

MEDIA KIT 2020

BoxOFFICE PRO



The preeminent source of relevant news for the motion picture exhibition industry.

Bud Mayo, Chairman & CEO,
New Vision Theatres

Boxoffice Pro is a critical partner for Cinépolis and the ever changing film industry

Annelise Holyoak, National Director of
Marketing & Communications, Cinépolis

I personally use the website as a 'go to' tool on a daily basis.

Mark Malinowski, VP Global
Marketing, National Amusements

OVERVIEW



Boxoffice Pro is dedicated to bringing motion picture professionals the latest news, data insights and analysis on the theatrical exhibition business across its print and digital platforms.

In publication since 1920, our magazine is the only monthly publication exclusively focused on the theatrical exhibition. It has been known across the industry across generations as “The Bible of Exhibition.” Now in its centennial year, Boxoffice Pro is a trusted legacy media brand that covers industry trends, executive profiles, event recaps, interviews with the biggest filmmakers, and a look at the latest cinema technology.

Our website, BoxofficePro.com, offers up-to-the-minute updates of daily box office grosses along with our industry-renowned market analysis and pre-release box office forecasting. Our digital presence expands to our e-mail newsletters and robust social media following, reaching exhibition’s industry leaders and insiders around the world.



READERSHIP



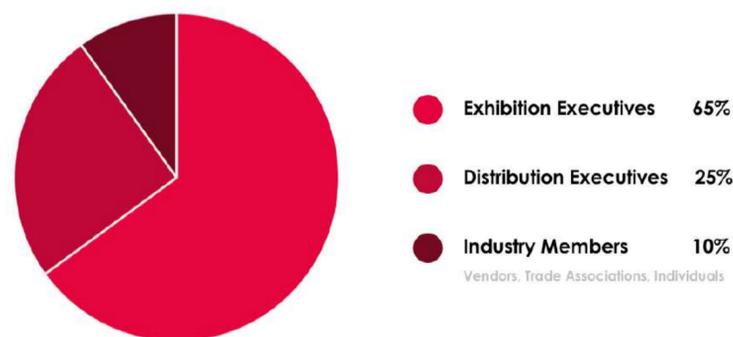
Boxoffice Pro is the official publication of the National Association of Theatre Owners (NATO), the world's largest trade association dedicated to protecting the interests of theatrical exhibition. Each month, the magazine is distributed to all NATO-member cinemas—reaching over 90% of the movie theaters that contribute to the North American box office.

The magazine is available at some of the world's biggest exhibition conventions, including CinemaCon, Art House Convergence, and the year's most important NATO regional meeting venues. As the official publication of the Film Expo Group, *Boxoffice Pro* enjoys a special positioning at CineEurope, CineAsia, and ShowEast.

Boxoffice Pro reaches a wide range of industry influencers online and through its targeted email newsletters, including cinema owners and CEOs, general managers and concessions professionals, film buyers, producers, distributors, and cinema technology vendors.

PRINT MAGAZINE

Is your marketing message reaching the right people? Exhibitors make up the majority of our readership, and nearly our entire circulation is made up of executives who actively work in the industry.



