

A first-person perspective shot from the cockpit of a fighter jet. The pilot is wearing a helmet with "MAVERICK" written on it and a full oxygen mask. The cockpit's instrument panel and control yoke are visible. Outside the canopy, a vast, snow-covered mountain range stretches across the horizon under a clear sky. The overall tone is cinematic and high-tech.

**Boxoffice** **PRO**

The pulse of theatrical exhibition since 1920.

— **Boxoffice Pro** is the world's leading trade publication dedicated to theatrical exhibition.

### **Publication**

Boxoffice Pro (BxPro) is the official publication of the National Association of Theatre Owners.

### **Presence**

Boxoffice Pro is the leading trade publication for the global theatrical exhibition industry through its print magazine, website, and weekly podcast.

### **Legacy**

Boxoffice Pro was founded in 1920 and has since established itself as a trusted source for cinemas worldwide.

# Our Story

For over 100 years we've been *the* trusted source, sounding board, and melting pot for cinema professionals.

Founded in 1920, Boxoffice Pro has been the reference trade publication of theatrical exhibition for over a century. Acting as the official publication of the National Association of Theatre Owners, our digital and print channels offer unparalleled reach to the most influential decision makers at the world's leading cinema brands.



# A Multiplatform Ecosystem



# Our Reach

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

The only multi-platform media outlet in North America exclusively focused on the theatrical exhibition industry.



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**

# Partnerships

We're the official publication of:



FilmExpoGroup

SHOWEAST



Cineasia

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# Friends & Contributors

Some of our industry friends and op-ed contributors ↓

**John Fithian**  
President & CEO  
NATO

**Charles Rivkin**  
Chairman & CEO  
Motion Picture Association

**Rolando Rodrigues**  
President & CEO  
Marcus Theaters

**Shelli Taylor**  
President & CEO  
Alamo Drafthouse

**Nikkole Denson-Randolph**  
SVP Content Strategy  
AMC Theaters

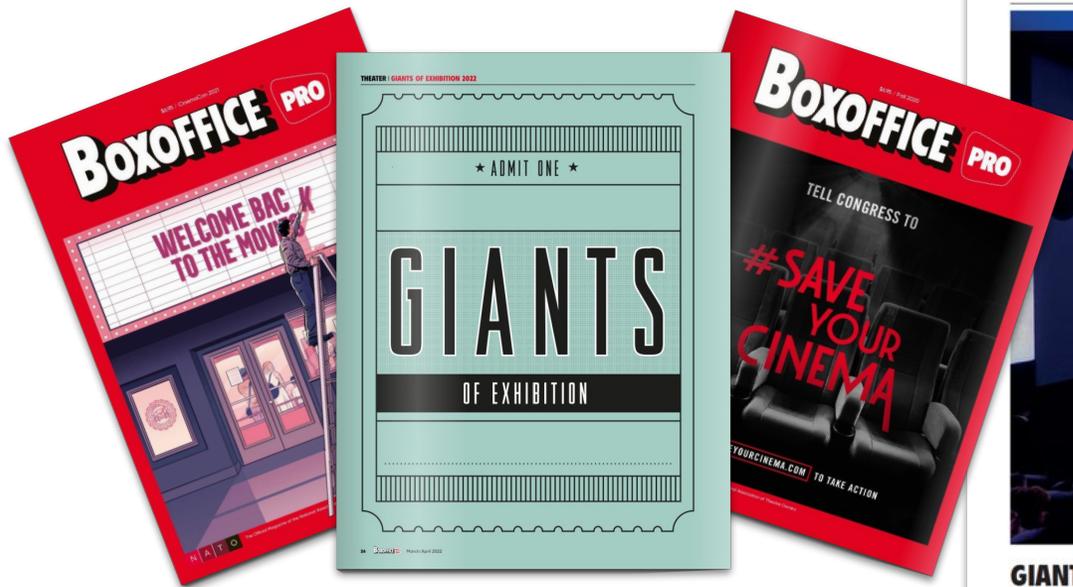
**Wanda Gierhart**  
CMO  
Cinemark



# 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.



THEATER | EVENT RECAP



**GIANTS OF EXHIBITION:**

As moviegoers make their long-awaited return to cinemas, premium large-format (PLF) auditoriums have emerged as a preferred destination. The

during the first half of 2021. A rerelease of James Cameron's *Avatar* in China, for instance, brought in nearly a third of its opening weekend haul from Imax screens.

