



**The Leading Pro media and social network  
for the film & festivals community worldwide**



## The growing number of film festivals

Filmfestivals.com was launched in 1995. The number of festivals has grown tremendously since then, doubling almost. We know of 4000 (registered in our directory). The site has grown to become the premier exhaustive directory and professional portal, recognised as a trusted source of information in this changing environment.

## The need for international reputation

The recent successes in the festival scene like Tribeca, Dubai, and Rome... are striking examples of festivals that relied on international promotion on dedicated media like ours.

A strong festival brand (based on industry awareness, legitimacy, solid sponsorships, audience and media support and growing box office...) provides easier access to more and better films.

International Box-Office accounts for more than half of most film career results. The festival circuit is recognised as the best opportunity for independents to gain national and international distribution, media attention and buzz with qualified audience. Our websites deliver strong exposure among your peers and pros.

## The quest for new film, the festival pitch

Some festivals strictly focus on local/national filmmakers, most prefer to show to their audience film from broader horizons, including new international filmmakers, new upcoming talent...Our audience is 45% US - 55% rest of the world. Our websites are the **first** websites that professionals check when they start focusing on the festival circuit.

Start using our resources to select the most appropriate festivals for your film. Research about the line up, submissions rules and guide lines, awards, submissions fees and dates...and submit in one click.

## Internet is becoming the leading media for festivals and filmmakers...

The media is growing into the first strategic promotional tool to communicate, submit, call for film, review, showcase, organize, sell...

*If your business is about festival and film we are the Number One destination, since 1995. No other media resource has such a strong focus.*



## The websites

[www.filmfestivals.com](http://www.filmfestivals.com) “The Festivals Mother Site” (since 1995)

Portal with international festival news for Film Festivals pros and serious fans: Festivals line ups, awards, news from the circuit, tributes and festival directory (4.000+) Directory navigation by date, country, genre, deadlines for submissions...

[www.filmfestivals.fr](http://www.filmfestivals.fr)

French film and French focus festivals news in French.

[www.filmfestivalsPRO.com](http://www.filmfestivalsPRO.com)

Strictly business for Film Festivals pros: Fest directors & filmmakers: Featuring the bulletin board & the exposure and showcase pages

[www.fest21.com](http://www.fest21.com) Fest pro social Network and Festivals directory

The new video blog platform for the festivals community featuring over 10.000 blogs from leading festivals and filmmakers...

*FestivalExpress* is our new online submission suite

The weekly newsletter : 78 000 film professionals and media

### So International!

*Our audience is totally in line with the film industry statistics and breakdowns per country (ie about 45% US and North America)*

### Our Audience

Professionals and serious film fans looking for info on the Fest scene:  
Their UNIQUE concern: know about festivals, films from festivals, dates, contacts, awards, what is hot from the circuit.

Filmmakers profile and serious film fans and indies.

Emerging talents with a first short or feature.

Fest organizers from the world (9,000 registered users for 4,000 festivals)

Media (9,000) looking for info on film and festivals

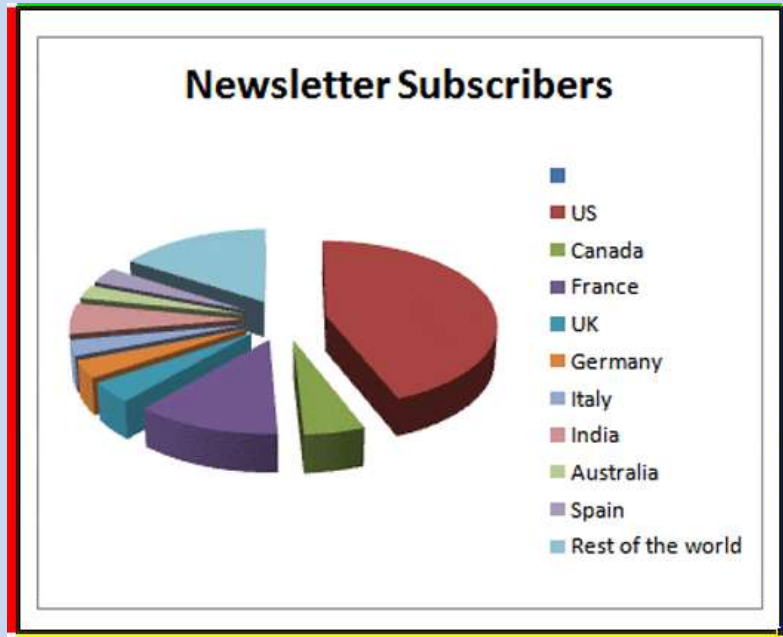
Buyers and sellers TV programmers and TV buyers.

