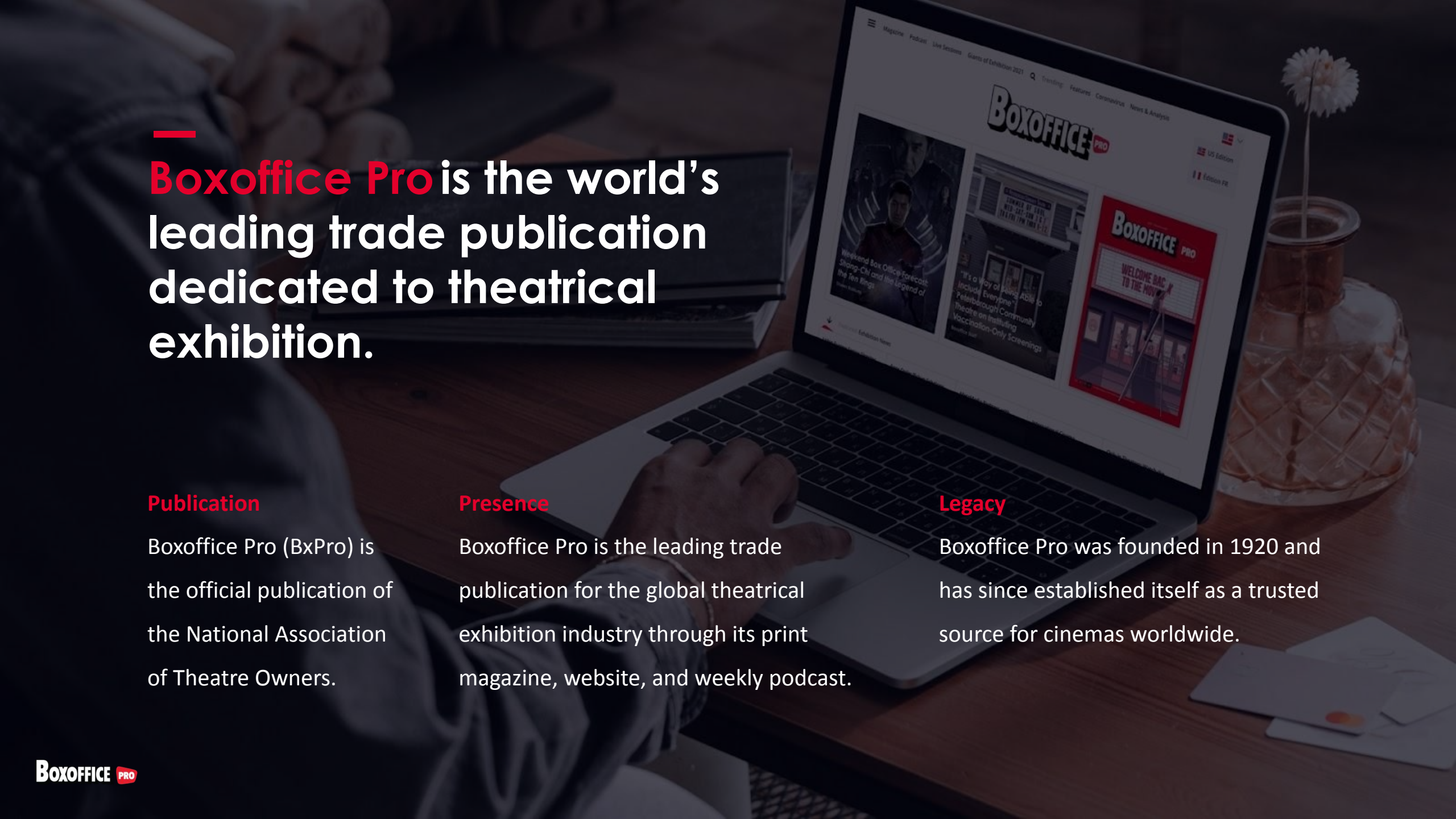




Boxoffice[®] PRO

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

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

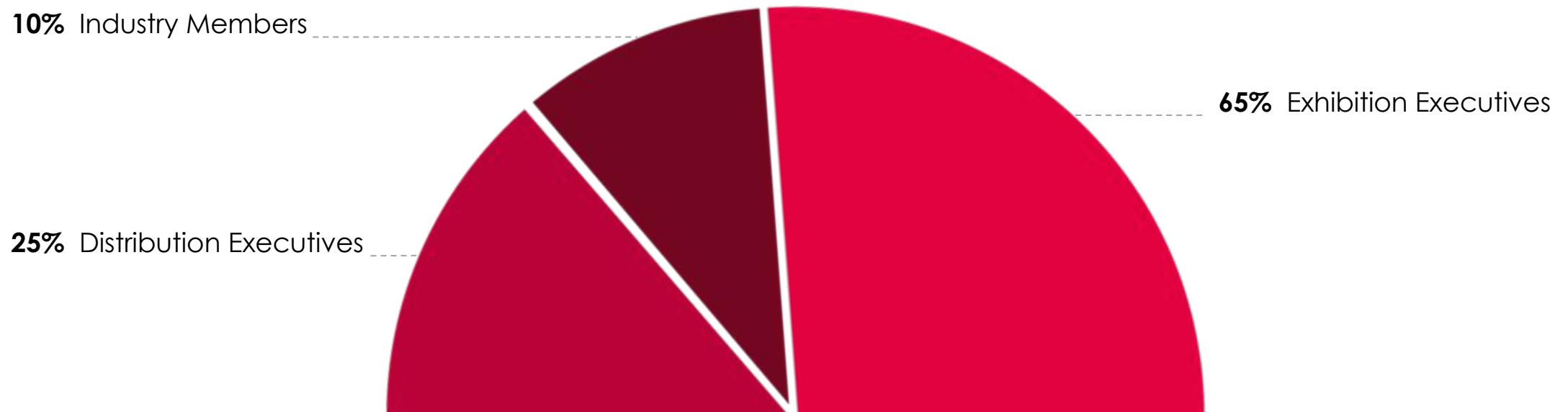
(*Does not include Dolby Cinema auditoriums, exclusive to AMC Theatres in the United States.)

1	Cinemark XD
2	Regal Cinemas RPX
3	Cineplex UltraVX
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 IMAX
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	Maya Cinemas MPX
21	Blow Tie Cinemas BTX
22	Showcase Cinemas