\$130 million international bow of 2019's *Godzilla: King of the Monsters* from 53,515 screens. Despite the slight drop in overall box office, D-Box sold more

**LEADING EXHIBITOR-BRANDED PLFs IN NORTH AMERICA**

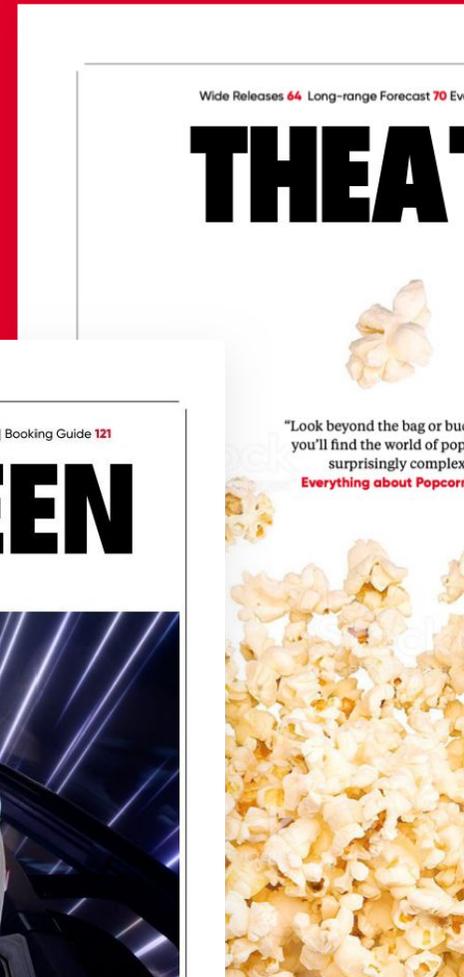
(\*Does not include Dolby Cinema auditoriums, exclusive to AMC Theatres in the United States).

1	Cinemark XD
2	Regal Cinemas RPX
3	Cineplex UltraAVX
4	Marquee Theatres UltraScreen DLX
5	AMC Prime
6	Cinema West Giant Screen
7	B&B Theatres Grand Screen
8	Xscape Theatres Xtreme
9	Santitas AVX
10	AMC GXL
11	Galaxy Theatres GXL
12	Imagine EMAX
13	Harkins Theatres Cine 1
14	Showbiz Cinemas SDX
15	Showplace ICON Theatres ICON-X
16	Landmark Cinemas Laser Ultra
17	Epic Theatres Epic XL
18	GTC Movies GTX
19	Marquee Cinemas MXC
20	Mays Cinemas MPX
21	Blow Tie Cinemas BTX
22	Showcase Cinemas



# Editorial organized in a new structure that we think you'll love.

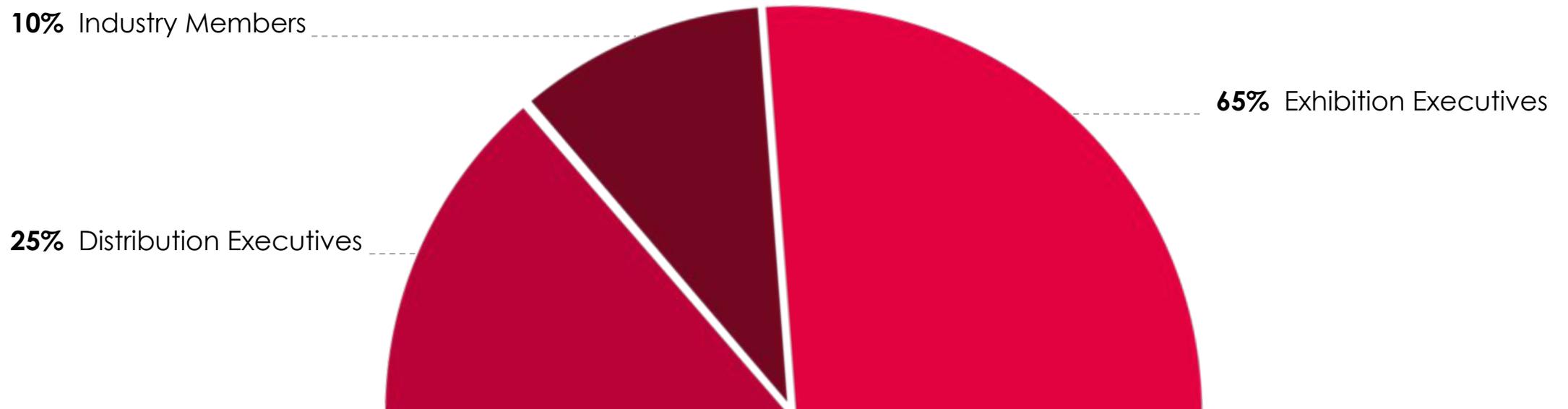
We organized the magazine into three distinct sections, each dedicated to a segment of our readership. **Industry** is dedicated to trends, executives, and conventions. **Theater** to cinema profiles, technology, concessions, and auditorium and lobby furnishings. **On Screen**, to programming strategies, filmmaker interviews, upcoming films, and box office forecasts.



