makers
REAL INSIGHT INTO GLOBAL PRODUCTION

16,000
*total readership**

**Online and printed versions.*

4,000
printed copies

5,500
online readership

77
countries reached

makers magazine is the newest offering from The Location Guide. Launched in 2018, ***makers*** brings together the latest insights and big names from within the film, television and commercial industries.

The magazine is a bi-annual publication and is distributed free at the biggest screen industry events:

- Edition 1 - Cannes Film Festival & Cannes Lions
- Edition 2 - FOCUS, Berlinale European Film Market and ADFEST

After publication ***makers*** is available online from thelocationguide.com where it reaches a further 5,000 readers. Advertisers benefit from working hyperlinks on the online version which links readers to their company websites.

	Editorial enquiries:	Advertising enquiries:	Phone:
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Media Rates

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sales@thelocationguide.com

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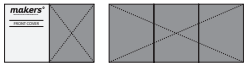
Front Cover Gatefold	£10,800
Outside Back Cover	£4,800
Double Page Spread *	£3,960
Inside Front Cover	£3,300
Inside Back Cover	£2,760
Full Page **	£2,640
Half Page ***	£1,386
Third Page	£967
Box	£756
Quarter Page ***	£756
Banner	£420
INSERT OPTION	
A5 Insert (Bound)	£2,784
A5 Insert (Specific Page)	£1,410
A5 Insert (Random Page)	£1,200
Belly Band	£1,700

FRONT COVER GATEFOLD



628 x 297 mm + 198 x 297 mm or
24.7 x 11.69 '' + 7.8 x 11.69 ''

ALL FULL PAGE FORMAT

210 x 297 mm or
8.27 x 11.69 ''

DOUBLE PAGE SPREAD

420 x 297 mm or
16.5 x 11.69 ''

HALF PAGE

170 x 130 mm or
6.69 x 5.12 ''

THIRD PAGE

54 x 260 mm or
2.13 x 10.24 ''

BOX

112 x 72 mm or
4.41 x 2.84 ''

QUARTER PAGE

80 x 130 mm or
3.15 x 5.12 ''

BANNER

170 x 26 mm or
6.69 x 1.02 ''

A5 INSERT

140 x 210 mm or
5.83 x 8.27 ''

BELLY BAND

628 x 80 mm or
24.7 x 3.15 ''

* A **double page spread** can be an advertorial, advert or a combination of the two.
** If possible, a **full page** ad can be placed in a country's editorial feature if requested.
*** **Half page** and **quarter page** ads are only positioned as part of a page of ads, not on an editorial page.
**** **A5 Insert** is on 250 GSM stock, 4 colours both sides.

File type

We can accept Illustrator, Photoshop or Freehand files saved as an EPS or TIF file. We also accept high resolution PDF files that use pass4press settings. If you are working with Illustrator or Freehand, any fonts used should be saved as outline. If it is from Photoshop, the file resolution needs to be at least 300dpi. Alternatively, the file may be supplied as a QuarkXpress or InDesign document but all fonts (both screen and printer for mac) and any pictures used need to be supplied.

Colour Format

All colours need to be CMYK for printing purposes. If RBG files are supplied they will be converted to CMYK which may cause a colour change so please check carefully before sending the files.

Bleed & Margin

3mm of bleed must be added to full page, double page spread, cover and gatefold ads. We also recommend that any important type is kept at least 10mm away from the edge of the page and from the gutter of double page spreads. Half and third page ads will have white borders so no bleed is necessary.