

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 Cinema United, formally 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 105 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 Cinema United, formally 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:



MOVIEGOING IS OUR MISSION



FilmExpoGroup



Cineasia

Print Magazine

Over 100 Hundred Years of Influence and Innovation

As a 105 year-old publication and the official magazine of Cinema United, formerly the National Association of Theatre Owners, our print publication reaches key decision makers in theatrical exhibition and a trusted source for Cinemas Worldwide.



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 2023. 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

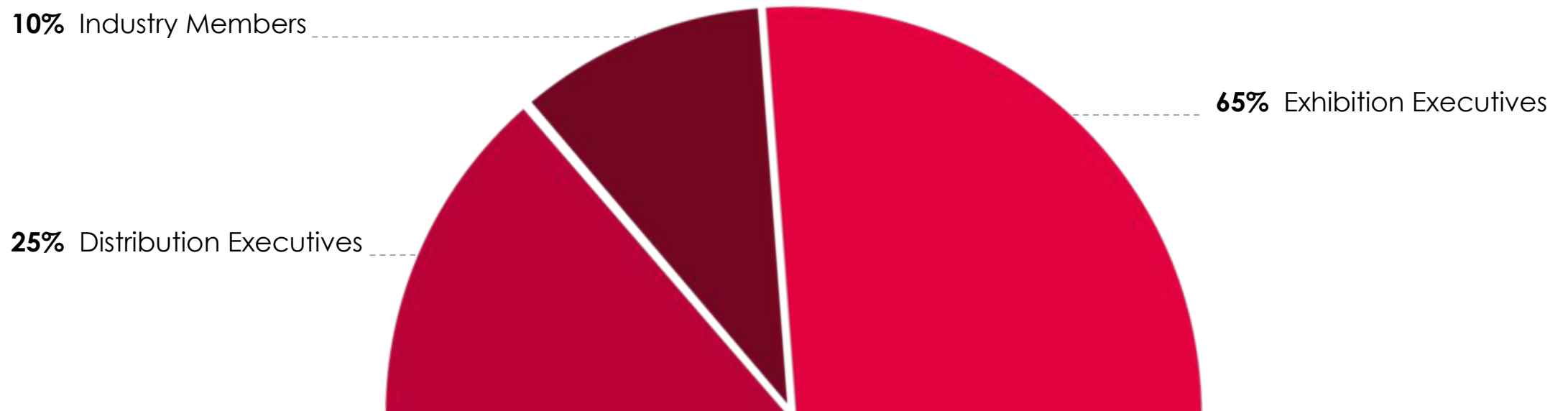
(Does not include Dolby Cinema auditoriums, exclusive to AMC Theatres in the United States)