# Print Magazine

Circulation is made up of Exhibition and Distribution Executives including Industry Members and Decision Makers who actively shape and work in the industry.

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

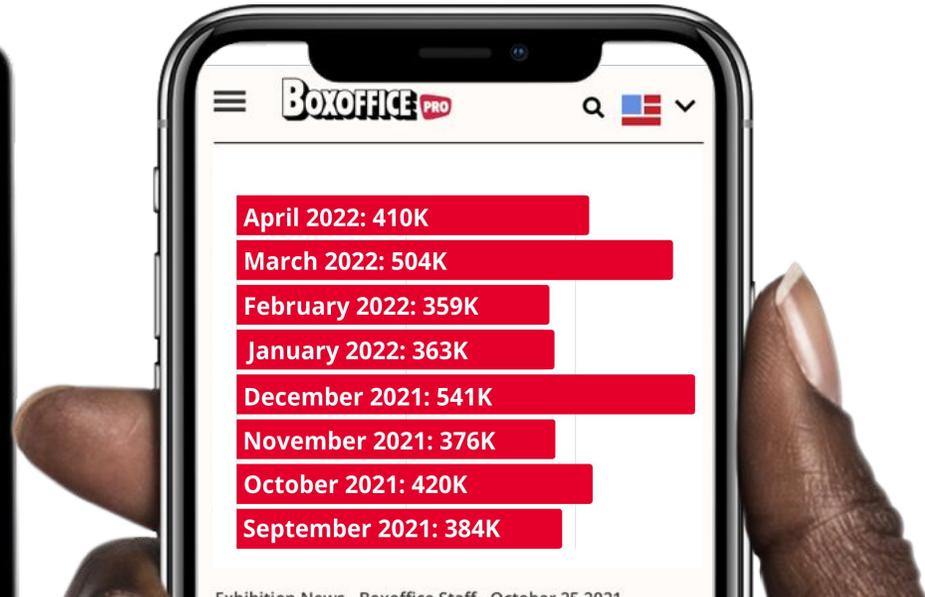
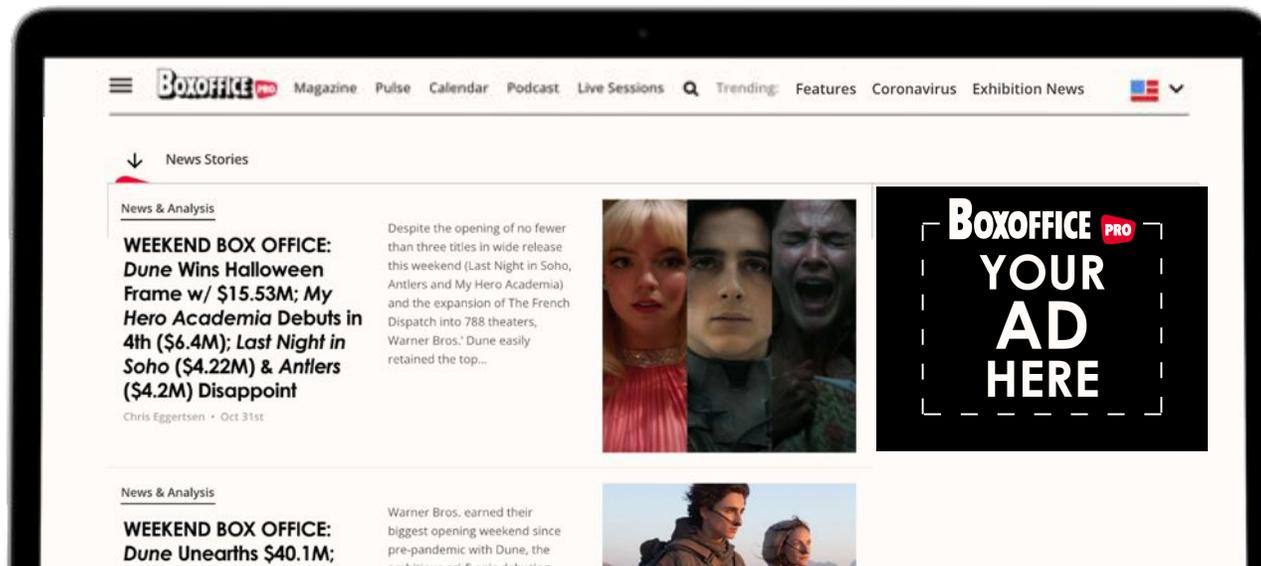