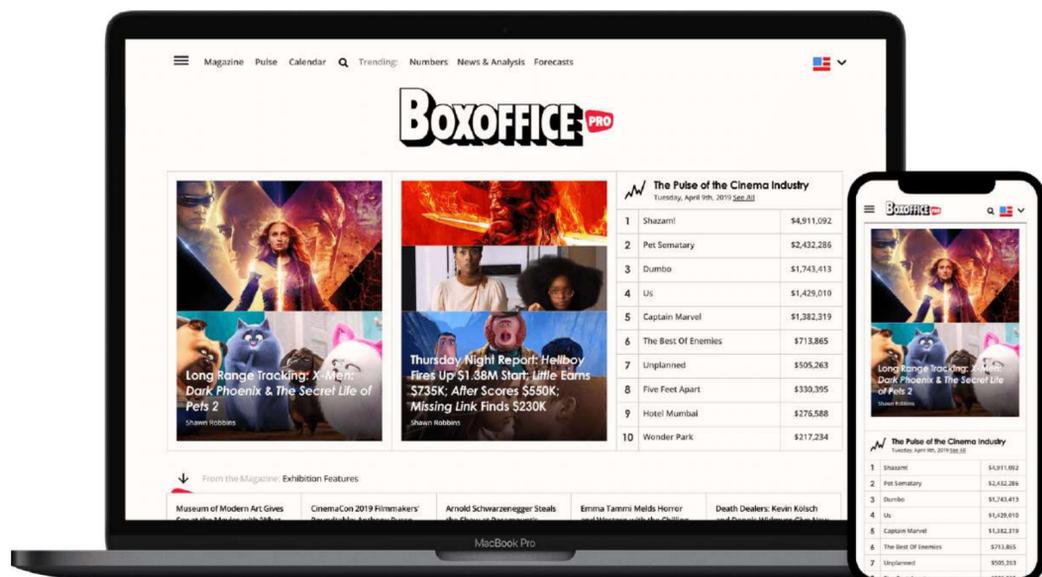
DIGITAL PUBLICATION

BoxofficePro.com reaches a unique group of influential industry professionals and aficionados with up-to-the-minute box office updates, analysis, and pre-release forecasts.

After relaunching our website in 2019, our web traffic has averaged 490 thousand pageviews each month. Our email newsletters reach over 17 thousand subscribers with targeted news and updates, delivered directly to their inbox four times a week. With an average open rate of 10.7%, these reports are seen by over 8 thousand industry members and movie fans each week.

SOCIAL MEDIA

Boxoffice Pro has cultivated an active and engaged audience of over 100,000 entertainment professionals and boxoffice enthusiasts across Facebook, LinkedIn, and Twitter.



CALENDAR

| | | | |
|--|---|---|---|
| <p>JANUARY</p> <p>SHOWS: Jan 19 Art House Convergence Jan 20 ICTA Seminar Series Jan 28 UDITOA Drive-In Convention</p> <p>DEADLINES: Dec 10 Ad Reserve Dec 13 Art Due</p> | <p>FEBRUARY</p> <p>TOPICS: Giants of Exhibition</p> <p>DEADLINES: Jan 14 Ad Reserve Jan 17 Art Due</p> | <p>MARCH</p> <p>DEADLINES: Jan 31 Ad Reserve Feb 5 Art Due</p> | <p>APRIL</p> <p>SHOWS: Mar 30 CinemaCon</p> <p>DEADLINES: Feb 28 Ad Reserve Feb 28 Art Due</p> |
| <p>MAY</p> <p>SHOWS: May 13 Mid-Atlantic NATO Regional</p> <p>DEADLINES: Apr 14 Ad Reserve Apr 17 Art Due</p> | <p>JUNE</p> <p>SHOWS: Jun 20 CineEurope</p> <p>DEADLINES: May 12 Ad Reserve May 15 Art Due</p> | <p>JULY</p> <p>SHOWS: Jul 28 NAC Concessions Expo</p> <p>DEADLINES: June 16 Ad Reserve June 19 Art Due</p> | <p>AUGUST</p> <p>SHOWS: Aug 24 CineShow</p> <p>DEADLINES: July 14 Ad Reserve July 17 Art Due</p> |
| <p>SEPTEMBER</p> <p>SHOWS: Sep 1 Showsouth Sep 15 NATO Lake Geneva Regional</p> <p>DEADLINES: Aug 11 Ad Reserve Aug 14 Art Due</p> | <p>OCTOBER</p> <p>SHOWS: Oct 5 NATO Fall Summit Oct 19 Showeast</p> <p>DEADLINES: Sep 14 Ad Reserve Sep 18 Art Due</p> | <p>NOVEMBER</p> <p>SHOWS: Dec 10 CineAsia</p> <p>DEADLINES: Oct 13 Ad Reserve Oct 16 Art Due</p> | <p>DECEMBER</p> <p>DEADLINES: Nov 10 Ad Reserve Nov 13 Art Due</p> |

ADVERTISING



Companies advertising in *Boxoffice Pro* reach the right decision makers with real buying power. Increase your sales and reach when you leverage our resources across our print, digital, and event platforms. Some of our advertising partners:



DIGITAL SPECS

Rich media capabilities are available upon request.

BILLBOARD RECTANGLE

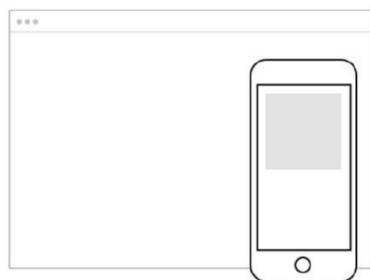


DIMENSIONS:

970px x 250px

Pricing for the digital ads is available upon request.

