

# SHOOT® 2020 "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 45,000 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 (with bonus PDF version & digital distribution) - print issues, published 6X per year with Bonus PDF version. We embed live link to each advertisers' FYC website in their Ad – when you place a print Ad, the PDF version of your Ad will run at no charge in PDF version of issue that is posted on our site for readers to view/download. We will also email the PDF version to the 22,000 opt-in subscribers of the SHOOT>e.dition!

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 on Sept. 12 & 13 and the Primetime winners on Sept. 20.

## The Schedule...

- March 22 Emmy Season Preview Feature:** SHOOT Magazine March/April Issue, PDF version of Print Issue, SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 1: May 15** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 2: May 22** SHOOT Magazine May/June Print Issue, PDF version of Print Issue, SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 3: May 29** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 4: June 5** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 5: June 12** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 6: June 19** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 7: June 26** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 8: July 3** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 9: July 10** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 10: July 17** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Nominations announced:** Covered 7/14 on SHOOTonline, 7/14 SHOOT Dailies & 7/17 SHOOT>e.dition
- Part 11: July 24** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 12: July 31** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 13: Aug 7** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 14: Aug 14** SHOOT Magazine Aug/Sept. Print Issue, PDF version of Print Issue, SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 15: Aug 21** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 16: Aug 28** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Sept. 12 & 13 Creative Arts Winners announced:** Covered Sept. 12 & 13 on SHOOTonline, 9/14 SHOOT Dailies & 9/18 SHOOT>e.dition
- Sept. 20 Primetime Winners announced:** Covered Sept. 20 on SHOOTonline, 9/21 SHOOT Dailies, 9/25 SHOOT>e.dition



**SHOOT's digital and print platforms provide the ideal environments in which to promote prior to & during nomination voting that will take place 6/15-29 and then prior to & during final round voting that will take place 8/17-8/31. 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 your programs and individual nominees. 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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