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**





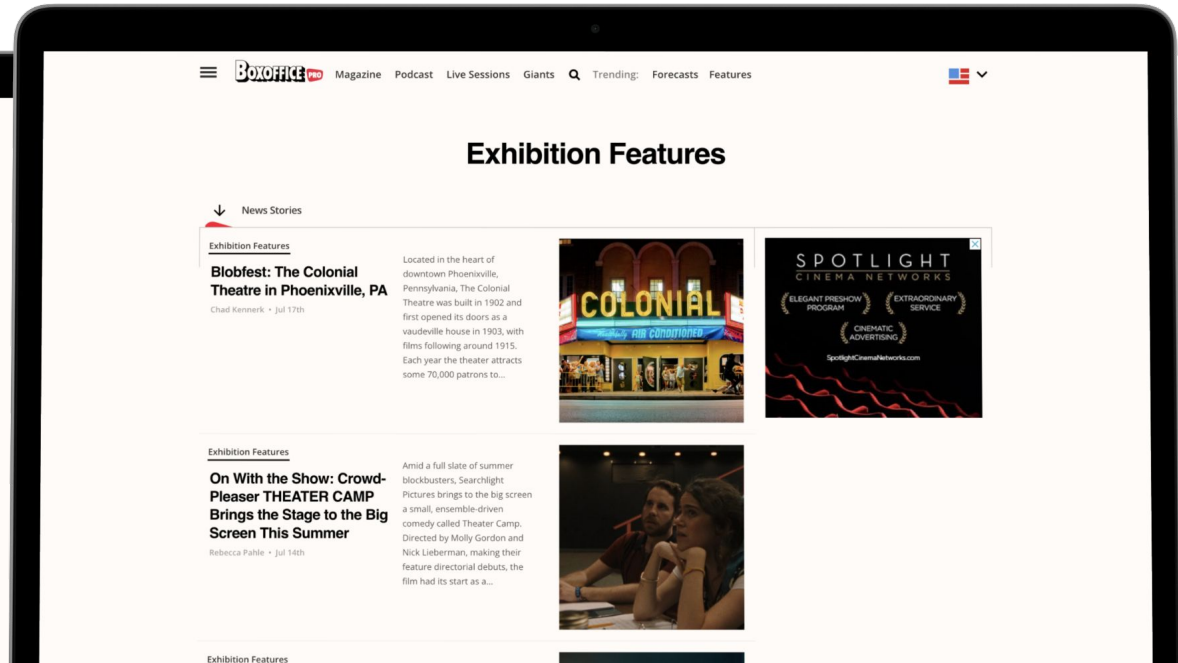
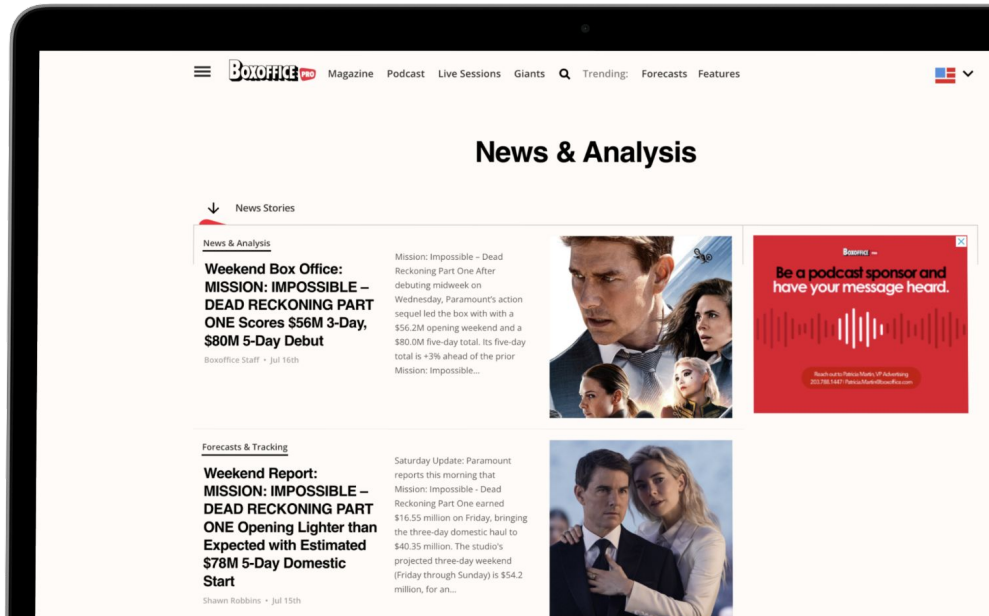
Editorial organized in a new structure that we think you'll love.

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.



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.





Exhibition Features

News Stories

Features

Spotlight: The Colonial Theatre in Phoenixville, PA

Jul 17th

Located in the heart of downtown Phoenixville, Pennsylvania, The Colonial Theatre was built in 1902 and first opened its doors as a vaudeville house in 1903, with films following around 1915. Each year the theater attracts some 70,000 patrons to...



Features

On the Show: Crowd-pleasing THEATER CAMP Takes the Stage to the Big Screen This Summer

Jul 14th

Amid a full slate of summer blockbusters, Searchlight Pictures brings to the big screen a small, ensemble-driven comedy called Theater Camp. Directed by Molly Gordon and Nick Lieberman, making their feature directorial debuts, the film had its start as a...



