

SHOOT[®] 2023 "Road to Emmy" Series

SHOOT is pleased to present the "Road to Emmy", a 16-part series that will appear across all SHOOT digital and print platforms:

- **SHOOTonline.com** - website with 50,000 unique visitors
- **SHOOT>e.dition** - weekly email newsletter goes to 22,000 opt-in subscribers every Friday
- **SHOOT Dailies** - email newsletter goes to 3,500 opt-in subscribers M-F each week
- **SHOOT Magazine (combination of Print Issues and PDF version with digital distribution)** - We embed live link to each advertisers' FYC website in their Ad in the PDF Issue. The PDF Issue is posted on our site for readers to view/download. We will also email the PDF Issue to 22,000 opt-in subscribers.

This Year Marks the 12th Anniversary of the SHOOT Road to Emmy Series!!

SHOOT has a strong Emmy tradition, having been the leading chronicler of the Primetime commercial Creative Arts Emmy nominees and winners since the inception of that award in 1997. SHOOT expanded to cover all categories of nominees and winners of the Creative Arts and Primetime Emmy Awards in 2004 and in 2011 launched the annual high-profile in-depth "Road to Emmy Series" that covers the programs and the executives and artisans behind them, spanning Directing, Cinematography, Editing, Visual Effects, Animation, Music, Sound, Production Design & more across all major categories including Comedy Series, Drama Series, Miniseries or Movie, Documentary, Variety Music or Comedy Series and Reality Competition Program. The Series includes interviews and profiles of artisans and production execs, gaining insights into the shows and challenges faced. There will also be assessments of Emmy prospects for nominees, as well as a look at trends in this year's competition. We'll of course cover the nominations and top off the series with special coverage of the Creative Arts winners and the Primetime winners in September.

The Schedule...

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| May 5 | Emmy Season preview: SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 1: May 12 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 2: May 19 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 3: May 26 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 4: June 2 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 5: June 9 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 6: June 15 | SHOOT Magazine PDF Issue with digital distribution, SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 7: June 23 | SHOOTonline, SHOOT Dailies, SHOOT>e.dition |
| Part 8: June 30 | SHOOTonline, SHOOT Dailies, SHOOT>e.dition |
| Part 9: July 7 | SHOOTonline, SHOOT Dailies, SHOOT>e.dition |
| July 12 | Nominations announced Covered 7/12 on SHOOTonline, 7/12 SHOOT Dailies & 7/15 SHOOT>e.dition |
| Part 10: July 14 | SHOOTonline, SHOOT Dailies, SHOOT>e.dition |
| Part 11: July 21 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 12: July 28 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 13: Aug 4 | SHOOT Magazine Print & PDF Issues, SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 14: Aug 11 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 15: Aug 18 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Part 16: Aug 25 | SHOOTonline, SHOOT Dailies & SHOOT>e.dition |
| Sept. 9-10 | Creative Arts Winners announced: Covered 9-10 on SHOOTonline, 9/11 SHOOT Dailies & 9/15 SHOOT>e.dition |
| Sept. 18 | Primetime Winners announced: Covered 9/18 on SHOOTonline, 9/18 SHOOT Dailies & 9/22 SHOOT>e.dition |



SHOOT platforms provide the ideal environments in which to promote prior to & during nomination voting 6/15-26 and then prior to & during final round voting 8/17-8/28.

FYC Advertising

SHOOT Magazine Print (with bonus PDF version) and **SHOOTonline.com/The SHOOT Dailies/The SHOOT>e.dition** digital platforms are ideal for bringing attention to programs and individual artisans. Our audience of production & post industry executives and artisans including ATAS members (SHOOT is extremely strong in the 30 ATAS peer groups) will be reading SHOOT's Emmy-related coverage with great interest throughout Emmy Season. Our readership includes production executives, producers, directors, cinematographers, editors, production designers, visual effects & animation executives & artisans, music & sound executives & artisans and much more.

We look forward to working with to promote your "For Your Consideration" Advertising with SHOOT this Emmy Season!

[Click Here](#) for SHOOT Magazine Ad Sizes/Specs - Print Ad PDF Files are due 7 days prior to issue date

[Click Here](#) for For SHOOTonline Banner Specs -Banner Ads are due 2 days prior to start of run date

Past "Road to Emmy" Features

Please visit <http://shootonline.com/news/9018> to check out the digital version of past "Road to Emmy" features

For additional information please visit <http://www.shootonline.com/emmyfyc>

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