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

Print Magazine

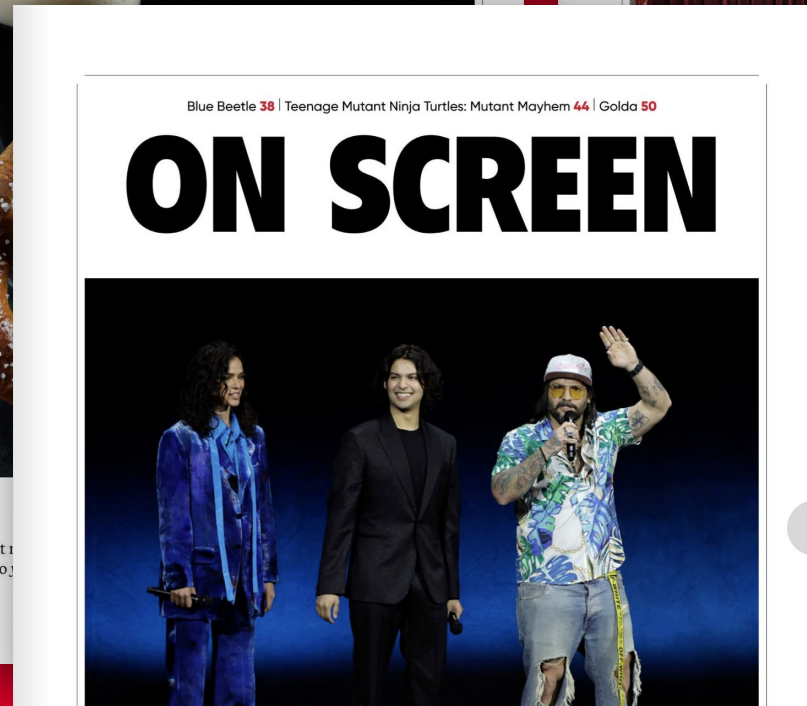
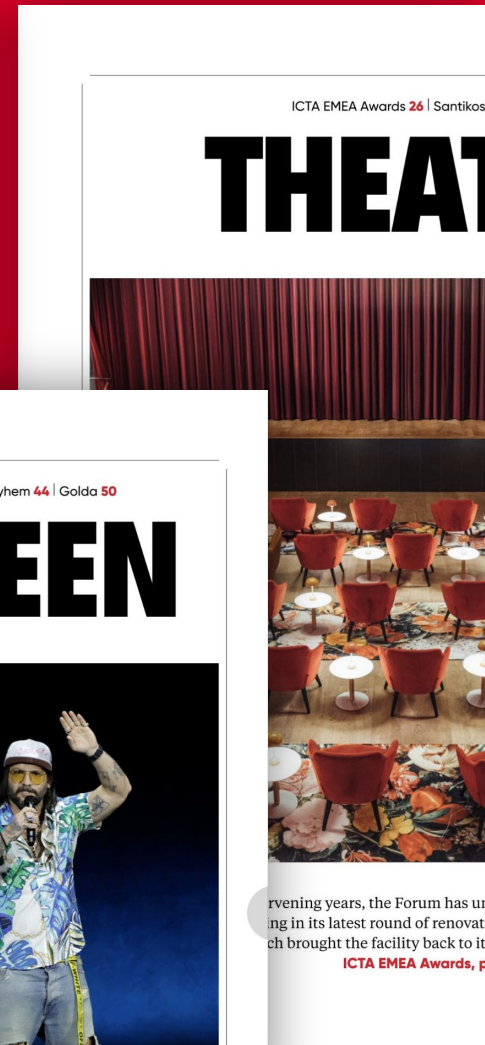
Circulation is made up of Exhibition and Distribution Executives including Industry Members and Decision Makers who actively shape and work in the industry.

**Reaching 95% 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.



A renowned website for up-to-date industry news, analysis, and box office performance.

Providing space for industry **digital ads**, an **affordable and smart way** to associate your business with timely content and generate impressions and new clicks to your website.

Exhibition News

Cinemark Breaks Waves of Moviegoing Records Over Memorial Day Weekend

Boxoffice Staff • May 27th

Cinemark broke waves of all-time moviegoing records over the long Memorial Day holiday weekend across box office and concessions driven by robust consumer enthusiasm around films such as Lilo & Stitch, Mission: Impossible – The Final Reckoning, Final Destination Bloodlines,...



Exhibition News

Blockbusters Fuel Record Memorial Day Weekend at Marcus Theatres

Boxoffice Staff • May 27th

Marcus Theatres announced that it achieved a record-setting Memorial Day weekend in box office sales, attendance, concessions, food and beverage revenue and per cap. With the holiday weekend serving as the unofficial start to the busy summer season, crowds were...



XENON LAMP RECYCLING

LTI LIGHTING TECHNOLOGIES INTERNATIONAL

LongPlay EXTREME Digital Cinema Xenon

litlighting.com/sustainability

Exhibition News

CJ 4DPLEX's 4DX Breaks Domestic Opening Weekend Box Office Records with Warner Bros.' FINAL DESTINATION BLOODLINES

Boxoffice Staff • May 21st

CJ 4DPLEX is celebrating a killer opening weekend for Final Destination Bloodlines, which has officially become one of the biggest 4DX titles of all time. With a projected \$2.2M in box office revenue in U.S. and Canada, Final Destination Bloodlines...



Exhibition News

KenCast and DCDC Extend Long-Term Partnership to Power Satellite and Terrestrial Content Delivery Across Over 33,000 Screens

Boxoffice Staff • May 20th

Digital content delivery solutions KenCast and digital cinema content delivery network Digital Cinema Distribution Coalition ("DCDC") today announced the multi-year extension of their long-standing partnership. This partnership started in 2012 and has allowed the KenCast's CinemaPro appliance to support over...



