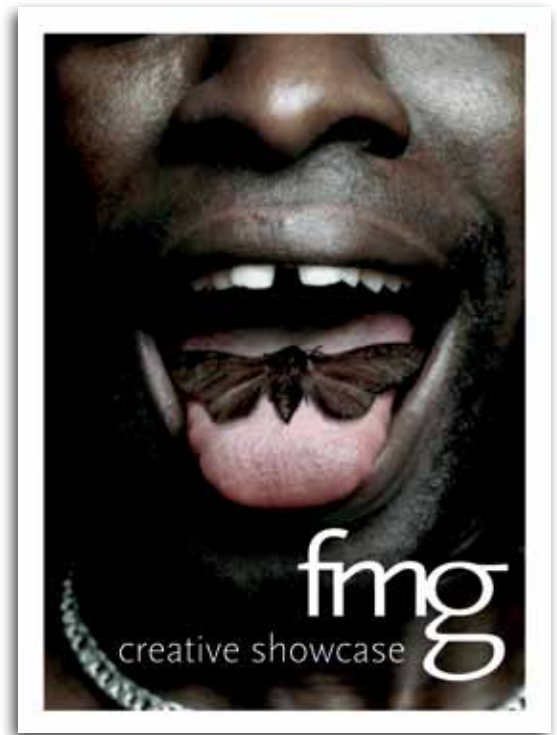
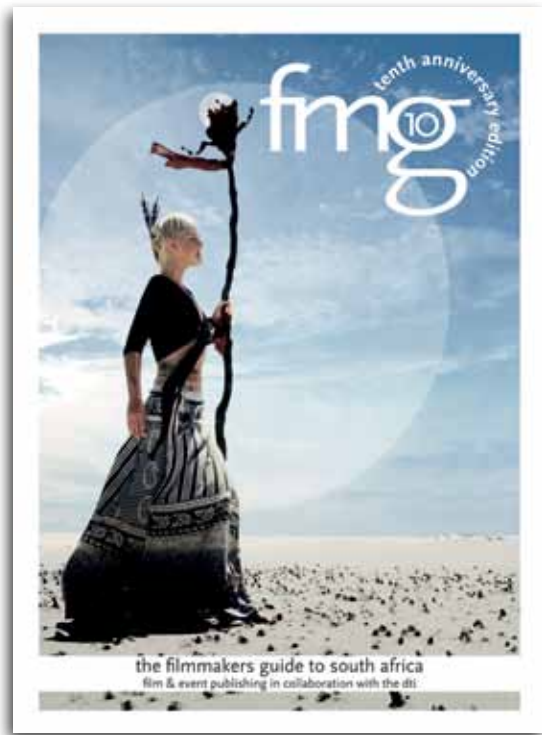


# fmg

the filmmakers guide to south africa



In 2012, *The Filmmakers Guide to South Africa* and *Creative Showcase* will be united into one bumper edition to provide local and international clients with a comprehensive overview of our country's achievements during 2011 and compelling arguments as to why they should bring their projects to the southern tip of Africa.

# THE FILMMAKERS GUIDE TO SOUTH AFRICA

Jock of the Bushveld © Jock Animation



## **TARGETED DISTRIBUTION**

- 7 500 copies
- 2 000 - 2 500 are mailed to the desks of international production companies, ad agencies, catalogue companies and studio bosses, mainly in the UK, the United States, Germany, France, Italy, Canada, Sweden, Denmark, India, Poland, and The Netherlands, among others. We actually research the contact details of our client's clients. Recommendations are always welcome.
- 500 at Cannes Lions
- in the delegate bags at Design Indaba and The Loerie Awards
- Through the NFVF, commissions, production companies and film industry ambassadors marketing South Africa internationally at key events like:
  - AFCI
  - American Film Market
  - AnimaMundi
  - Berlin
  - Cannes Film
  - Cinemart
  - MIPCOM
  - MIPTV
  - Mipdoc
  - Toronto
  - Venice
- To all key local production companies
- through premium lounges at Cape Town, Johannesburg and Durban Airports
- through popular film hotels
- at our exclusive monthly wrap parties
- We reserve the balance for any ad hoc launches, as well as other key local and international events.
- Advertisers receive additional free exposure in both the ebooks and the directory on [www.film-makersguide.co.za](http://www.film-makersguide.co.za), which receives visitors from 99 countries around the world

## **CONTACT TARYN**

tel: 021 674 0646 | email: [taryn@film-makersguide.co.za](mailto:taryn@film-makersguide.co.za) | [www.film-makersguide.co.za](http://www.film-makersguide.co.za)

# fmg

## the filmmakers guide to south africa

BOOK EARLY  
AS SPACE IS  
LIMITED

### FORMAT

A4, ±120 pages

### DEADLINES

- advertising confirmation: 9 September 2011
- material deadline: 26 September 2011
- launch date: November 2011

### EDITORIAL

- Sector by sector review of the 2011
- Reasons to shoot in Southern Africa
- Region-specific location spreads
- Funding/finance guidelines
- Feedback from foreign clients
- General information on South Africa
- Tourist tips on where to go and what to do

### ADVERTISERS

- government associations & film organisations
- all film industry production companies
- all film industry suppliers
- hospitality industry
- general support industry
- creative individuals

### ADVERTISING OPPORTUNITIES

- full page or third page profiles for production companies.
- Production companies who have bought full page profiles, and other industry companies, can also buy:
  - full page adverts
  - strip adverts on editorial pages
  - location sponsorships



8a - Erno © Keith Rose - Velocity



© Antonio Steyn - One League Creative Management



© Sean Masekela - Harry & Co  
www.harryandco.tv

### AIMS

Celebrating the continued rise of the South African film industry, *The Filmmakers Guide to South Africa* provides an overview of South Africa's world-class infrastructure and all its different film sectors, with a touch of tourism thrown in for good measure.

Life, Above All © Oliver Schmitz • Enigma Pictures



# ADVERTISING RATES

Suit Supply "Stonemess" © Carl Hermens • Razor Sharp Films



## MATERIAL SPECS: FOR ALL PROFILES

For images, please supply uncompressed TIFF or JPG files, prepared for CMYK separation at 300 dpi. Please supply your copy as an unformatted text file and your logo as a CMYK vector format file.

## MATERIAL SPECS: FOR ALL ADVERTS

Please supply press-ready EPS or PDF files, prepared for CMYK separation at 300 dpi, with all fonts converted to curves, as well as a colour proof..

**Samples of all advertising spaces are available on request.**

Resident Evil 5 © Clive Stewart • Y&R Dubai



The Lion of Judah © Character Matters



## FULL PAGE PROFILE ( ± A4 PAGE)

R17 800 excl VAT or

R18 800 excl VAT with 1 free full page creative ID

## 1/3 PAGE PROFILE (168mmx73mm)

R6 600 excl VAT

Profile pages are designed by us, using your logo, high-res images and text.

## FULL PAGE ADVERT

R17 800 excl VAT

INSIDE FRONT COVER: R30 600 excl VAT  
FRONT INTRO SECTION: R26 600 excl VAT  
INSIDE BACK COVER: R25 400 excl VAT  
OUTSIDE BACK COVER: R31 000 excl VAT

## CREATIVE IDS

FULL PAGE: R8 750 excl VAT  
1/3 PAGE: R4 600 excl VAT

## DPS LOCATION SPREAD

DPS: R17 000 excl VAT

## STRIP ADVERT (53mmx205mm)

R6 600 excl VAT

## BLOCK PROFILE (120mmx50mm)

R 3 500 excl VAT

## DIRECTORY LISTING

Advertisers receive one free listing. Additional listings cost R450. All rates exclude agency commission.

## ADVERT DIMENSIONS

### Strip advert

53 mm deep x 205 mm wide  
Bleed: 3 mm all around

### Full page advert

Trim: 280 mm deep x 205 mm wide  
Bleed: 3 mm all around  
Live: 260 mm deep x 185 mm wide

## FREE WEB PROFILE FOR ADVERTISERS

### Logo Specs

Dimensions: 440 px (wide) x 172 px (high)  
Size: no bigger than 50KB  
Format: Jpeg/gGIF

### Specs for images

Dimensions: 210 px (wide) x 109 px (high)  
Size: No bigger than 50KB  
Format: Jpeg/GIF

### A company profile

no more than 120 words, recent CV in list format no longer than ten bullet points and the contact information.

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