# BoxofficePro.com

Up-to-the minute industry news, analysis, and box office numbers

Providing space for panoramic and scrolling ads, it's the perfect way to associate your business with timely content.

## Monthly Page Views

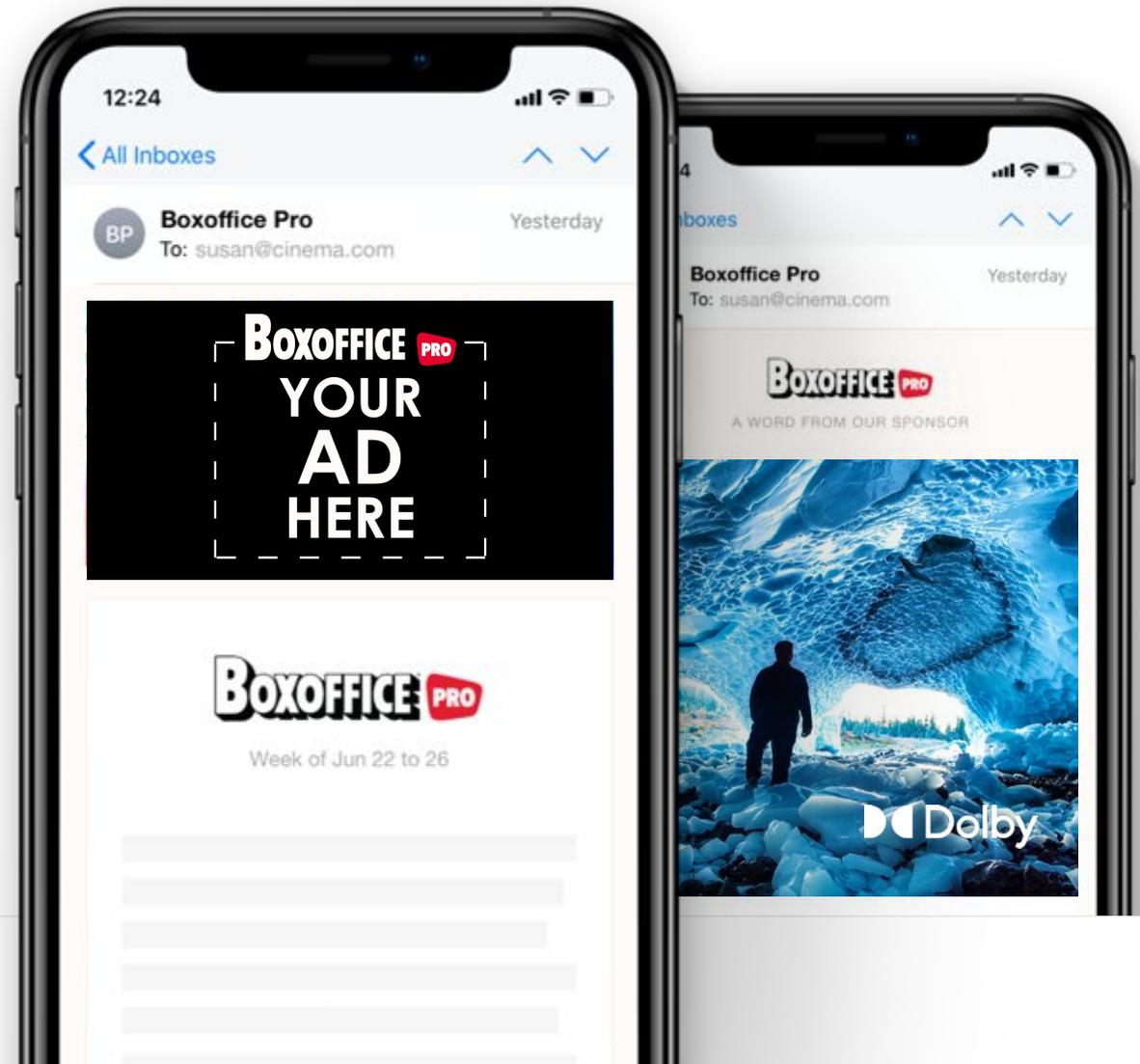


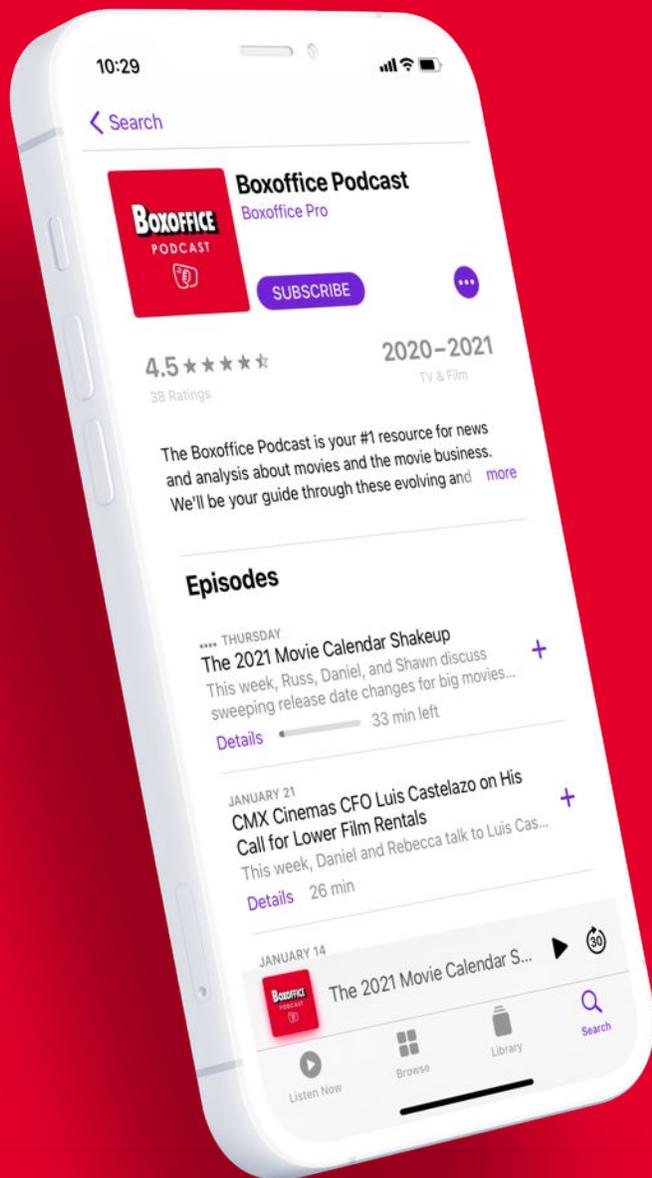
# Email Newsletters

## Targeted email newsletters for cinema professionals

Our email newsletters reach over **17 thousand subscribers** with targeted news and updates, delivered directly to their inbox **four** times a week. With an **average open rate of 13.5%**, these reports are seen by over **8 thousand industry members** regularly each week. Among our subscribers, **24%** are highly engaged and regularly interact with these newsletters.

Sponsored weekly email and custom email newsletters



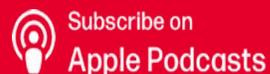


BOXOFFICE PODCAST



# The definitive podcast for theatrical exhibition.

Every week we break down major industry news, dissect box office results and connect with studio and cinema executives to talk market trends and industry shifts in theatrical exhibition and entertainment at large.



# Distributed to industry insiders around the world.

90,000+ downloads since launch  
Over 600 subscribers tuning in to each episode.

