



independent

Obsessed with independent film since 1978

2009 Media Kit

About *The Independent*

Since 1978, *The Independent* has been the leading source of information for independent, grassroots and activist media-makers, providing inspiration and information for their films and video projects, as well as creating connections to the larger independent media community. With a reputation of documenting the origin and growth of independent film, the crucial mission started originally by the Association of Independent Video & Filmmakers (AIVF) continues. Independent Media Publications, a nonprofit organization, aims to inform, promote, encourage and mobilize the independent and grassroots media arts movement.



Then...

Established in 1978, *The Independent* (formerly *The Independent Film & Video Monthly*) was published by the AIVF (Association of Independent Video and Filmmakers) as a print publication for nearly three decades.

Now...

As of October 2007, Independent Media Publications, a nonprofit 501(c)(3) organization, relaunched the 30-year history of *The Independent* with a re-invented magazine, community and resource all online.

Website Highlights

With hundreds of articles, classifieds and resources, *The Independent* separates content into categories which enable you to reach a targeted audience for your ad. See our site for a list of all the [categories](#) and [regions](#).

Documentary

Advice on making and promoting documentary films, and “Anatomy of a Film” by Doc Doctor Fernanda Rossi.

Film Festival Blogs

Live reports from the best independent film festivals and markets in the world.

Film Distribution

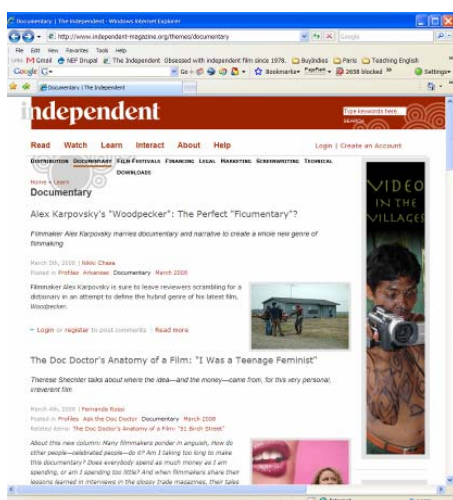
Advice on getting distribution, along with Q&As with leading distributors of independent media.

Education

Top ten lists of academic institutions, plus reports on international film programs, and more.

Legal

A guide to the legal aspects of filmmaking such as rights, contracts and negotiations.



Film Financing

Perspectives on how to finance a film and Q&As with funders.

Screenwriting

Secrets of the trade and interviews about the craft of screenwriting.

Technical

Reports, reviews, and buying guides of new technologies for the film and videomaker.

Our Readers

The audience of *The Independent* captures independent artists and media-makers, as opposed to fans of film. A 2004 survey of AIVF members found that 86% of the respondents had been making media for more than five years. A year later, another survey found that nearly 90% of *Independent* readers had distributed or exhibited five or more works in their careers. Attesting to the value of the publication to its readers, more than 17% of respondents replied that they saved every single issue of *The Independent*.

Member Quotes

"*The Independent* is **amazing**!!! Congratulations! I really like the aesthetics of the site and the breadth of information and articles."

"I am **SO GLAD** you are back. I literally wept when I received the last magazine in the summer of last year."

"After decades of reading and being inspired by *The Independent*, I was distraught when AIVF had to close up shop. I'm therefore **elated** to know you're resurrecting this magazine online."

"Thanks so much. And congrats. We are an international community that needs *The Independent* as **our meeting place**."

"It's great to see *The Independent* back, and I love the **paperless version**. Great for the environment"

Demographics

Traffic

Approximately 40,000 page views and 18,000 visits per month and growing every day

Members and Subscribers

Over 12,000 email subscribers and online member accounts

Trends

The most popular sections are read, watch, and classifieds. Our most popular themes are documentary, distribution, financing and film festivals.

Mindset

Active media professionals committed to the art and independence of film & video

Advertising with *The Independent*

The Independent offers a targeted and effective way to reach independent film industry professionals. With thousands of online readers worldwide, join and support the independent filmmaking movement.

Advertiser Benefits

- **Return on Investment:** Real-time statistics to track daily, weekly, monthly and all-time views & clicks as well as reports on who clicked on your ad and from what page.
- **Targeted Audience:** Reach the 12,000+ loyal subscriber base of *The Independent* of working filmmakers, industry professionals and film students. You can also target categories and regions.
- **Consistent Exposure:** Advertisers who choose a leaderboard or skyscraper ad for 6 months or longer will receive a sponsor logo which appears on every page, every time in the category of their choice.
- **Email Newsletter:** Advertisers receive exposure (text or logo) in our email newsletter twice a month sent to over 12,000 subscribers.

Advertiser Packages

		<i>15% discount</i>	<i>20% discount</i>	<i>30% discount</i>
	monthly	3 month	6 month	1 yr
Lead Banner 468 x 60	\$700	\$1,785	\$3,360	\$5,880
Side Skyscraper 120 x 600	\$600	\$1,530	\$2,880	\$5,040
Side Banner 120 x 240	\$400	\$1,020	\$1,920	\$3,360
Large Side Button 120 x 90	\$200	\$510	\$960	\$1,680
Small Side Button 120 x 60	\$150	\$383	\$720	\$1,260

* Ads must be under 30K, as a .gif, .jpg or .png. (see all [sizes](#))

Contact Us

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www.independent-magazine.org/about/advertise