



16,000
total readership*

*Online and printed versions.

4,000
printed copies

5,500
online readership


77
countries reached

The **makers** magazine 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 5,500 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

Advertising enquiries:
sales@thelocationguide.com

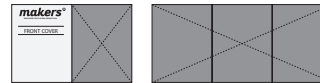
Phone:
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makers^m
REAL INSIGHT INTO GLOBAL PRODUCTION

Inside Cover Gatefold	£12,056
Outside Back Cover	£5,850
Double Page Spread (DPS) *	£4,824
Inside Front Cover	£5,500
Inside Back Cover	£3,360
Full Page Ad **	£3,216
Half Page Ad ***	£1,680
Third Page Ad	£1,176
Box Ad	£918
Quarter Page Ad ***	£918
Banner Ad	£510
A5 Bound Insert	£3,110
A5 Loose Insert (Specific Page)	£1,575
A5 Loose Insert (Random Page)	£1,345
Cover Belly Band	£1,900

INSIDE COVER GATEFOLD



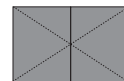
618 x 297 mm + 198 x 297 mm or 24.3 x 11.69 " + 7.8 x 11.69 "

ALL FULL PAGE FORMATS



210 x 297 mm or 8.27 x 11.69 "

DPS



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



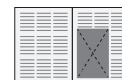
80 x 130 mm or
3.15 x 5.12 "

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 "

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.

* A **DPS** can be an advertorial, advert or a combination of the two.

** If possible, a **full page** will be placed in a country's editorial feature if requested.

*** **Half** and **quarter page** ads are only positioned as part of a page of ads, not on an editorial page.