## Boxoffice Pro

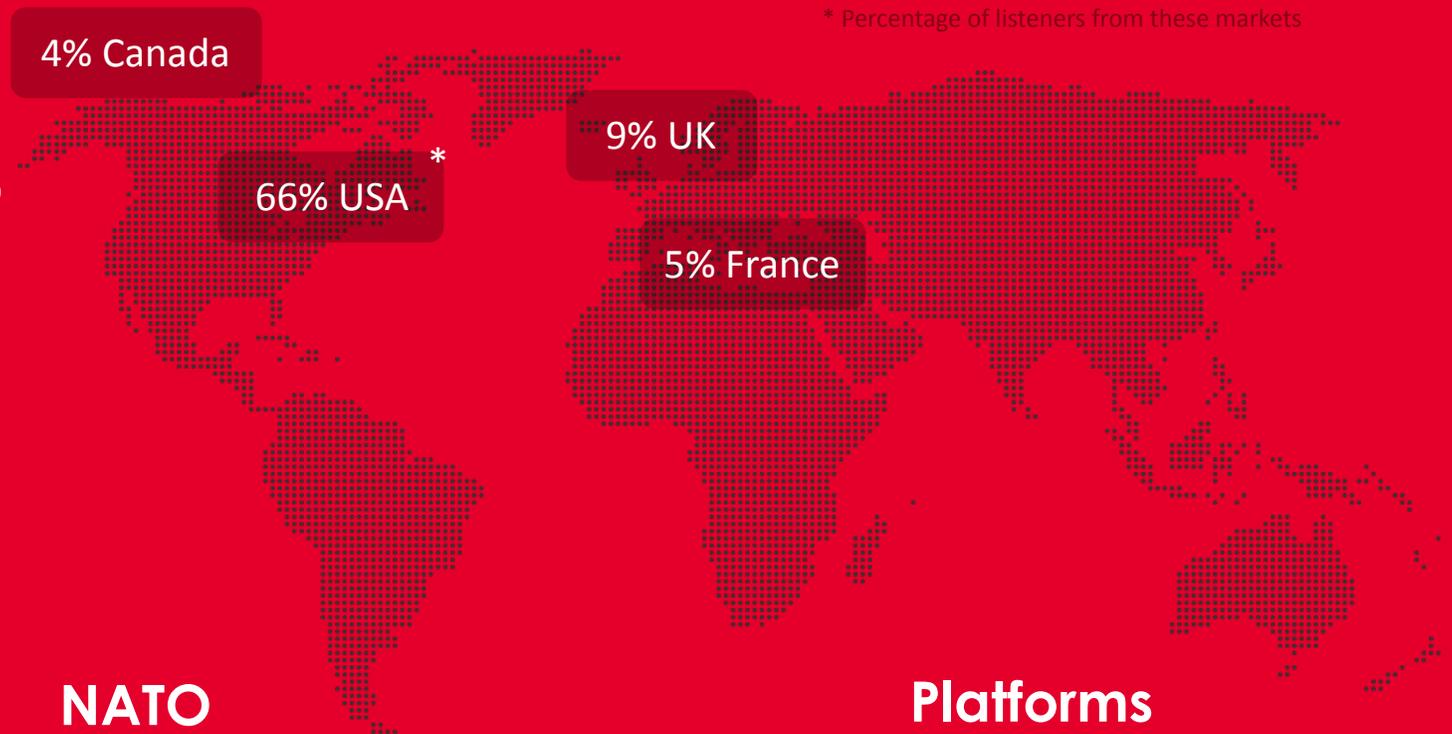
Distributed to the Boxoffice Pro audience on [boxofficepro.com](http://boxofficepro.com) and the publication's social media channels—with a monthly reach of over half a million movie fans and industry professionals.

## NATO

Podcast episodes are promoted throughout the week with tailored email campaigns to our 20,000-email list made up of *Boxoffice Pro* subscribers, NATO members, and The Boxoffice Companies exhibitor partners. 13% average open rate!

## Platforms

Published every Thursday on all major podcasting networks, including Apple, Spotify, Google, YouTube, Stitcher, SoundCloud and beyond...



