



**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. It 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:

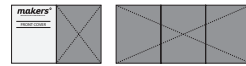
- Edition 1 - Cannes Film Festival & Cannes Lions
- Edition 2 - FOCUS, Berlinale European Film Market and ADFEST

After publication *makers* is available online from [thelocationguide.com/makers](http://thelocationguide.com/makers) 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:
	<a href="mailto:joe.jackson@thelocationguide.com">joe.jackson@thelocationguide.com</a>	<a href="mailto:sales@thelocationguide.com">sales@thelocationguide.com</a>	+44 020 7036 0020

<b>Inside Cover Gatefold</b>	£ 10,960
<b>Outside Back Cover</b>	£ 4,875
<b>Inside Front Cover</b>	£ 3,340
<b>Inside Back Cover</b>	£ 2,800
<b>Double Page Spread *</b>	£ 4,020
<b>Full Page **</b>	£ 2,680
<b>Half Page ***</b>	£ 1,400
<b>Third Page</b>	£ 980
<b>Quarter Page ***</b>	£ 765
<b>Box</b>	£ 765
<b>Banner</b>	£ 425
INSERT OPTION	
<b>A5 Bound Insert</b>	£ 2,825
<b>A5 Loose Insert (Specific Page)</b>	£ 1,430
<b>A5 Loose Insert (Random Page)</b>	£ 1,220
<b>Belly Band</b>	£ 1,725

**INSIDE 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 VERTICAL**



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 RGB 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.