CineEurope
Official Convention of the International Union of Cinemas

16-19 JUNE 2025

CENTRE CONVENÇIONS INTERNACIONAL BARCELONA (CCIB)
CONVENTION & TRADE SHOW
CINEUROPE.NET

OFFICIAL CORPORATE SPONSOR

Coca-Cola

Special offer for first-time attendees:
10% rebate with code BXE25

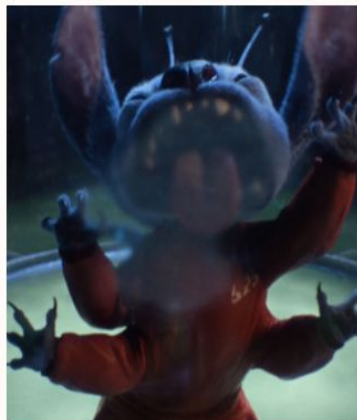
Cannot be combined with other offers. Discount applied after confirmation of eligibility.

Exhibition Features

The Top Five Highest-Grossing Disney Classic Animation Remakes Of All Time

Boxoffice Staff • May 22nd

This Memorial Day weekend could be the top-grossing at the box office of all time, thanks in large part to a duo of high-powered blockbuster releases, one of which—Disney's Lilo & Stitch—is on track to secure one of the highest,...

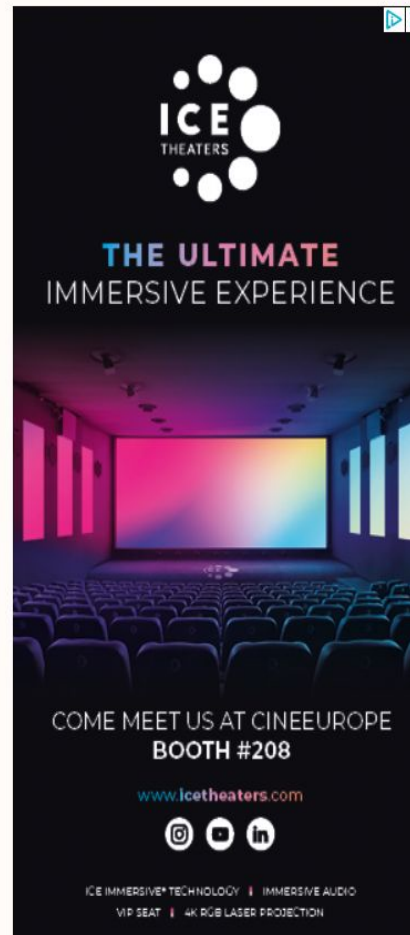


Exhibition News

Regal Welcomes 3 Million Guests on Record-Breaking Memorial Day Weekend

Boxoffice Staff • May 27th

Regal enjoyed a high-traffic Memorial Day weekend, as new releases Lilo & Stitch and Mission: Impossible - The Final Reckoning, together with holdovers like Final Destination Bloodlines, Sinners, and Thunderbolts*, drew 3 million guests to Regal locations nationwide. "We were thrilled...



Key Monthly Advertising Stats

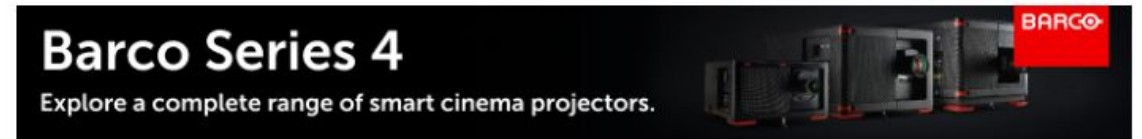
Ad	Impressions	Clicks	CTR
Barco	322,979	568	0.18%
AgileTix	99,015	115	0.06%

Email Newsletters

Targeted email Newsletters for Cinema professionals

Our email newsletters reach over **15 thousand subscribers** with targeted forecast news and updates, delivered directly to their inbox **three** times a week - sent Wednesday, Friday and Sunday. With an **average open rate of 25%**, these reports are seen by thousands of industry members regularly each week. Our subscribers are highly engaged, and regularly interact with these newsletters.

