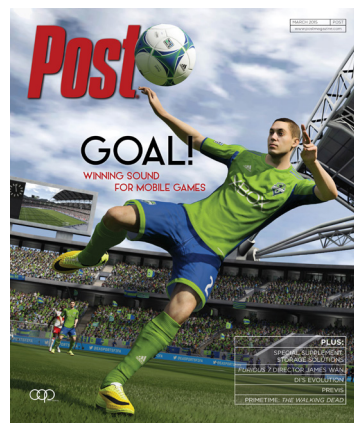


Post

2016 MEDIA KIT

WHERE TECHNOLOGY AND TALENT MEET



ABOUT POST MAGAZINE

Post Magazine began over 28 years ago as a way for post professionals to learn from others in the field. And while the industry has changed and our coverage has evolved along with it, our founding premise has never wavered — sharing stories of professionals, their tools and the projects they work on. What better endorsement for a piece of technology or way of working than to learn that a post pro is being successful with that tool in their workflow.

Post understands that our industry is made up of artists, and we cover the work from their perspective, and we speak a language they understand. User stories help others learn from their successes as well as their mistakes. Their stories help propel our industry further.

Post is also more than just a magazine, it's a community, and we continue to find ways to bring pros, tools and projects together in a way that spurs their creativity.

Definition of Recipient Qualification Production Management (*Production Manager, Director, Producer, Creative Director, Colorist*) Technical Management and Engineering (*Video Editor, Audio Engineer, Special Effects Supervisor, Technical Director*), Corporate Operations management (*Owner, President, General manager, Operations Manager, Marketing Director*)

OVERALL BRAND FOCUS

Executive Summary.....	1	Post Magazine Overview.....	4
Communications Channels of the Brand Crossover 2		Post Magazine Print Rates	5
Channels Received		Post Magazine Advertising Dimensions	6
(Multiple or Single Channel Received)	3	Post Magazine Online Advertising.....	7
Combined Demographic Profile of Unique Individuals		Post Cover Snipe	8
(all applicable channels)	3	Post Magazine Editorial Calendar	9

INDIVIDUAL CHANNEL VIEW



Post Magazine

12 issues scheduled for 2016
26,000 average circulation

Post Magazine E-Newsletters

26 Biweekly Deployments
14 Speciality Deployments

Post Magazine Webcasts

3 Webcasts scheduled for 2016

Post Magazine White Papers

INFO TK



Post Magazine App

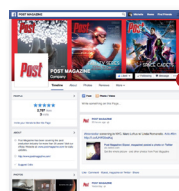
INFO TK

Post Magazine Website

28,010 Page Impressions Monthly

Post Magazine Social Media

11,000 Avg. # of Twitter Followers
4,000 Avg. # of Facebook Likes
INFO TK Avg. # of LinkedIn Group Members





BRAND MEDIA REPORT 2016

1. EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

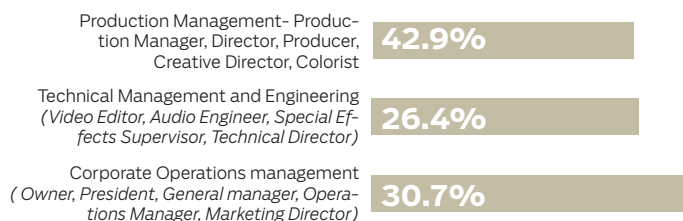
	AVERAGE
Post Magazine (12 issues in period)	
1) Print Version Average	26,000
2) Digital Version Average: Double Opt-In Requested	3,129
Post Magazine Newsletters	
1) Biweekly	21,000
2) Specialty Average	21,000
Post Magazine Webinars	TK
Post Magazine Webcast	TK
Post Magazine Website (Monthly Impressions)	28,000
Post Magazine Social Media	
1. Twitter Followers	11,000
2. Facebook Likes	4,000
3. LinkedIn Group Members	TK

1A. COMMUNICATION CHANNELS OF THE POST BRAND

Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive. Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

