoffice continually provides  
cutting-edge data whether it be from their  
website to their magazine or their newsletters. I  
use Boxoffice every day for forecasting or  
examples of industry trends; Boxoffice is a one-  
of-a-kind source for the theatre exhibition  
industry.”

Brock Bagby, Executive Vice President, B&B Theatres

# Print Ad Specs



## Full Page

**Dimensions:**  
8.25" x 10.875"  
49p6 x 65p3  
210mm x 276mm

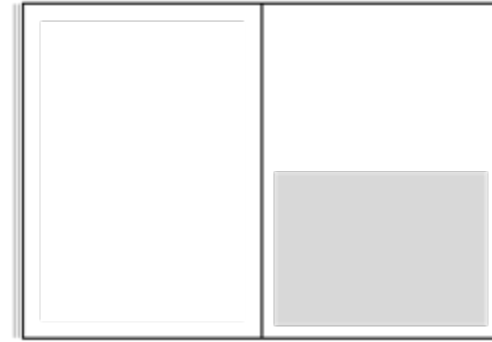
**Bleed:**  
8.5" x 11.125"  
50p3 x 66p9  
216mm x 283mm



## 2 Page Spread

**Dimensions:**  
16.5" x 10.875"  
49p6 x 65p3  
419mm x 276mm

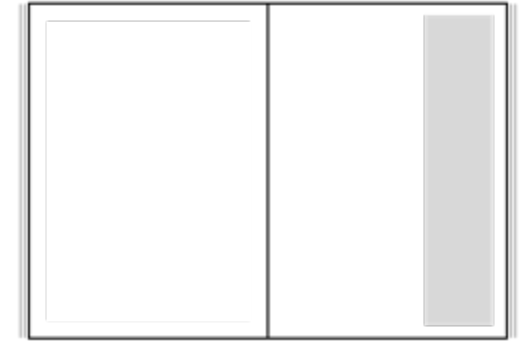
**Bleed:**  
16.75" x 11.125"  
100p6 x 66p9  
425mm x 283mm