Sponsored weekly email and custom email newsletters



May 25, 2025
Weekend Box Office

↓ Top Stories



Eblast Forecast Weekly Newsletters

USHIO Cinema Xenon Lamps
DESIGNED TO DELIVER LONG-LASTING BRILLIANCE

THE ULTIMATE IMMERSIVE EXPERIENCE
COME MEET US BOOTH #208

Barco Series 4
Explore a complete range of smart cinema projectors.

BOXOFFICE PRO May 25, 2025
Weekend Box Office

↓ Top Stories

Key Monthly Stats

Sent	Opened	Ad Clicks
314,875	45,304	595

Actual Advertiser Results, April 2024



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.

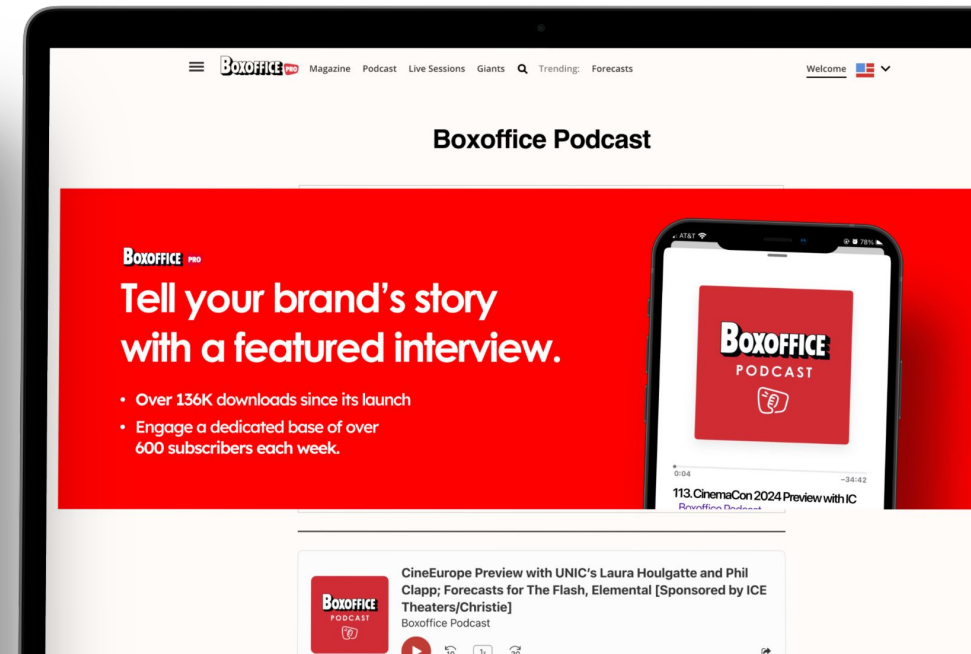
 Subscribe on
Apple Podcasts

 Subscribe on
Spotify

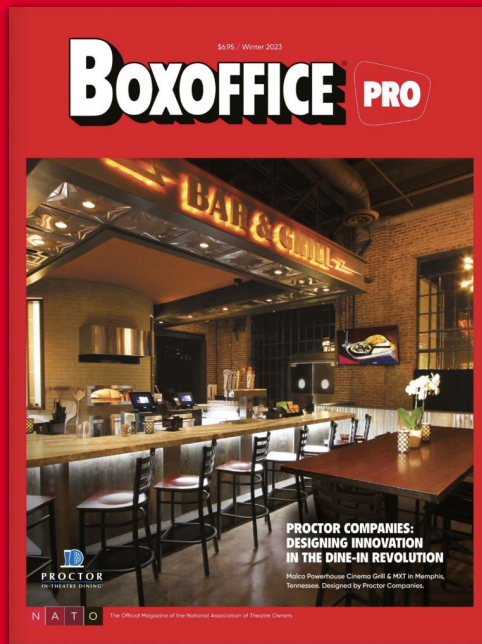
Boxoffice Pro Podcast Marketing

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.

- **310,500 downloads** since its launch in 2020.
- Reaching a global audience of **150 Countries**.
- Engage a dedicated base of over **1000 subscriber downloads** monthly.
- increase brand awareness by **89%** and website visits by **57%**.