# 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**

“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**

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

— **Telescopic Seating Services**

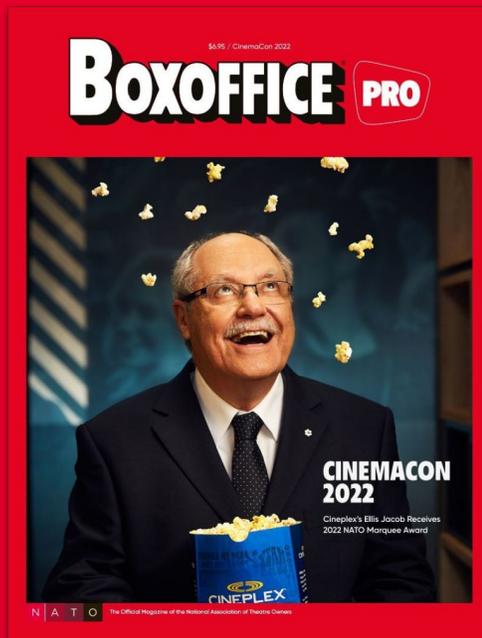
“For many years, from advertising to editorial collaborations, *Boxoffice Pro* has been a fantastic partner. We’re grateful for their commitment to creating advertising opportunities for our industry and look forward to what they have in store.”

— **National CineMedia**

# Advertising Partners



# Deadlines, Specs & Pricing



# 2022 Publication Schedule

## August

### NAC Expo

Ad Deadline: June 10

Art Deadline: June 17

Issue Launch: July 15

## SEPTEMBER

### CinéShow

Ad Deadline: July 15

Art Deadline: July 22

Issue Launch: August 29

## OCTOBER

### Geneva Convention

Ad Deadline: August 12

Art Deadline: August 19

Issue Launch: September 27

## NOVEMBER - DECEMBER

### ShowEast

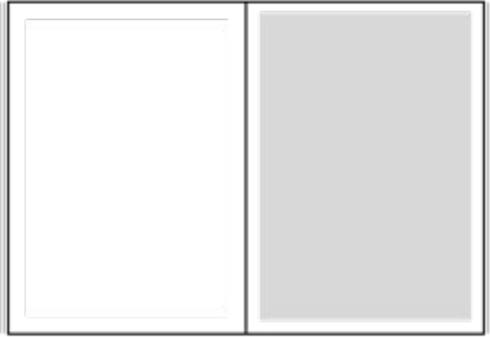
Ad Deadline: September 12

Art Deadline: September 14

Issue Launch: October 20

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

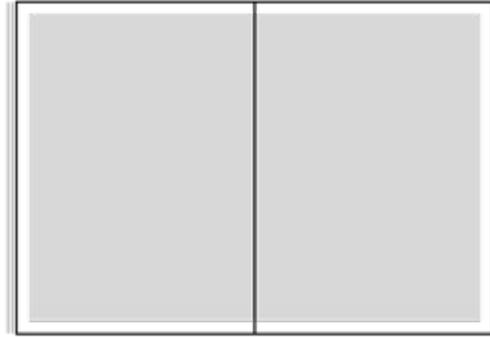
# Print Ad Specs



**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

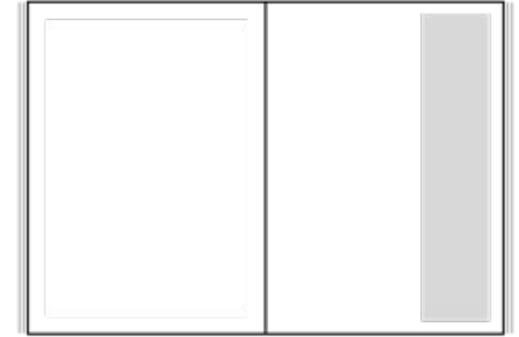
**Bleed:**  
16.75" x 11.125"  
100p6 x 66p9  
425mm x 283mm



