



# the Filmmaker's Guide to Africa 2019



Moze Runner: The Death Cure | Location: CTICC 1 © 2018 Century Fox. Out of Africa Entertainment. Unit Still Photography by Joe Alblas | African Photo Productions

The *Filmmaker's Guide to Africa* is the premier marketing tool for the African film industry. Advertising positions now available in the 2019 edition.  
**Showcase your product or service to a wide local and international audience.**



## MEDIA PACK



# ABOUT THE FILMMAKER'S GUIDE TO AFRICA

The *Filmmaker's Guide to Africa* is the leading film industry marketing resource and information guide. It makes a strong financial and strategic case for shooting in Africa by promoting production and creative resources and detailing infrastructure, regional features, incentives, locations, rebates, and subsidies; all beautifully displayed in an easy-to-use book.



## DISTRIBUTION

2 500 copies of fmg and 500 memory sticks are distributed to/at:

- International production companies
- International and local ad agencies
- International and local studio executives
- Key local production companies
- Cannes Film
- Cannes Lions
- Loeries Creative Week
- MIPCOM
- Mediatech
- Durban International Film Festival
- Durban FilmMart
- DISCOP
- LA Consulate
- American Film Market
- IBC
- Rental Companies
- Film Commissions
- Key film industry venues including hotels
- Film & Event Media exclusive networking events
- Government offices worldwide & in South Africa
- Airport executive lounges



Our eBook is sent to a database of over 5 000 contacts. Advertisers receive additional free exposure in both the ebooks and in the directory. The digital version of the book receives thousands of yearly readers.



# MEDIA PARTNERSHIPS

- American Film Market
- Annecy
- Cannes Film
- Cannes Lion
- DISCOP
- Durban FilmMart
- International Broadcasting Commission
- Loeries Creative Week
- MIPTV
- MIPCOM
- Photo and Film Expo
- Shnit shortfilmfestival
- Durban International Film Festival
- Cape Town International Animation Festival



Kilimanjaro © Ariane Krampe Filmproduktion GmbH; ARD Degeto Film; Two Oceans Productions (Pty), Unit Still Photography by Anika Molnár | African Photo Productions



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# PUBLICATION DETAILS

## Format

280mm high x 205mm wide  
±144 pages

## Editorial

- Sector overviews
- African film industry highlights
- Country and regional spotlights
- Location spreads
- Company profiles
- Film industry financing and incentives
- Associations and government bodies

## Advertisers

- Film industry production companies
- Film industry creatives
- Film industry suppliers
- Government associations & film organisations
- Hospitality industry
- Suppliers and services
- Specialist services

# ADVERTISING RATES

PRIME POSTIONS		
Own Creative / Advert	Inside Front Cover - Double Page Spread	R49 450.00
Own Creative / Advert	Inside Front Cover - Single Page	R29 700.00
Own Creative / Advert	Outside Back Cover	R39 500.00
Own Creative / Advert	Inside Back Cover - Single Page	R29 700.00
Own Creative / Advert	Front Intro Section - Single Page	R27 500.00
ADVERTS		
Own Creative / Advert	Double Page Spread	R43 950.00
Own Creative / Advert	Full Page	R26 950.00
Own Creative / Advert	Strip Advert	R10 950.00
PROFILES		
Template Driven	DPS (2 Pages) - Production/Location/Studio/Creative Profile/Specialist Services	R32 950.00
Template Driven	Single Page - Production/Location/Studio/Creative Profile/Specialist Services	R15 400.00
Template Driven	1/3 Page - Production/Location/Studio/Creative Profile/Specialist Services	R8 500.00
Template Driven	Block Profile	R6 100.00





Actor Dexter Darden behind-the-scenes on *Maze Runner: The Death Cure* © 20<sup>th</sup> Century Fox, Out of Africa Entertainment, Unit Still Photography by Joe Alblas | African Photo Productions

# PROFILE MATERIAL SPECS

## Profiles (designed in-house)

It is in the best interest of you, the client, to conform to FMG's template, to ensure consistency and maintain the high-end feel of the publication. 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. Grandfather clauses apply to prime positions.

**PLEASE NOTE: All Profile pages are designed by us, using your logo, high-res images and text.**

## PROFILE DIMENSIONS

### DPS Location Profile



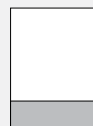
- 280 mm deep x 410 mm wide
- 80 - 100 words in an editable text format
- A minimum of 6 images: 300 dpi, CMYK TIFF or JPEG files
- Venue Logo: 300 dpi, CMYK TIFF, JPEG or vector file
- Contact Details: Physical address, telephone number, fax number (optional), email and website address details

### Single Page Company Profile / Creative Profile



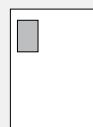
- 280 mm deep x 205 mm wide
- 80 - 100 words in an editable text format
- A minimum of 4 images: 300 dpi, CMYK TIFF or JPEG files
- Creative Profile Logo: 300 dpi, CMYK TIFF, JPEG or vector file
- Contact Details: Contact person and job title, telephone number, fax number, email and website address details

### Third Page Company / Creative Profile



- 76 mm deep x 173 mm wide
- 30 - 60 words in an editable text format
- 2 images: 300 dpi, CMYK TIFF or JPEG files
- Logo: 300 dpi, CMYK TIFF, JPEG or vector file
- Contact Details: Telephone number / mobile number, fax number (optional), email and website address details

### Block Profile



- 120 mm deep x 55 mm wide
- 30 - 50 words in an editable text format
- 1 image: 300 dpi, CMYK TIFF or JPEG files
- Logo: 300 dpi, CMYK TIFF, JPEG or vector file
- Contact Details: Telephone number, fax number, email and website address details

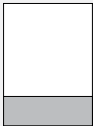
# ADVERTISEMENT MATERIAL SPECS

## 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.

## ADVERT DIMENSIONS

### Strip Advert



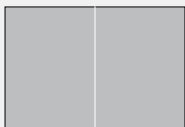
- 53 mm deep x 205 mm wide
- Bleed: 5 mm all around & offset cropmarks by 5mm
- Resolution: 300 dpi
- Format: Press-ready PDF file, Fonts converted
- Colour Profile: CMYK

### Full Page Deadline



- 280 mm deep x 205 mm wide
- Bleed: 5 mm all around & offset cropmarks by 5mm
- Resolution: 300 dpi
- Format: Press-ready PDF file, Fonts converted
- Colour Profile: CMYK

### Double Page Spread



- 280 mm deep x 410 mm wide
- Bleed: 5 mm all around & offset cropmarks by 5mm
- Resolution: 300 dpi
- Format: Press-ready PDF file, Fonts converted
- Colour Profile: CMYK

**NB! All copy and logos to be at least 10mm in from the edges!**



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