Deadlines, Specs & Pricing



2026 Publishing Schedule

February/March

Dine-in | Feb 2-6

Ad Deadline: Dec 5

Art Deadline: Dec 12

April/May

CinemaCon | April 13 - 16

Ad Deadline: Feb 13

Art Deadline: Feb 20

June

CineEurope | June 22 - 25

Ad Deadline: May 8

Art Deadline: May 15

July/August

Giants of Exhibition

Ad Deadline: June 12

Art Deadline: June 19

CinemaCon Buyers Guide

Deadline: Feb 13

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

2026 Publishing Schedule

September

CinéShow | Aug 24 - 26

Rocky Mountain | Sept 1 -3

EF&B | Sept 22 - 24

CineLATAM | Sept 21 - 23

Ad Deadline: July 10

Art Deadline: July 17

Concessions & Entertainment

Guide: Deadline: July 10

October

Fall Summit| Sept 28 - Oct 1

Ad Deadline: August 7

Art Deadline: August 14

November

FEC/IAAPA

Ad Deadline: Oct 2

Art Deadline: Oct 9

December/Jan 2027

ICTA Conference

Ad Deadline: Nov 13

Art Deadline: Nov 20

*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 Sponsorship	
Full Page	\$4,000	Panoramic Ad	\$4,000	Weekly Forecast	\$1,800	30-Second Ad Read	\$1,200
Front Page	\$5,000	Large Rectangle	\$2,000	Email Newsletters & Cinema		3 Episode Bundle	\$3,000
Back Cover	\$6,000						
2 Page Spread	\$7,500	Small Square	\$1,800	United Prediction Emails		5 Episode Bundle	\$4,500
3 Page Gatefold	\$11,500	All digital ads are responsive to multiple devices				10 Episode Bundle	\$8,500
Inside Back or Front	\$5,000						All Podcast Sponsorships include an Executive Interview, Live Read commercial, and Digital marketing
Half Page	\$2,500						
Congratulatory ads available at special pricing							

Nominate card in media kit

Podcast Series Sponsorship Package



3 Podcast Series

Your own 10-15 minute interview
featured over at least 3 episodes

Title Sponsorship	Supporting Sponsor
\$5,000	\$3,600

CinemaCon

6 episode minimum

Title Sponsorship	Supporting Sponsor
\$6,000	\$4,600

Custom Packages

2026 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

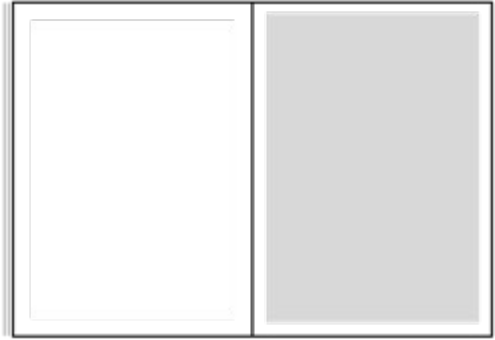
Podcast Sponsorship for 3 weeks with a
30 second live read commercial and
5 -10 Executive minute interview
\$3,600 Value

Total Value
\$11,400 Value

Package Cost
\$8,550 Value



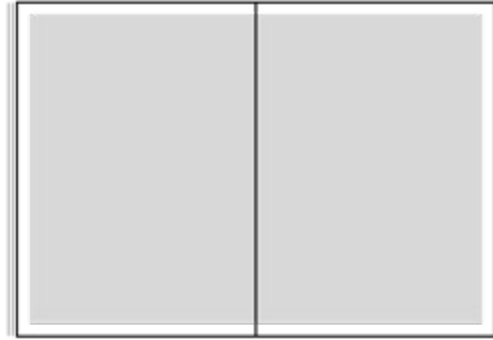
Print Ad Specs



Full Page

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

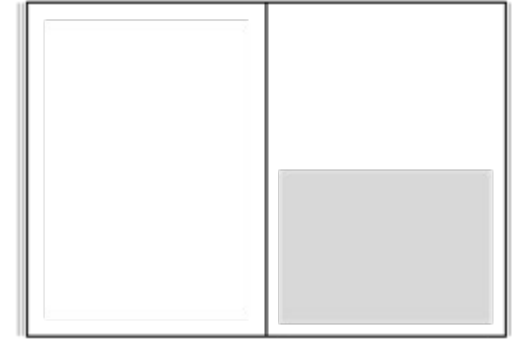
Bleed:
8.5" x 11.125"
50p3 x 66p9
216mm x 283mm



