

the filmmakers guide to south africa

MARKETING THE SOUTH AFRICAN FILM INDUSTRY FOR 2011

Founded in 2001 by Kathy English-Brower, *The Filmmakers Guide to South Africa* is publishing its 10th edition for 2011.



DO Productions "Disgrace"



Moonlighting "Catch a Fire"



Velocity - Sasol "Puppet"



www.rolleiflex.co.za

Over 60 000 books have been distributed to more than 25 countries, making *The Filmmakers Guide to South Africa* the dominant brand marketing the South African film industry locally and internationally.

This year, we'll be publishing two books.

The Filmmakers Guide to South Africa - page 2

An overview of the local industry, which will combine *The Industry* and *Service and Co-Production* books

Creative Showcase - page 4

Celebrating South Africa's visual talent, from directors and cinematographers to photographers, animators and visual effects artists, among others.

THE FILMMAKERS GUIDE TO SOUTH AFRICA



Velocity - Allan Gray - Beautiful



Riverstone Films - Neotel - No Restrictions

TARGETED DISTRIBUTION

- 7 500 copies
- 2 500 - 3 500 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, and The Netherlands, among others. We actually research the contact details of our client's clients. Recommendations are always welcome.
- 800 at Boards Summit
- 500 at Cannes Lions
- Through the NFVF, commissions, production companies and film industry ambassadors marketing South Africa internationally at key events like:
 - Cannes Film
 - MIPCOM
 - MIPTV
 - American Film Market
 - Berlin
 - Cinemart
 - Mipdoc
 - Venice
 - Rotterdam
 - Toronto
 - AFCI
- 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 on The Film & Event Publishing websites, which receive visitors from 97 countries around the world

THE FILMMAKERS GUIDE TO SOUTH AFRICA

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Videovision "Burning Plain"



Egg - ABSA "Feat"



FORMAT

A4, ±120 pages

DEADLINES

- advertising confirmation: May 2010
- material deadline: June 2010
- launch date: November 2010

EDITORIAL

- Year-by-year review of the last decade
- General overview of SA film industry
- Specific focus on local service industry
- Region-specific location spreads
- Funding/finance guidelines
- Focus on emerging sectors, like animation and post
- 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

ADVERTISING OPPORTUNITIES

- full page or third page profiles for facilitation companies. Full pages will be interview-based, celebrating the last 10 years
- Production companies who have bought full page profiles, and other industry companies, can also buy:
 - full page adverts
 - strip adverts on editorial pages
 - third page profiles
 - location sponsorships

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.

WWW.FILMMAKERSGUIDE.CO.ZA

IMBONGI AWARD 2010

Marketing Cape Town & Western Cape Film Industry

Egg Films - BMW "Kinetic sculpture"



CREATIVE SHOWCASE

AIMS

To be the premier visual directory of South Africa's finest animators, directors, DOPS, food stylists, photographers, visual effects artists and other creative talent involved in the filmmaking process.

Wicked Pixels - MTN "Striders"



ADVERTISERS

- government associations
- creative individuals, companies, projects, and training and support organisations specialising in:
 - aerial cinematography and photography
 - animation companies
 - animatronics
 - art directors
 - camera operators and DOPs
 - creative directors
 - photographers
- directors and director-based production companies
- food stylist
- graphic designers
- illustrators
- post production companies
- production designers
- scenic artists
- set builders and designers
- visual effects artists
- suppliers



Shy the Sun - United "Sea Orchestra"

CREATIVE SHOWCASE

FORMAT

A4, ±64 pages

DEADLINES

- advertising confirmation: October 2010
- material deadline: November 2010
- launch date: End of February 2011

EDITORIAL

A picture is worth a 1 000 words. This is a visually-driven, collector's edition showcase of creative talent, which will include a brief overview of South Africa's creative industries.

READERSHIP

International and local advertising agencies, commissioning editors, production companies, catalogue companies, agencies representing visual talent.

Bird on a Wire - Johan Wilke



Martin Omer "Urban Reflection # 9"



Velocity - Allan Gray "Legend"

DISTRIBUTION

- 5 000 copies
- to the desks of local and international advertising agencies, commissioning editors, production companies and agencies representing visual talent.
- at markets, festival and expos, including Ad Fest Asia, Boards Summit, Cannes Lions, Cannes Film, Design Indaba, The Loeries, MIPCOM and MIPTV
- at our exclusive monthly wrap parties
- through premium lounges at Cape Town, Johannesburg and Durban Airports
- various ad hoc launches throughout the year
- additional free exposure on The Film & Event Publishing websites, which receive visitors from 97 countries around the world

Braam Jordaan "Rubbish Monster"



WWW.CREATIVESHOWCASE.CO.ZA

IMBONGI AWARD 2010

Marketing Cape Town & Western Cape Film Industry

PROFILE OPTIONS

Sam Nandji - Bird on a Wire



THE FILMMAKERS GUIDE TO SOUTH AFRICA 2011 - CREATIVE SHOWCASE 2011



Egg - BMW "Test Pilot"

Don Barker animated "Horton Hears a Who!" for Twentieth Century Fox & Blue Sky Studios



Sunu Govora directed "Pride" for Lionsgate



FULL PAGE PROFILE

This includes a comprehensive description of company information, genres of film and CV. All profile pages will be redesigned this year, based on interviews we will conduct to look back on the last decade. We require great images and your company logo.

Price ZAR 18 800 excl VAT (one page)

Production companies cannot purchase advertising space without having first purchased a profile page.

This is where the clients go first and foremost for information on production companies and our portfolio needs to be comprehensive of all production companies included in the guide.

SHORT PROFILE

Price ZAR 6 600 excl VAT

Select specialist service companies can also utilise the short profile option. Specific content requirements are available on request. This eye-catching format makes the most of your ability to place the right image next to your logo to attract business to your company. We require well-written copy in the categories supplied to you upon confirmation, a great image and your company logo.

Kalshari Pictures "District 9"



Jerusalem Enjha Films "Jerusalem"



ADVERTISING RATES & SPECS



Sweet Spot Content - AIDES "Old Man"

ADVERT DIMENSIONS

Dimensions: **strip advert**

53 mm deep x 205 mm wide

Bleed: 3 mm all around

Dimensions: **full page advert**

Trim: 280 mm deep x 205 mm wide

Bleed: 3 mm all around

Live: 260 mm deep x 185 mm wide

FULL PAGE ADVERTS

Inside front cover ZAR 30 600 excl VAT

Intro section ZAR 26 600 excl VAT

Full pages ads ZAR 15 500 excl VAT

Inside back cover ZAR 25 400 excl VAT

Outside back cover ZAR 36 300 excl VAT

1 x DPS location feature ZAR 17 000 excl VAT

OTHER ADVERTS

Strip advert - editorial ZAR 6 600 excl VAT

Block advert ZAR 3 500 excl VAT

Advertorial per column ZAR 7 500 excl VAT

MATERIAL SPECS: FOR ALL PROFILES

For photography, 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.

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