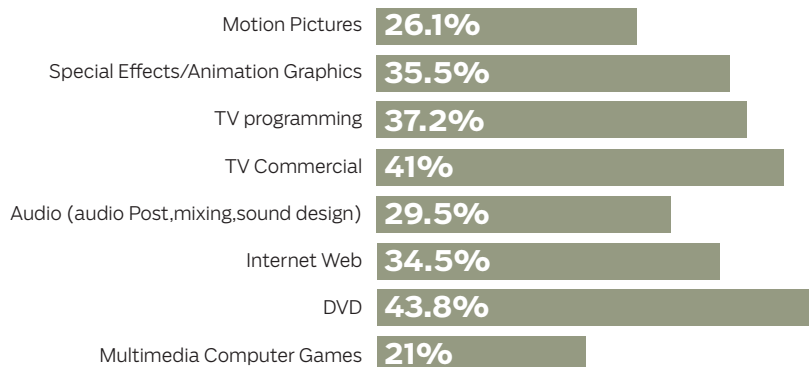
CHANNEL	INTEGRATED CHANNELS	NON-INTEGRATED CHANNELS
Post Magazine	Post magazine 26,000 Bi Weekly Enewsletter 21,000 Show Daily Enewsletter 21,000 Post Magazine Webinars TK Post Magazine Webcast TK	Post Magazine Social Media Followers 11,000 Facebook likes 4,000 Linked Group Members-TK

JOB TITLE AND CLASSIFICATION

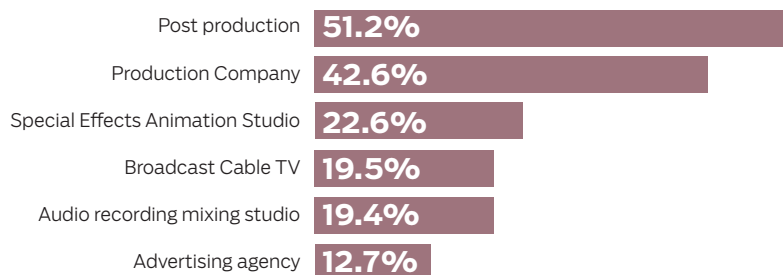


TYPE OF MEDIA YOU WORK IN?

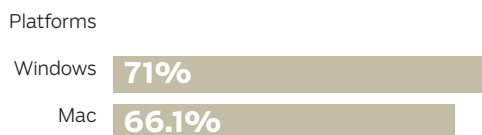
(some respondents picked more than one)



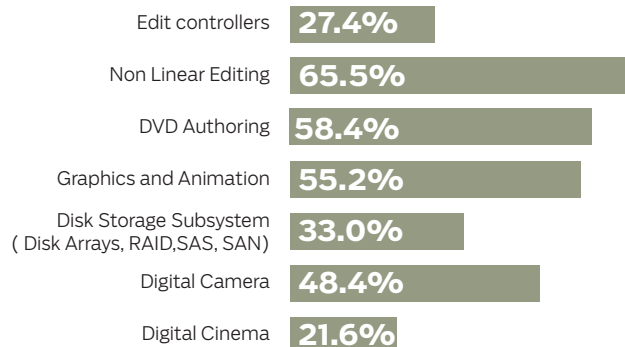
BEST DESCRIBES YOUR FACILITY



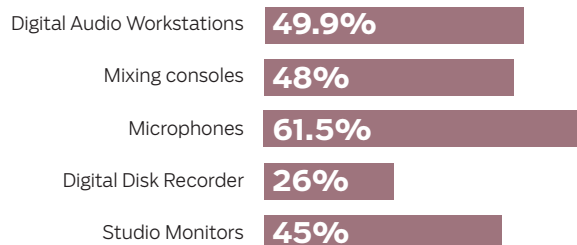
TYPES OF PRODUCTION AND POST PRODUCTION EQUIPMENT AND TECHNOLOGY THEY PURCHASE (SOME EXAMPLES)