Professionals from institutions worldwide, academies of school and film universities

Pages of content: 45 000

Visitors per month: 300 000 – 350 000 (Oct 2009)

## Filmfestivals.com Newsletter Subscribers



## Newsletter Subscribers

Country	Subscribers
US	34 666
Canada	4 097
France	9 727
UK	3 230
Germany	2 758
Italy	2 379
India	4 727
Australia	2 127
Spain	2 521
Rest of the world	12 554
<b>Total</b>	<b>78 787</b>

January 2010

Category	Subscribers
Media	9 321
Students	5 654
Pros	63 812

## Newsletter ads rates

Text ad: 4 lines of text and a link premium position 230€

Festival discount 30% 170€

Text ad: 2 lines and a link 115€

Festival discount 30% 85€

Banner ad inside the newsletter top position 500€

Banner ad inside the newsletter central mid text 300€

Sample of recent [newsletter](#)

Blast emails to our database/ category on demand

### Some references

#### ▶ **Launching Festivals**

Dubai, Cannes Short Film Corner, Bahamas, Funchal, Los Angeles Comedy shorts, Babelgum online competition, Action on film, Action Cut, Art by chance, DotFest, La Géode...

#### ▶ **Established festivals**

Palm Springs, Palm Beach, CineVegas, Los Angeles International Film Festival, San Francisco, Houston, New York, Newport Beach, Taiwan, Busho, 3 continents, Marseille, Skip City, IDIFF, Roma, Deauville, Hollywood Awards, Raindance, IFP, Silverdocs...

#### ▶ **Genre festivals**

Fantasporto, Screamfest, New York Horror,

#### ▶ **Larger festivals**

Cannes, Cannes Short Film Corner, Cannes Buyers Lounge, Mifed, Cannes Market, Venice, Karlovy Vary, Locarno, Toronto, Montreal

#### ▶ **Brands**

Kodak, Piper Heidsieck, Sony, Intel, EutelSat, NetFlix, Marina Studios, Canadian Film Center, Eicar Film school International Program, Savannah University, UMSL University of Missouri, France Television Distribution

#### ▶ **Media**

Berlin and Cannes red carpet and interviews content syndication to Rai Sat, ET, CNN, Canal +, Extra, IFC.com Bravo.com

#### ▶ **Films**

Late Fragment, Hats Off, Amelie Poulain Oscar campaign, Piar, Cowgirls, Henry's Gift, Pariah, Les petites Vacances, 20 Cigarettes, 4<sup>th</sup>99, Cowgirl, Cursed for Gold ...



## Comments from our clients

*"In tracking our submissions this year we can attribute nearly 50% of those who submitted films to our festival, heard of us through FilmFestivals.com. Quite an impressive record I would say!"*

**Mark Marvel, Festival Program Coordinator – Sarasota Film Festival**

*"A mighty fine and informative website you have, I'm going to check in with your's before Variety's from here on. We've been deluged with calls from people requesting to enter the Chicago Film Critics Awards Festival which they found out about on FilmFestivals.com..."*

**Dann Gire, President & Founding Director Chicago Film Critics Association**

*Your site is a tremendous resource for Film festival directors, programmers, and filmmakers.*