## Half Page

**Dimensions:**  
7.25" x 4.75"  
43p6 x 28p6  
184mm x 121mm

**Bleed:**  
8.5" x 11.125"  
50p3 x 66p  
9216mm x 283mm

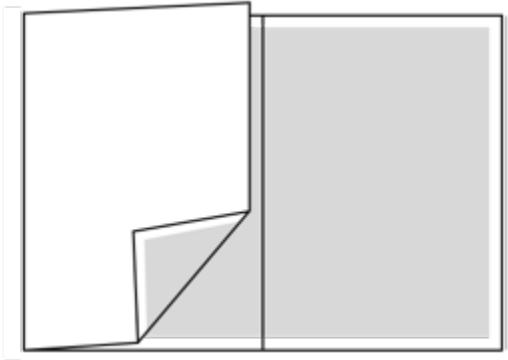


## Third Vertical

**Dimensions:**  
2.3" x 9.75"  
13p10 x 58p7  
58mm x 248mm

**Bleed:**  
8.5" x 11.125"  
50p3 x 66p  
9216mm x 283mm

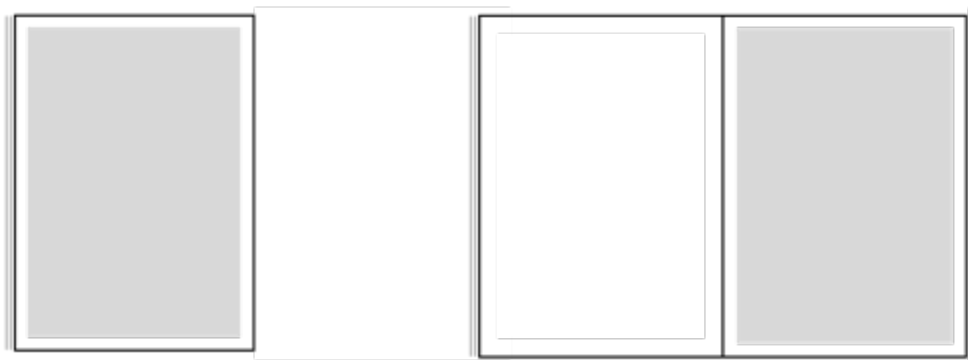
# Print Ad Specs



## Gatefold 3 Page

**Dimensions:**  
8.25" x 10.875"  
49p6 x 65p3  
210mm x 276mm

**Bleed:**  
8.5" x 11.125"  
50p3 x 66p9  
216mm x 283mm



## Back Cover

**Dimensions:**  
8.25" x 10.875"  
49p6 x 65p3  
210mm x 276mm

**Bleed:**  
16.75" x 11.125"  
100p6 x 66p9  
425mm x 283mm



## Inside Back

**Dimensions:**  
8.25" x 10.875"  
49p6 x 65p3  
210mm x 276mm

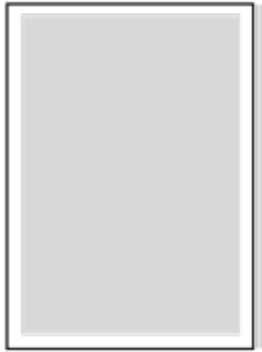
**Bleed:**  
8.5" x 11.125"  
50p3 x 66p9  
216mm x 283mm

## Inside Front

**Specifications:**  
2.3" x column inch  
13p10 x column inch  
58mm x column inch

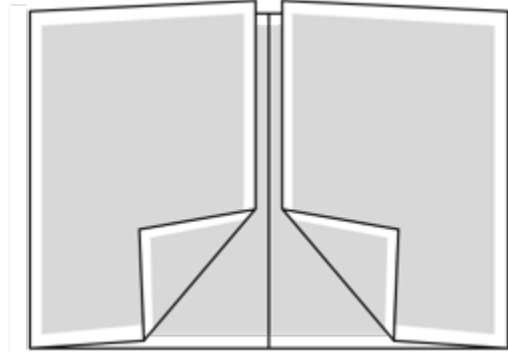
**Bleed:**  
8.5" x 11.125"  
50p3 x 66p9  
216mm x 283mm

# Print Ad Specs



## Front Cover

Pricing for the front cover is available upon request.



## Custom Formats

Custom designed formats are available upon request.

No live matter within .25" (0p9 or 7mm) of any edge. All marks to be offset at least .25" (0p9 or 7mm) from trim. All ads supplied must be CMYK. All images must be no less than 300dpi.

Upload ads via FTP client to <ftp.boxofficeadmin.com>. User: boxofficeads. Password: moviebusiness. Place ads into folder named for the issue in which the ad will appear. Format: Hi-Rez PDF/X-1A with fonts embedded. Files should conform to SWOP guidelines and total ink density should not exceed 300%.

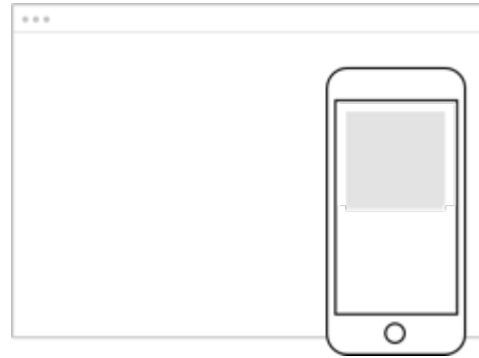
Magazine Trim: 8.25" x 10.875" / 49p6 x 65p3 / 210.5mm x 276.5mm