EQUIPMENT AND SOFTWARE

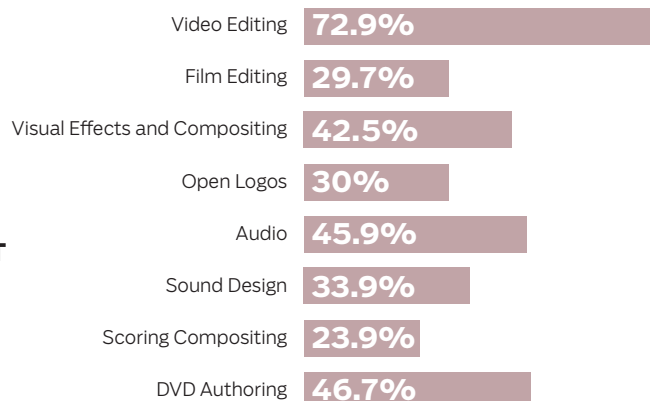


AUDIO EQUIPMENT

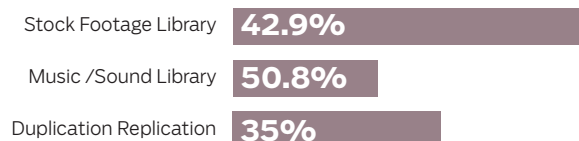


Types of Post production services they purchase (some respondents picked more than one)

POST PRODUCTION



SERVICES



MONTHLY SECTIONS

FEATURES

Each month we tackle a variety of topics, including audio post, visual effects, technology, trends and workflow — with in-depth features that focus on pros and their recent work. What better way to learn than by reading about industry pros, their work and the tools they are using.



BITS & PIECES

What's new in post production

DIRECTOR'S CHAIR

Each month a top director talks about his/her latest film from the production and post production perspective

SPECIAL REPORT

Industry experts provide insight into trends and tools

POSTINGS

A graphic glimpse into recent projects

PRODUCTS

The latest in hardware and software

PEOPLE

Keeping tabs of the industry's movers and shakers

REVIEW

Post experts review the latest products



FOR MORE INFORMATION, OR TO RESERVE ADVERTISING SPACE, CONTACT YOUR REGIONAL SALES REPRESENTATIVE:

SALES CONTACT

MARI KOHN | Director of Sales
818.291.1153 | mkohn@postmagazine.com

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631.274.9530 | ghrhodes@postmagazine.com

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LINDA ROMANELLO | Managing Editor
516.931.0730 | lromanello@postmagazine.com

PRINT ADVERTISING RATES

4C	1x	3x	6x	12x	24x
Full Page	\$8,630	\$8,224	\$8,159	\$7,714	\$7,321
Jr Page	\$7,437	7,411	6,839	6,623	6,510
Jumbo 1/2 Page	\$6,586	6,408	6,015	5,906	5,719
Jr Half Page	\$5,327	5,200	5,067	4,793	4,779
1/3 Page	\$4,872	4,756	4,646	4,366	4,282
1/6 Page	\$3,247	3,204	3,087	2,980	2,903

COVERS

(Includes 4/C Process & Bleed)

Cover 2.....25% Premium

Cover 3.....15% Premium

Cover 4.....25% Premium

CUSTOM MARKETING SOLUTIONS

REPRINTS

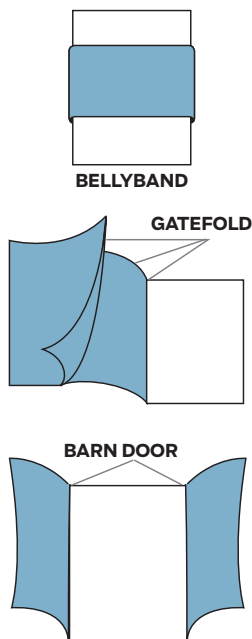
Reprints are available from articles in Post Magazine. This is a cost-effective way to promote your brand in the market. Choose your quantity and layout, PDF's are available too for posting on the Web. Contact your sales rep today for details!

LIST RENTAL

Reach active Creative Management professionals in Post Magazine opt-in list. Sort to your demographic for targeted approach. Please contact your rep for more information.

CUSTOM PUBLISHING

We have many custom programs available: advertorials, targeted Enewsletters, special event sponsorships and more!