**Don Franken, Method Fest director**

*Filmfestivals provided half of our entries, doubling last year 's figures*

**Gregg Schwenk, Newport beach film festival**

*Submissions for ShortFest are indeed numerous and international. It appears that we will be processing almost 3,000 submissions. Thanks for all of your help!*

**David Lee, Palm Springs International Film Festival**



## Featured Filmfestivals.com Services

Filmfestivals.com proposes a large range of information, services, promotion and online tools. Most of them are free, some, with stronger impact, are charged at nominal prices:

### **Information:** a portal that delivers! Over 45 000 pages

- ▶ **Free access** and listing to the Festival and Film Directories: We run the most comprehensive Festival Directory (4,000) since 1995 and the New Film Directory.
- ▶ Festival highlights, line up and awards, reviews festival staffers interviews. Business buzz talk.
- ▶ News channels, newsfeeds, festival dailies covering over 150 festivals live with video, photo. (a network of 75 festival correspondents). Our content is available for syndication and RSS
- ▶ Weekly Newsletter sent to 78 000 film pros.



## Promotion experts

- ▶ **International free promotion** through fest21.com: each profile created on fest21.com opens a video blog account for self promotion (video, text and pictures) and a film or festival entry in the relevant directory which our audience can browse by genre. Updated blogs are promoted to the homepage of the community.
- ▶ **Promotion packages:** Multi channels Internet packages aimed at launching and promoting film or festival to our international pro audience. Submission booster or awareness builder.
- ▶ **Advertising options:** Banners, leaderboards, logo, newsletter ads, video on homepage, editorial support and advertorials, festival dailies and industry newsletter
- ▶ **Viral Marketing** optimizing your internet presence in social networks (Facebook, twitter, myspace...and google ranking)  
(powered by our Business Units Film Festivals Buzz and Major Buzz Factory)

## Services : film meets festivals...

- ▶ **Bulletin Boards:** designed to boost submissions from our international audience 500€
- ▶ **Cannes promotion package** (online promotion : editorial, banners, direct marketing newsletter, festival attendees and media, buyers, street marketing 1500€
- ▶ **Direct marketing** inclusion in our newsletter text ad 230€, banner 500€, direct blast to target groups (media, festivals, filmmakers...) 500€
- ▶ **SEO**, search Engine Optimization, and web2.0 visibility. Social network work 750€ -1000€
- ▶ **Online community** Platform design of an online community / social network geared towards the promotion of the event, created to your look and feel 10 000€
- ▶ **Custom publishing**, festival dailies, industry newsletter...(1500€...)
- ▶ **Online submission suite: *FestivalExpress*** the online film submission tool with online back office for film producers and festival organizers. 20% commission on all secure transactions for film submissions.
- ▶ **Secure festival Screener** trust festivalExpress to send the film online for private viewing by programming staff 50€ -
- ▶ **Private VOD**
- ▶ **Travel packages** powered by our Business Unit "Film Festivals Travels"



- ▶ **Conferences** and panels organized and promoted ([Future of Cinema Salon](#) in Cannes, Locarno...)
- ▶ **Strategic festival Consulting** : sponsoring strategy... 500€
- ▶ **Optimize your Cannes presence**, (optimize your Cannes presence (we have attended and promoted film and brands in Cannes since 1987
- ▶ **Electronic Press Kit** for festivals / film interfaced with media database
- ▶ **Video reportages** from Cannes, Venise (capture, edit and delivery of special events in cannes, parties, press conferences...(2500€ -)
- ▶ **TV red carpet Coverage** from Cannes et Venise, press conference and interviews on demand

### Online special offers

Check online [here](#) our special promotions (www.fest21.com/blog/pro\_services).

Contact us today to discuss your festival promotion

Contact us by mail or telephone for partnerships, promotion or editorial packages

We TRUST this will help your festival tremendously as it did for our other clients and partners.

Kind regards

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