



# the Filmmaker's Guide to Africa 2020



An ORIGIN YouTube Originals Series scene filmed in Cape Town, South Africa © Unit Still Photography by Joe Alblas | African Photo Productions © Left Bank Pictures | YouTube Red 2018



The *Filmmaker's Guide to Africa* is the premier marketing tool for the African film industry. Advertising positions now available in the 2020 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 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



Images: ORIGIN YouTube Originals Series © Unit Still Photography by Joe Alblas | African Photo Productions © Left Bank Pictures | YouTube Red 2018

AFM

ANNECY

CANNES LIONS

Durban FilmMart

FESTIVAL DE CANNES

mipcom.

tiff.



# MEDIA PARTNERSHIPS

- American Film Market
- Annecy International Animated Film Festival
- Cannes Film
- Cannes Lions
- International Broadcasting Commission
- MIPTV
- MIPCOM
- Cape Town International Animation Festival / Comic Con Cape Town
- DISCOP
- Durban FilmMart / DIFF
- Loeries Creative Week
- Shnit shortfilmfestival



## PUBLICATION DETAILS

### Format

280mm high x 205mm wide  
±120 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
- Q & A's with industry experts

### 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	R46 500.00
Own Creative / Advert	Inside Front Cover - Single Page	R32 500.00
Own Creative / Advert	Outside Back Cover	R42 500.00
Own Creative / Advert	Inside Back Cover - Single Page	R32 500.00
Own Creative / Advert	Front Intro Section - Single Page	R29 500.00
ADVERTS		
Own Creative / Advert	Double Page Spread	R47 500.00
Own Creative / Advert	Full Page	R29 500.00
Own Creative / Advert	Strip Advert	R11 500.00
PROFILES		
Template Driven	DPS (2 Pages) - Production/Location/Studio/Creative Profile/Specialist Services	R35 500.00
Template Driven	Single Page - Production/Location/Studio/Creative Profile/Specialist Services	R17 500.00
Template Driven	1/3 Page - Production/Location/Studio/Creative Profile/Specialist Services	R10 500.00
Template Driven	Block Profile	R7 500.00







# PROFILE MATERIAL SPECS

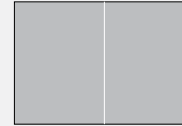
## Profiles (designed in-house)

FMG's templates are consistent and maintains a high-end look and feel. 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



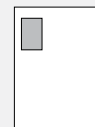
- 280 mm deep x 205 mm wide
- 80 - 100 words in an editable text format
- A minimum of 4 images: 300 dpi, CMYK TIFF or JPEG files
- Creative Profile Logo: 300 dpi, CMYK TIFF, JPEG or vector file
- Contact Details: Contact person and job title, telephone number, fax number, email and website address details

### 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

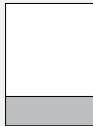
# ADVERTISEMENT MATERIAL SPECS

## 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 Advert



- 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 Advert



- 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.**



Mount Longonot, Kenya © Lisa H (via Unsplash)



Ouarzazate, Morocco, in the Atlas Mountains is an entry point to the Sahara © Unit / Special Still Photography by Joe Alblas | African Photo Productions © UAMG LLC 2014