MEDIUM RECTANGLE

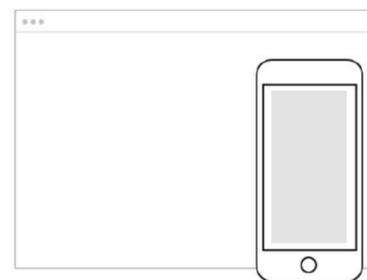


DIMENSIONS:

300px x 250px (cross device)

Pricing for the digital ads is available upon request.

LARGE RECTANGLE



DIMENSIONS:

320px x 600px (cross device)

Pricing for the digital ads is available upon request.

PANORAMIC RECTANGLE

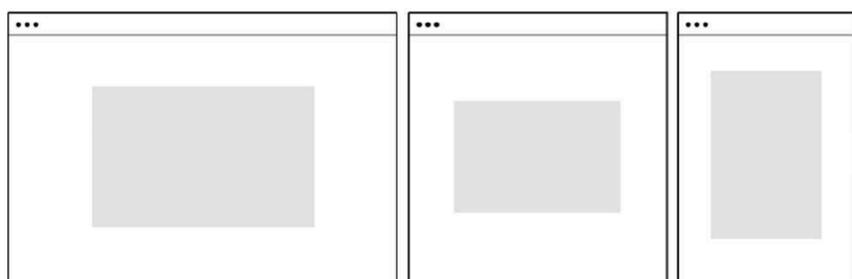


DIMENSIONS:

1500px x 500px (cross device)

Pricing for the digital ads is available upon request.

INTERSTITIAL



DIMENSIONS:

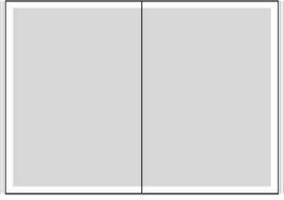
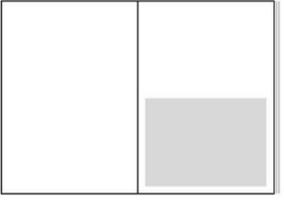
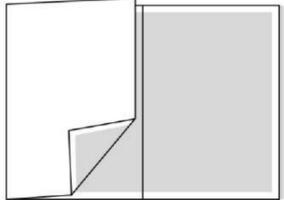
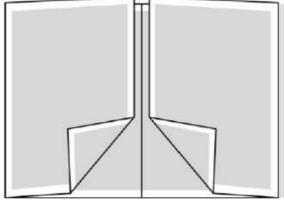
Desktop 1280x800px / JPEG / max-weight: 200kb

Tablet 960x640px / JPEG / max-weight: 100 kb

Mobile 640x960px / JPEG / max-weight: 100 kb

No need to include a "close" button on the ad.

Pricing for the digital ads is available upon request.

| | | | | |
|--|--|--|--|---|
| <p>FULL PAGE</p>  <p>DIMENSIONS: 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p>PRICING: 4,567 USD 10% add on CinemaCon</p> | <p>2 PAGE SPREAD</p>  <p>DIMENSIONS: 16.5" x 10.875" 49p6 x 65p3 419mm x 276mm</p> <p>BLEED: 16.75" x 11.125" 100p6 x 66p9 425mm x 283mm</p> <p>PRICING: 7,764 USD 10% add on CinemaCon</p> | <p>HALF PAGE</p>  <p>DIMENSIONS: 7.25" x 4.75" 43p6 x 28p6 184mm x 121mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p 9216mm x 283mm</p> <p>PRICING: 3,197 USD 10% add on CinemaCon</p> | <p>THIRD VERTICAL</p>  <p>DIMENSIONS: 2.3" x 9.75" 13p10 x 58p7 58mm x 248mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p 9216mm x 283mm</p> <p>PRICING: 2,284 USD 10% add on CinemaCon</p> | <p>FRONT COVER</p>  <p>Pricing for the front cover is available upon request.</p> |
| <p>GATEFOLD 3 PAGE</p>  <p>DIMENSIONS: 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p>PRICING: 10,047 USD 10% add on CinemaCon</p> | <p>BACK COVER</p>  <p>DIMENSIONS: 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p>PRICING: 5,937 USD 10% add on CinemaCon</p> | <p>INSIDE BACK</p>  <p>DIMENSIONS: 8.25" x 10.875" 49p6 x 65p3 210mm x 276mm</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p>PRICING: 5,024 USD 10% add on CinemaCon</p> | <p>INSIDE FRONT</p>  <p>SPECIFICATIONS: 2.3" x column inch 13p10 x column inch 58mm x column inch</p> <p>BLEED: 8.5" x 11.125" 50p3 x 66p9 216mm x 283mm</p> <p>PRICING: 5,937 USD 10% add on CinemaCon</p> | <p>CUSTOM FORMATS</p>  <p>Custom designed formats are available upon request.</p> |