Contact Sales Rep for quotes.

INSERTS Distribute your brochures or catalogs to every Post reader by delivering them with the magazine.

COVER WRAPS Grab the readers attention before they ever open the issue with a custom designed cover that is placed over the front cover.

BARN/FRENCH DOOR COVER A Cover treatment that opens in the middle of the page – a great way to peak a readers curiosity!

GATEFOLD Go Big with a 3 page message that no one can miss!

BELLY BAND Direct readers right to your ad inside the magazine with a printed paper band that wraps around the outside of the magazine.

POLYWRAP Insert your pre-printed brochure into a plastic polybag that helps protect subscribers' copies.

PRODUCT SHOWCASE A heavier stock, two-sided insert stands out in the center of the magazine and forces every reader to view it.

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MATERIAL INSTRUCTIONS

METHOD AND PAPER: Web offset,
coated text and cover, saddle stitch
TRIM: 10" x 12"

BLEED: No additional charge.

MINIMUM SIZE: 1/2-page horizontal.

ELECTRONICALLY PROVIDED ADS

Only high-resolution Adobe PDF files are accepted.
All electronic files must be accompanied by an Epson
color print. If a laser is not supplied, we cannot be
responsible for reproduction quality. If a color proof is
not supplied, we cannot be responsible for color repro-
duction quality.

SUBMISSION INSTRUCTIONS

SEND MATERIALS TO:

Post Magazine, Production Dept.,
620 West Elk Avenue, Glendale, California 91204
(800) 280-6446

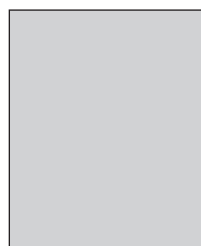
FTP INFORMATION:

Please see the next page for full FTP instructions.

Please make sure the advertiser's name is included in the
file name. When uploading ads to the ftp site, please notify
your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher
will be billed to advertiser or its agency.

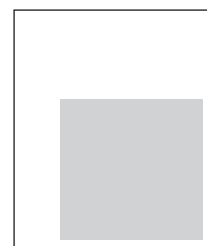
Keep all essential live matter 1/4" inside trim all around.



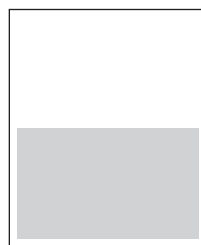
Full Page (1)
Trim Size: 10 x 12
Bleed: 10.25 x 12.25



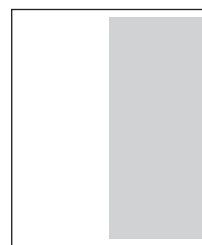
Junior Page (.75)
No bleed: 6.75 x 10.875
Bleed: 7.5 x 12.25



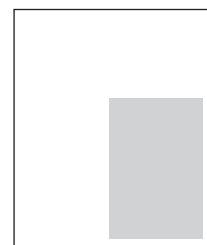
2/3 Custom Page (.50)
No bleed: 6.75 x 7



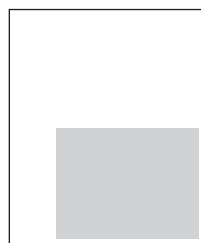
Jumbo 1/2 Horiz. (.5)
No Bleed: 8.75 x 5.25
Bleed: 10.25 x 6.25



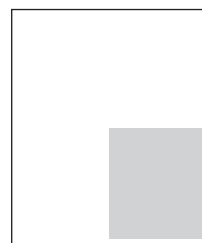
Jumbo 1/2 Vert. (.5)
No Bleed: 4.375 x 10.875
Bleed: 5.25 x 12.25



Jr. Half Island (.33)
No bleed: 4.375 x 7



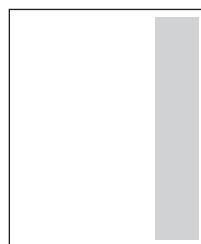
Junior 1/2 Horiz. (.33)
No Bleed: 6.75 x 4.875