**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

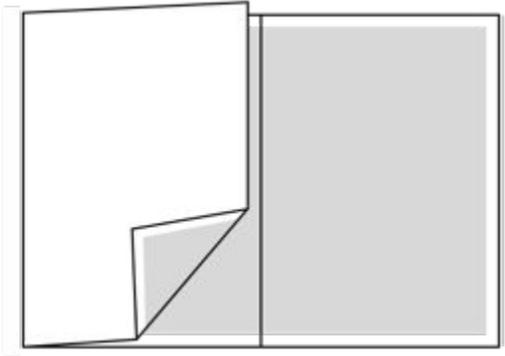


**Third Vertical**

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

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

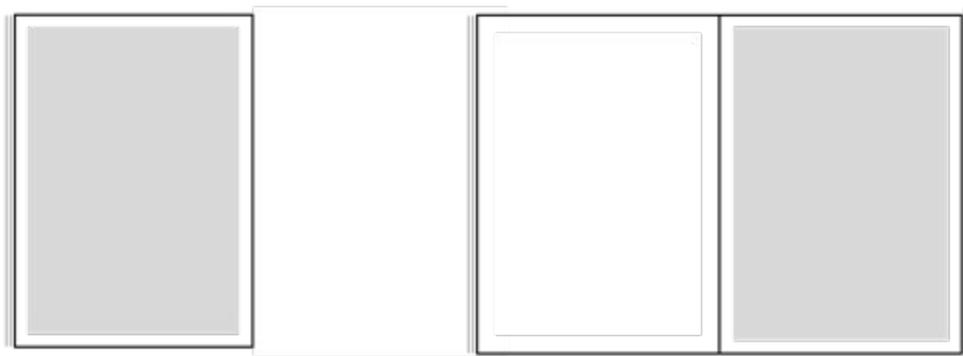
# Print Ad Specs



**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

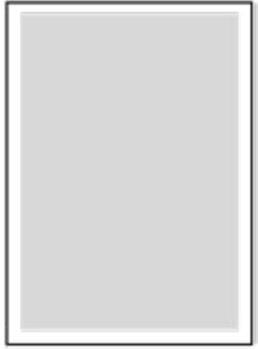


**Inside Front**

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

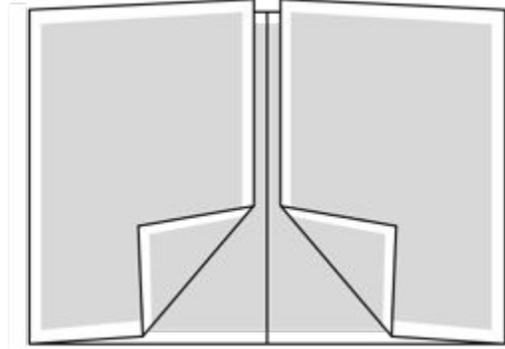
**Bleed:**  
8.5" x 11.125"  
50p3 x 66p9  
216mm x 283mm

# 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:**  
970px x 250px



**Medium Rectangle**

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



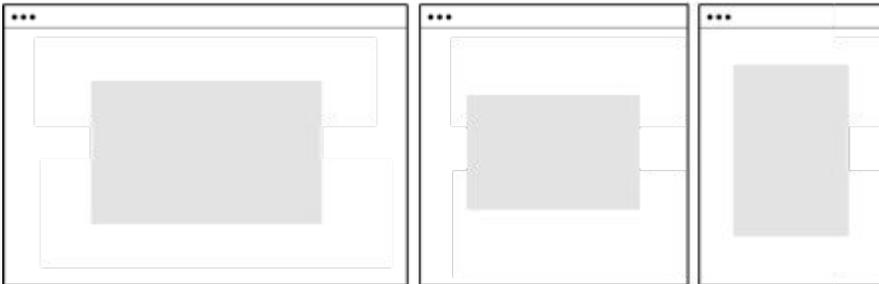
**Large Rectangle**

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



**Panoramic**

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



**Interstitial**

**Dimensions:**  
**Desktop** 1280x800px / JPEG / max-weight: 200kb  
**Tablet** 960x640px / JPEG / max-weight: 100 kb  
**Mobile** 640x960px / JPEG / max-weight: 100 kb

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

# Pricing at a Glance

Print Magazine		Digital Platform		Email Newsletters		Weekly Podcast		Convention Podcast Series	
Full Page	\$4,567	Panoramic Ad	\$4,200	Standard Newsletters	\$2,000	30-Second Ad Read	\$1,200	CineEurope (3 Episodes)	Supporting Sponsor \$3,600
Back Cover	\$6,900	Interstitial Ad	\$6,900	NATO Newsletters	\$3,000	3 Episode Bundle	\$3,000	CineShow Geneva ShowEast Bundle (3 Episodes)	Title Sponsor \$5,000
2 Page Spread	\$7,900	Medium Rectangle	\$2,000			5 Episode Bundle	\$4,500		Supporting Sponsor \$3,600
3 Page Gatefold	\$11,500					10 Episode Bundle	\$8,500		
Inside Back	\$5,024					All Podcast Ad-Buys Include One Email Newsletter Banner			
Inside Front	\$6,200								

Nominate card in media kit

# Thank You!

Patricia Martin • VP / Advertising • 203-788-1447 • [Patricia.Martin@boxoffice.com](mailto:Patricia.Martin@boxoffice.com)