Upload ads via FTP client to <ftp.boxofficeadmin.com>.
User: boxofficeads. Password: moviebusiness. Place ads into folder named for the issue in which the ad will appear. Format: Hi-Rez PDF/X-1A with fonts embedded. Files should conform to SWOP guidelines and total ink density should not exceed 300%.

No live matter within .25" (0p9 or 7mm) of any edge. All marks to be offset at least .25" (0p9 or 7mm) from trim. All ads supplied must be CMYK. All images must be no less than 300dpi.

Magazine Trim: 8.25" x 10.875" / 49p6 x 65p3 / 210.5mm x 276.5mm

A WORD FROM OUR CLIENTS



"*Boxoffice Pro* is a must-read. Beyond the headlines that fill up our digital life, they go in-depth on all things exhibition. Thought-provoking and actionable content for all involved. We make sure everyone at Classic Cinemas from the front line managers to the busy executives gets a copy."

Chris Johnson, CEO, Classic Cinemas

"I can't say enough about the value of *Boxoffice Pro* – both the magazine and website – our marketing team at B&B Theatres looks forward to each edition and update. We love hearing about the comings and goings in the industry and enjoying the featured articles showcasing outstanding efforts from our exhibition friends. We use the publication as motivation to improve our own performance and celebrate the achievements of both our competitors and the industry-at-large."

Paul Farnsworth, Director of Public Relations, B&B Theatres

"I always look forward to reading *Boxoffice Pro*, whether it's the in-depth articles in the monthly magazine or the quick-hit news stories online and in their email newsletters. The content is always relevant and timely. My team utilizes the information to stay on trend and understand what our industry peers are accomplishing as well."

Ron Krueger, President & COO, Southern Theatres

"*Boxoffice Pro* has always been my go-to publication, whether online or in print, as it covers all the information that is relevant and important to our industry. Everything from theatrical studio release information and review, new trends in exhibition--as well as the most updated coverage of technology and the industry's Food & Beverage products."

Rob del Moro, Manager, Independent Cinema Association's Cinema Buying Alliance

"*Boxoffice Pro* is always an informative and enjoyable read that helps connect both domestic and international colleagues in the industry as well as educate readers on the latest cinema trends through its robust content. I love the new magazine design and the website is surprisingly easy to navigate for all the news, analysis and reporting it contains."

Jared Milgram, VP Film & Marketing, Bow Tie Cinemas

"*Boxoffice Pro* is my go-to source for industry news and updates. Boxoffice continually provides cutting-edge data whether it be from their website to their magazine or their newsletters. I use Boxoffice every day for forecasting or examples of industry trends; Boxoffice is a one of a kind source for the theatre exhibition industry."

Brock Bagby, Executive Vice President, B&B Theatres

"As the official publication of NATO, I know I can always rely on *Boxoffice Pro* for a deep dive and examination of current trends and critical issues facing the exhibition industry. The publication is also a primary go-to resource for current information regarding the global cinema industry. I have enormous respect for its journalists and editors and value their insights into exhibition's trends and history."

Lynne McQuaker, Senior Director of PR & Outreach, Studio Movie Grill

"*Boxoffice Pro* is a must for anyone who wants to have a global perspective of the exhibition business. It has done a great job of showing that our industry is truly global, and shed light on exhibitors around the world, the markets in which they operate, and topics of relevance such as technology, food and beverage, the work of NATO and the GCF, and the performance of movies around the world."

Miguel Rivera, VP of Global Content & Programming, Cinepolis

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