# Digital Ad Specs



## Billboard Rectangle

**Dimensions:**  
970 x 250px



## Medium Rectangle

**Dimensions:**  
300 x 250px (cross device)



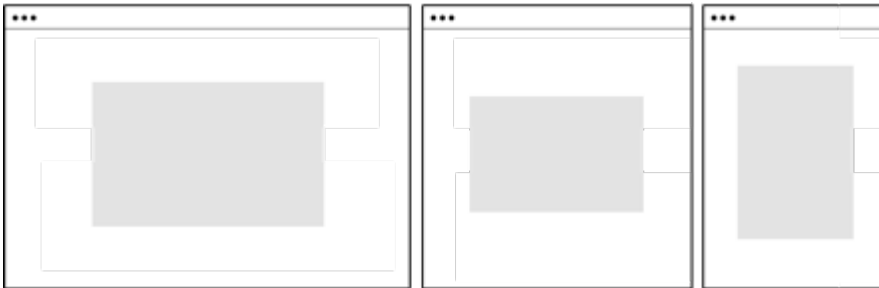
## Large Rectangle

**Dimensions:**  
300 x 600px (cross device)



## Panoramic

**Specifications:**  
1500px x 500px (cross device)

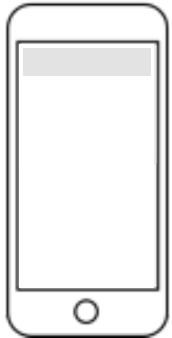


## Interstitial

**Dimensions:**  
**Desktop** 1280 x 800px  
**Tablet** 960 x 640px  
**Mobile** 640 x 960px

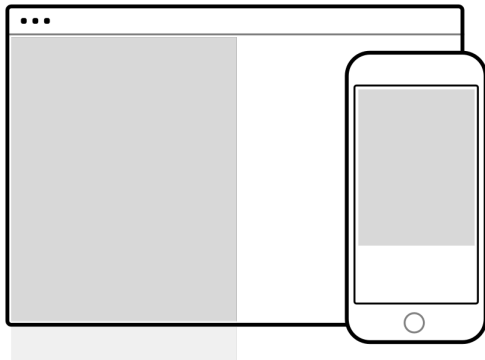
No need to include a "close" button on the ad.

# Digital Ad Specs



## Email Blast

**Dimensions:**  
728 x 90px



## Podcast Page

**Dimensions:**  
1700 x 2400px  
(JPG format only)

Please keep most important information on the upper half of the ad as the ad can crop at the bottom depending on browser resolution,

## Across all digital ads

**Format:** JPG | GIF | HTML | Redirect

**Max Weight:** 250ko

**Sound:** OFF by default active at the rollover or at the clic. Duration of the animation of 25s maximum. \*

**Delivery:** 5 business days before campaign start. Any delay in delivery of elements may result in additional delay before the campaign goes live. \*

\* Not applicable to Email Blast

# Pricing at a Glance

Nominate card in media kit

Print Magazine		Digital Platform		Email Newsletters		Weekly Podcast		LIVE Sessions	
Full Page	\$4,567	Panoramic Ad	\$4,200	Standard Newsletters	\$1,800	Product Support	\$1,000	Main Sponsorship	\$5,000
Back Cover	\$6,900	Interstitial Ad	\$6,900	Targeted Newsletters	\$3,600	10s Audio Clip x 3	Starting \$3,000	Partner Sponsorship	\$3,000
2 Page Spread	\$7,900	Medium Rectangle	\$2,000			Live Read	\$5,000	Support Sponsorship	\$1,000
3 Page Gatefold	\$11,500					Branded Segment	\$10,000		
Inside Back	\$5,024					Homepage Ad on website is comped for Live Read and Brand Segment			
Inside Front	\$6,200								



# Advertising Partners



# Advertiser Testimonials

“Boxoffice Pro has always been the foundation of QSC’s media plans for the cinema market because it speaks directly to the theater chain owners and operators. We’re constantly impressed with the quality of the editorial content and insights that Boxoffice Pro delivers to its readers, which, not surprisingly, supports the quality image that QSC strives to cultivate.” — **QSC**

“The Boxoffice Pro team is great to work with! Always looking for new ways to help TSS reach exhibitors.”

— **Telescopic Seating Services**

“It’s been a privilege advertising in Boxoffice Pro throughout the years. [Doing so] has served as a wonderful way to connect with our industry colleagues and exhibitor partners. It has also been an honor to be included in editorial pieces when relevant.”

— **Screenvision Media**

“For many years, from advertising to editorial collaborations, Boxoffice Pro has been a fantastic partner. We’re grateful for their commitment to creating advertising opportunities for our industry and look forward to what they have in store for 2021.”

— **National CineMedia**

# 2021 Publication Schedule

## Q1 2021

### Giants of Exhibition

Ad Deadline: January 29

Art Deadline: February 3

Issue Launch: February 22

## Q2 2021

### Boxoffice Barometer

Ad Deadline: May 19

Art Deadline: May 21

Issue Launch: June 21

## Q3 2021

### CinemaCon

*Additional Distribution at CinemaCon 2021\**

Ad Deadline: July 15

Art Deadline: July 15

Issue Launch: August 23

## Q4 2021

### CineEurope & ShowEast

*Additional Distribution at CineEurope & ShowEast 2021\**

Ad Deadline: September 3

Art Deadline: September 10

Issue Launch: October 18

## Special Edition

### BOXOFFICE CENTENIAL

*Celebrating 100 Years of Boxoffice Magazine*

Ad Deadline: November 4

Art Deadline: November 11

Issue Launch: December 6

\*Additional distribution to events contingent on current scheduling. Should an event not take place, the magazine will still be distributed to subscribers.

# Thank You!

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