1/3 Square (.25)
No Bleed: 4.375 x 4.875



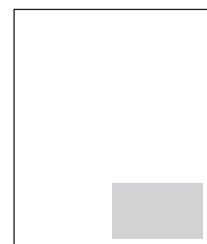
1/3 Horizontal (.25)
No bleed: 8.75 x 2.25



1/3 Vertical (.25)
No Bleed: 2.125 x 10.875



1/6 Vertical (.12)
No Bleed: 2.125 x 4.875



1/6 Horizontal (.12)
No bleed: 4.375 x 2.25

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2016 ONLINE ADVERTISING

MARI KOHN | Director of Sales | 818.291.1153 | mkohn@postmagazine.com

POSTMAGAZINE.COM 2016 ONLINE ADVERTISING RATES

Top Leaderboard	728x90 (ROS)	\$2250
Bottom Leaderboard	728x90 (ROS)	\$1250
Jumbo Skyscraper One	300x600 (ROS)	\$2275
Jumbo Skyscraper Two	300x600 (ROS)	\$2275
Large Square One	300x250 (ROS)	\$1750
Large Square Two	300x250 (ROS)	\$1750
Road Block	640x480	\$995
Wallpaper Wrap	1600x850	\$2495

(ask sales for more info, cost per month)

100kb max file size, no limits on animation, Formats: GIF, JPG, PNG SWF-Flash files can be up to 100 kb. 3rd party tags accepted i.e. Dart and Atlas. Please check with sales rep, all ads are expandable.

Postmagazine.com can also handle several Rich Media formats, the most common being Macromedia Flash. If you intend to do any work with Flash please see Flash Instructions and email webads@postmagazine.com ahead of time as there are some design considerations. Third Party ad tags are also accepted if it is the client's wish to be able to track their own stats. Otherwise, we (Post Magazine) are able to provide (by request) the numbers of clicks and impressions that their ads generate. Materials should be sent to webads@postmagazine.com



WEB SPONSORSHIP OPPORTUNITIES

A) TARGET MARKET NEWSLETTERS

Monthly themes: Audio/Music/sound; Animation/Graphics, Cameras in Post, Editing, HD, Storage, Studio, Workstations. Editors will review any additional topic choices. Circulation per Eblast: 17,000 opt-in subscribers.

Web ad sponsorship levels:

- 1) Exclusive Sponsorship of newsletter: banner, button, skyscraper, 100 words of text. \$3295 net per month
- 2) Co-sponsored with another advertiser: 2 web ads, and 50 words of text each. \$2495 net each advertiser

B) WEB AD SPONSORSHIP ON SHOW DAILIES

Daily E-newsletters from these shows: NAB, Siggraph, IBC, AES, HD World. Circulation per Eblast: 17,000 opt-in subscribers. We offer one price for all ebasts during each show week.

Top banner (468xx60): \$4995 net; square (180x180): \$2995 net within section banner (468x60) \$2995; Skyscraper (160x600) \$3995, Medium Skyscraper (160x300) \$3295

C) BI-WEEKLY "NEWS & NETWORKING" E-NEWSLETTER (2X MONTHLY)

Enhanced reporting on industry updates, training, jobs, career, events, studio and student galleries.

Circulation: 17,000 opt-in subscribers. Here's your opportunity to sponsor with:

468x60 horizontal banner \$2500 top position; \$2000 in between sections

160x600 vertical skyscraper \$1895; 180x180 box \$1500

D) DIRECT MAIL VIA POST'S SUBSCRIBER LISTS

Custom Online Survey. Need to know more about our audience's preferences or buying intentions?

Submit up to 15 burning questions you would like to ask the subscribers.

Select subscriber categories from POST's subscription card (ex: businesses, titles, media they work in) POST Magazine will create, deploy and tabulate the results for you.

Custom Contest via www.postmagazine.com and e-newsletters.

Contact Post's Editors or sales representatives for details.

Direct Mail/E-list and Mail list rentals: Contact your sale representative for cost per thousand quote and selection breakdowns.



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YOU HAVE NEWS. BIG NEWS. YOU WANT EVERYONE IN THE POST PRODUCTION WORLD TO KNOW IT.