Key Monthly Advertising Stats

Ad	Impressions	Clicks	CTR
300x250	437,220	81	0.02%
300x250	155,143	17	0.01%

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 **three** times a week. With an **average open rate of 20%**, 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



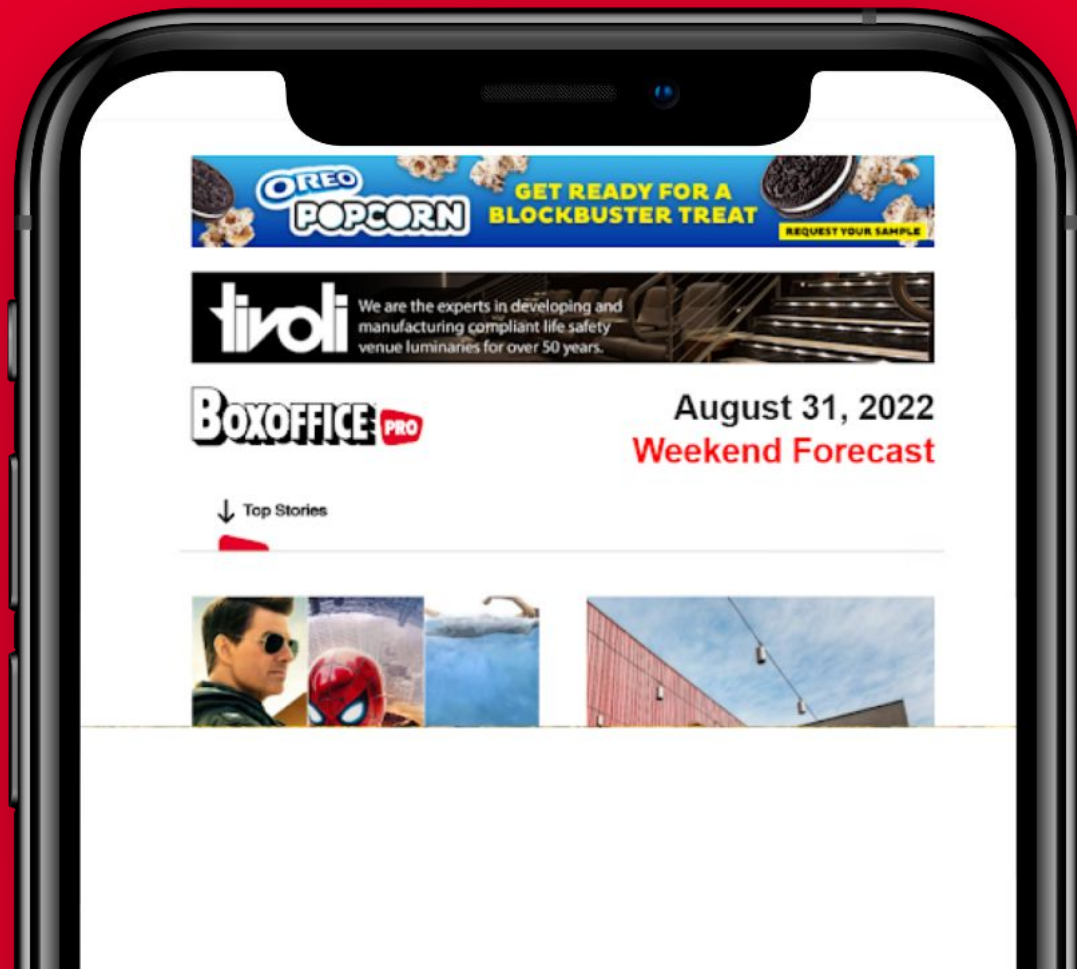
Email Newsletters

BoxOFFICE PRO

Key Monthly Emailing Stats

Sent	Opened	Clicked
212,578	43,722	226

Actual Advertiser Results, July 2022.





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.



Subscribe on
Apple Podcasts



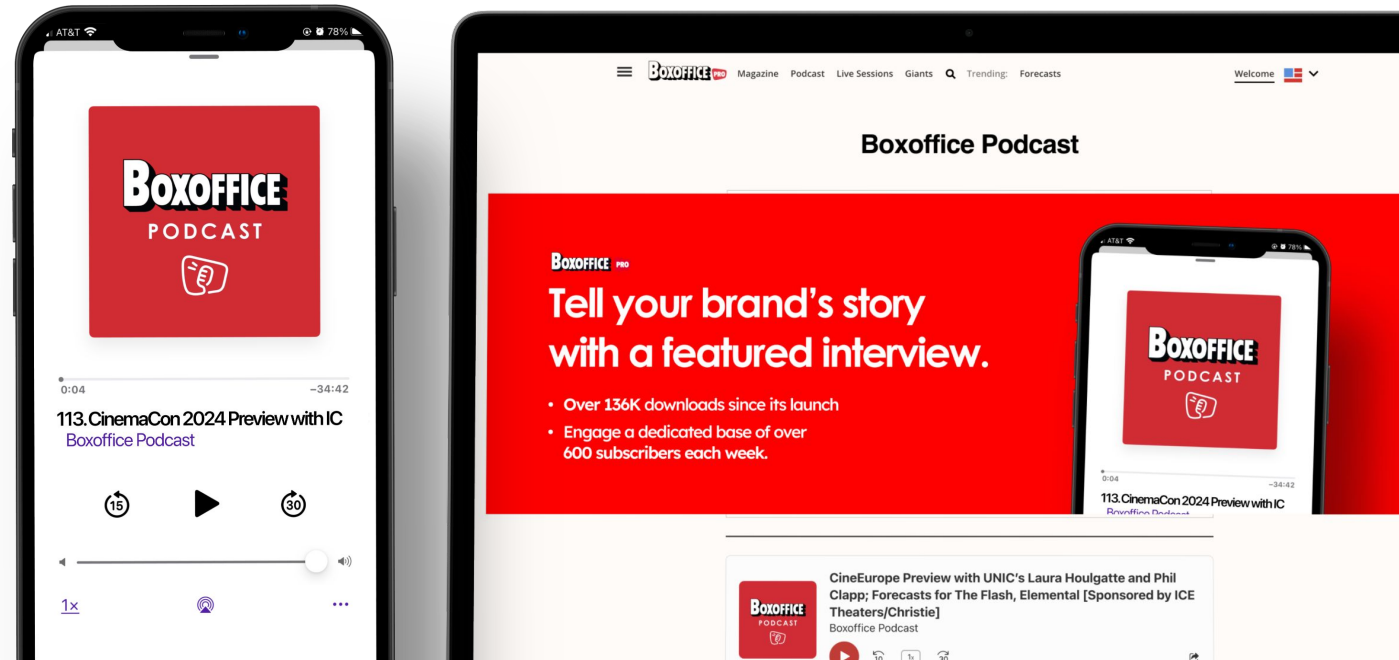
Subscribe on
Spotify

Boxoffice Pro Podcast Marketing

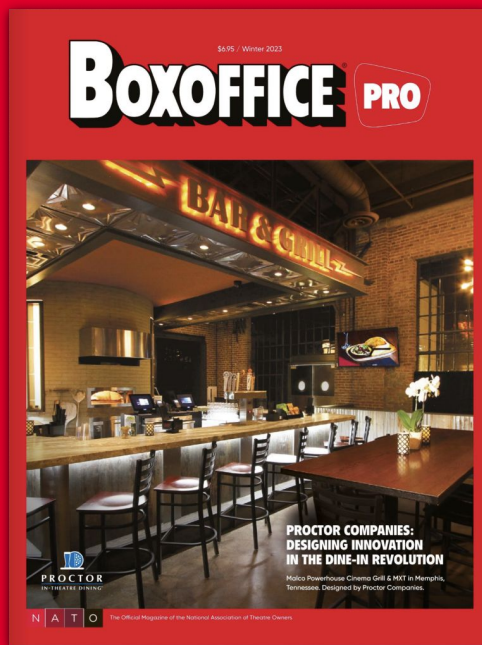
Podcasts promote brands. This marketing strategy offers you the chance to promote and sell your product through audio content. Share your brand's story, build credibility, and encourage word-of-mouth.

- **202,700 downloads** since its launch, Reaching 150 Countries.
- Engage a dedicated base of over **800 subscriber** downloads.
- Increases brand awareness by **89%**.
- Increase brand consideration and website visits by **57%**.

BBC Podcast Study.



Deadlines, Specs & Pricing



2024 Advertising Schedule

Tech Innovators

January/Feb

ICTA | Jan 5

UDITOA | Jan 29

Ad Deadline: Nov 10

Art Deadline: Nov 15

March/April

Dine-in | Feb 5

Ad Deadline: Dec 8

Art Deadline: Dec 15

May/June

CinemaCon | April 8

Ad Deadline: Feb 23

Art Deadline: March 1

CinemaCon Products Guide

Deadline: Feb 16

July

CineEurope | June 17

NAC | July

Ad Deadline: May 3

Art Deadline: May 10

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

2024 Advertising Schedule

Summer

Giants of Exhibition

Ad Deadline: June 10

Art Deadline: June 14

August

CinéShow | Aug 26

Rocky Mountain

NATO | Sept 10

Ad Deadline: July 12

Art Deadline: July 19

September

Geneva Conv | Sept 24

Ad Deadline: August 9

Art Deadline: August 16

October/Nov

ShowEast | Oct

Ad Deadline: Sep 9

Art Deadline: Sep 13

Dec/January 2025

CineAsia | Dec

ICTA | Jan

Ad Deadline: Nov 8

Art Deadline: Nov 15

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

Pricing at a Glance

Print Magazine		Digital Platform		Email Newsletters		Weekly Podcast	
Full Page	\$4,000	Panoramic Ad	\$4,000	Email Newsletters	\$1,800	30-Second Ad Read	\$1,200
Back Cover	\$6,000	Large Rectangle	\$3,000			3 Episode Bundle	\$3,000
2 Page Spread	\$7,500	Medium Rectangle	\$2,000			5 Episode Bundle	\$4,500
3 Page Gatefold	\$11,500	Mobile Ad	\$1,800			10 Episode Bundle	\$8,500
Inside Back or Front	\$5,000					All Podcast Ad-Buys Include One Email Newsletter Banner	
Half Page	\$2,500						
Congratulatory ads available at special pricing							

Nominate card in media kit

Podcast Convention Series Package



Every Convention

Your own 5 minute interview featured
over at least 3 episodes

Title Sponsorship

\$5,000

Supporting Sponsor

\$3,600

CinemaCon Exclusive

6 episode minimum

Title Sponsorship

\$6,000

Supporting Sponsor

\$4,600

Custom Packages

2023 New Advertiser Package

Full page ad in an issue
\$4,000 Value

Digital Ad for one month
\$2,000 Value

Email Newsletter for one month
\$1,800 Value

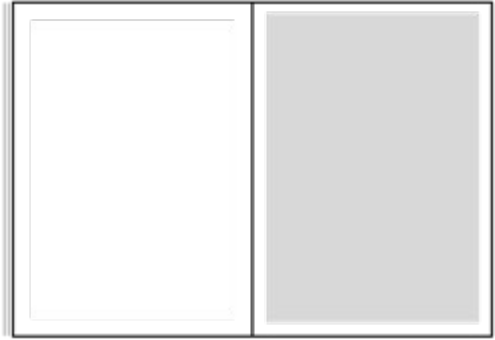
Podcast for 3 weeks
30 second live spot
5 minute interview
\$3,600 Value

Total Value
\$11,400 Value

Package Cost
\$8,550 Value



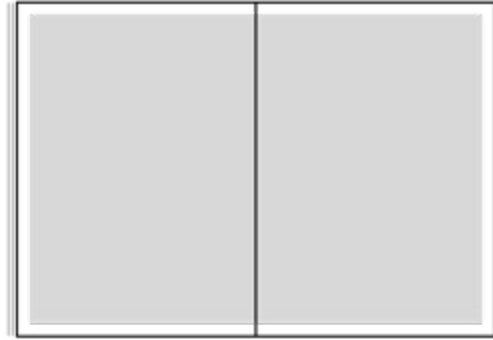
Print Ad Specs



Full Page

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

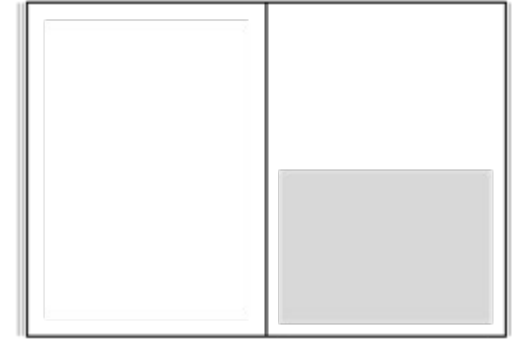
Bleed:
8.5" x 11.125"
50p3 x 66p9
216mm x 283mm



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

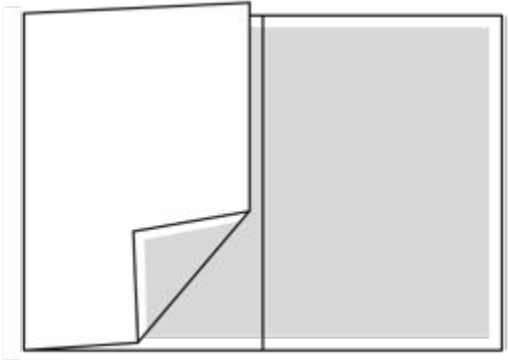


Half Page

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

Bleed:
8.5" x 5.875"
43p6 x 28p6
184mm x 121mm

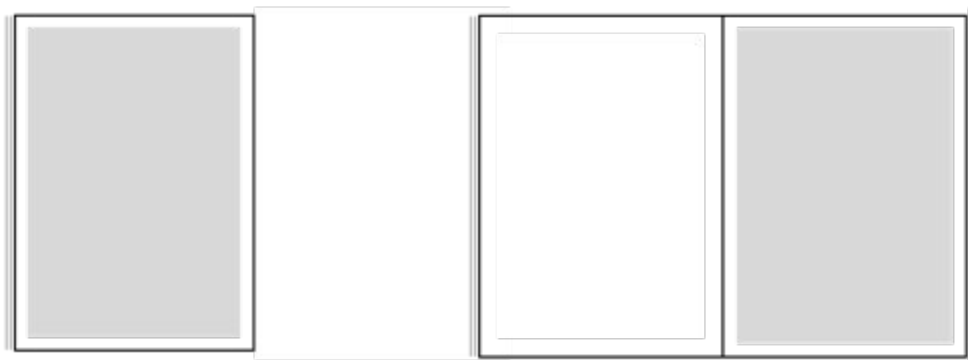
Print Ad Specs



Gatefold 3 Page

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

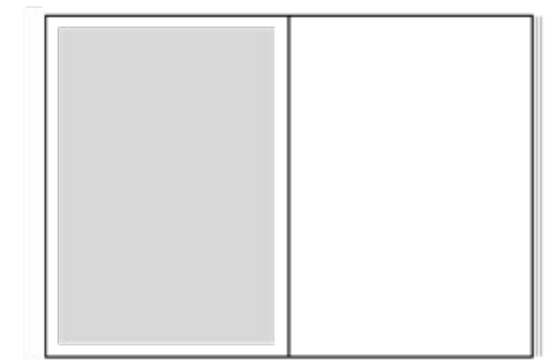
Bleed:
8.5" x 11.125"
50p3 x 66p9
216mm x 283mm



Back Cover

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

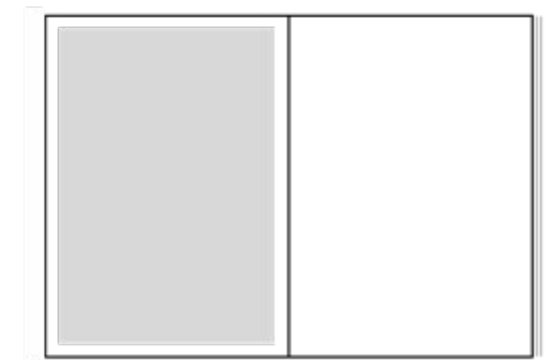
Bleed:
16.75" x 11.125"
100p6 x 66p9
425mm x 283mm



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

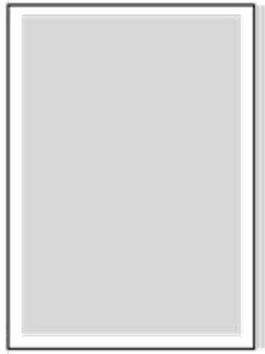


Inside Front

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

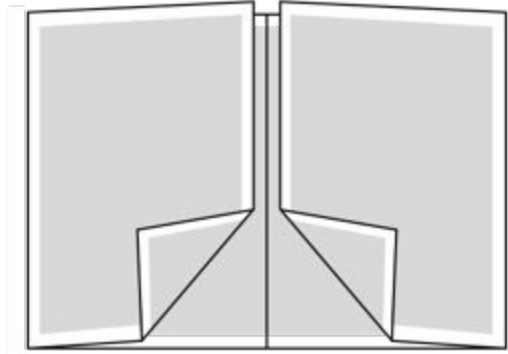
Bleed:
8.5" x 11.125"
50p3 x 66p9
216mm x 283mm

Print Ad Specs



Front Cover

Pricing for the front cover is available upon request.



Custom Formats

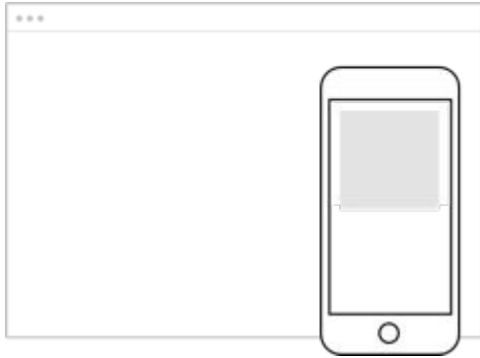
Custom designed formats are available upon request.

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.

Format: Hi-Rez PDF/X-1A with fonts embedded. Files should conform to SWOP guidelines and total ink density should not exceed 300%.

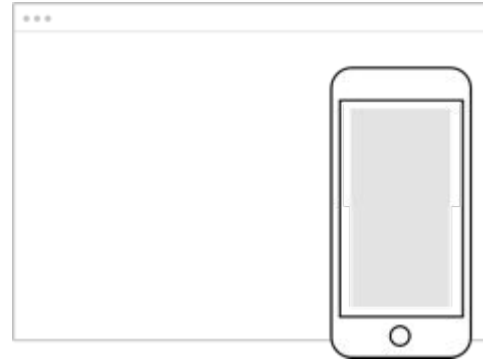
Magazine Trim: 8.25" x 10.875" / 49p6 x 65p3 /
210.5mm x 276.5mm

Digital Ad Specs



Medium Rectangle

Dimensions:
300px x 250px (cross device)



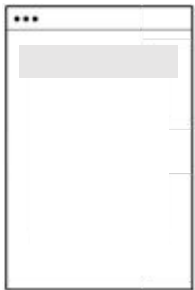
Large Rectangle

Dimensions:
300px x 600px (cross device)



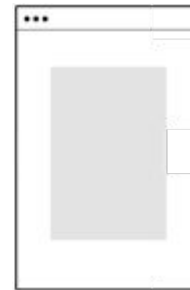
**Panoramic/Podcast
Landing page**

Specifications:
1500px x 500px (cross device)



**Email
Newsletters**

Dimensions:
728x90px / JPEG / max-weight: 100 kb



Mobile Ads

Dimensions:
640x960px / JPEG / max-weight: 100 kb

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**

“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**

Thank You!

Patricia Martin • VP / Advertising • 203-788-1447 • Patricia.Martin@boxoffice.com