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

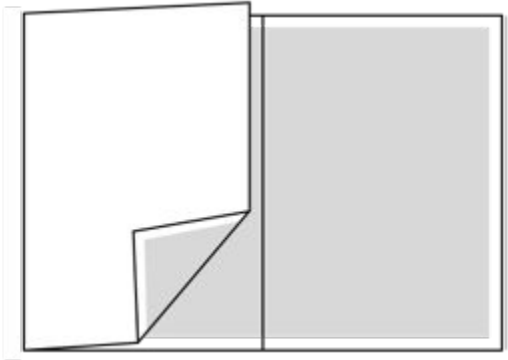


Half Page

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

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

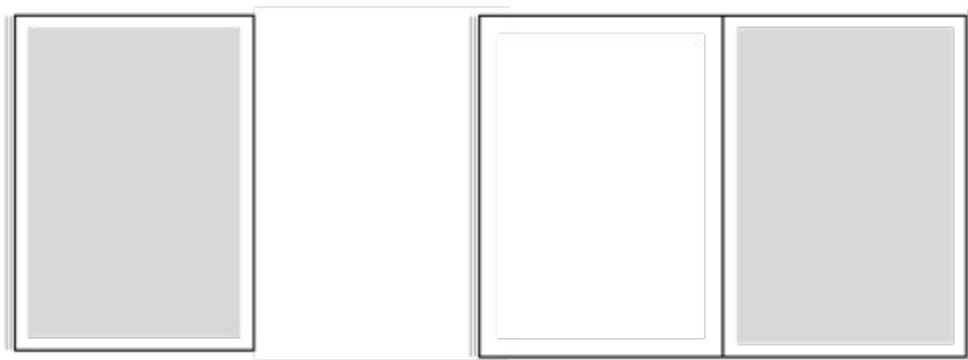
Print Ad Specs



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

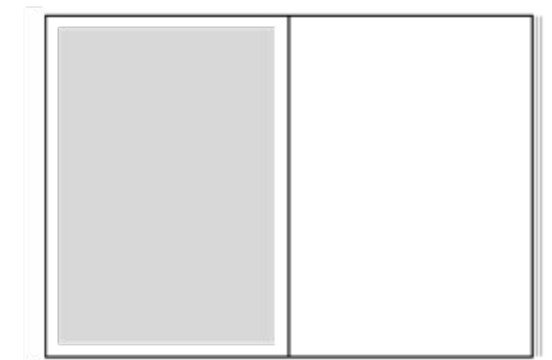
Bleed:
16.75" x 11.125"
100p6 x 66p9
425mm x 283mm



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

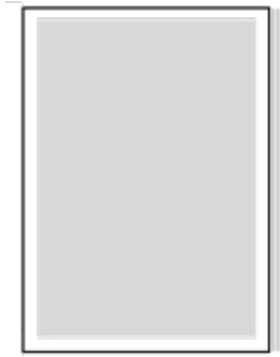


Inside Front

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

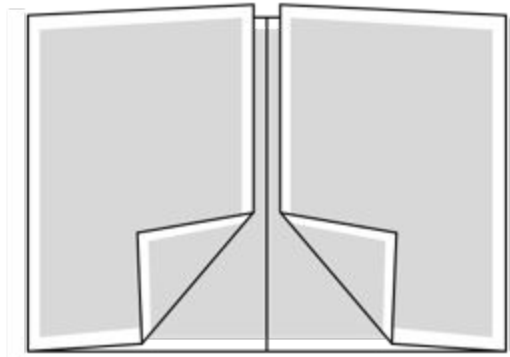
Bleed:
8.5" x 11.125"
50p3 x 66p9
216mm x 283mm

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)



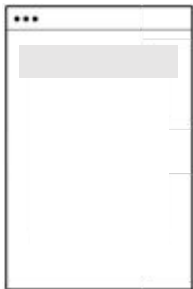
Large Rectangle

Dimensions:
300px x 600px (cross device)



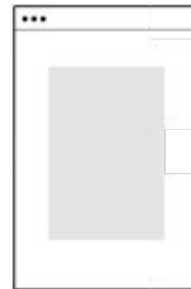
Panoramic/Podcast Landing page

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