PUT IT ON THE COVER

Take out a
Cover Banner
and showcase your
company for the
entire industry
to see.

\$4,995

The Cover Banner tells readers where to find your story in the magazine.
The accompanying QR Code opens the story in readers' phones
before they even open the magazine!

There is one Cover Banner per issue.
Be sure to book ahead.

*Final Approval publisher Post Magazine, A limited amount of copy in 20pt, art photoshop white background

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2016 EDITORIAL CALENDAR

	VIDEO & FILM		VFX, GRAPHICS & NEW MEDIA		AUDIO	SERVICES & STUDIOS		BONUS DISTRIBUTION	ONLINE	ADVERTISING CLOSE & MATERIAL DUE DATE	
JANUARY	THE OSCARS: Post's Top Picks		VFX for Spots		Audio For Indie Films	Reseller Spotlight			Oscar Spotlight	Space Close 12/10/15 Material Due 12/15/15	
FEBRUARY	Post For Reality TV		VFX Plug-Ins		Unsung Audio Gear	SPECIAL SECTION: Drones (Print/Online)	HPA Tech Retreat February 15-19, Indian Wells, CA SXSW (film) March 11-19 Austin, TX		Reality TV	Space Close 1/13/16 Material Due 1/19/16	
MARCH	Digital Intermediates Post Oscar Report		Previs/postvis		Audio For Games & Apps	Sound Library News Storage Supplement			NAB Preview	Space Close 2/10/16 Material Due 2/16/16	
APRIL	On-Set, Near-Set Dailies		VFX For TV Series		Audio For Animation	NAB News	NAB, April 18-21, Las Vegas, NV		Post TV at NAB NAB News	Space Close 3/9/16 Material Due 3/15/16	
MAY	DP/Colorist Relationship		Training		Sound Design	SPECIAL SECTION: Cameras (Print/Online)			Spotlight: NY Studios	Space Close 4/6/16 Material Due 4/12/16	
JUNE	Displays, Monitors and Projection Technology		Broadcast Design		Audio for TV Series	Plug-ins News Sound Libraries	Promax/BDA June 14-16, New York, NY		Broadcast Design	Space Close 5/11/16 Material Due 5/17/16	
JULY	Emmy Contenders Studio Roundtable: Working remotely/collaboratively		Feature Film: VFX for Summer Blockbusters		Audio For New Media	Storage Gallery Reseller Spotlight	Comic Con July 21-24, San Diego, CA SIGGRAPH, July 24-28, Anaheim, CA		Summer Blockbusters	Space Close 6/8/16 Material Due 6/14/16	
AUGUST	Posting Music Videos		Storage for VFX		Audio for Commercials	IBC News	IBC, September 9-13, Amsterdam, The Netherlands		Music Videos	Space Close 7/6/16 Material Due 7/12/16	
SEPTEMBER	Post Emmy's Report Posting Indie Films		Web Series/ Streaming Content		Favorite Audio Tools	SPECIAL SECTION: VR (Print/Online) Sound Libraries	AES, September 29-October 1, Los Angeles, CA		Spotlight: LA Studios IBC News	Space Close 8/10/16 Material Due 8/16/16	
OCTOBER	Post For Fall TV Premieres		Studio Roundtable: Editing Challenges		Audio For Feature Films	Storage News Stock Footage Gallery	AFM November 2-4, Santa Monica, CA		Web Series	Space Close 9/7/16 Material Due 9/13/16	
NOVEMBER	Oscar Outlook Gallery Picture & Sound Restoration		Advertising & The Internet		ADR & Foley	SPECIAL SECTION: Workstations/Processors (Print/Online)	CCW November 9-10, New York, NY HPA Awards TBD, Los Angeles, CA		Post TV - Annual Party Oscar Outlook	Space Close 10/12/16 Material Due 10/18/16	
DECEMBER									Outlook 2017	Space Close 11/9/16 Material Due 11/15/16	
OUTLOOK ON 2017										OUR SPECIAL SWOT ISSUE: STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS	