

SHOOT.

THE LEADING PUBLICATION FOR COMMERCIAL, BRANDED CONTENT & ENTERTAINMENT PRODUCTION

Providing INDUSTRY KNOWLEDGE & CREATIVE INSPIRATION to Advertising & Entertainment Production/Post Decision-makers, SHOOT covers news, trends, technology & the best new work. Industry pros turn to SHOOT for the latest developments, creative techniques, applications, talent, business concerns and solutions transforming the production and post industries. Platforms include **SHOOTonline.com** (website) 50,000 unique visitors per month, **SHOOT Magazine** (5x per year) 9,000 Print readers + PDF Issue posted online & emailed to 22,000 opt-in subscribers, **The SHOOT>e.dition** ePub (every Friday) with 22,000 opt-in subscribers and **The SHOOT Dailies** (M-F) ePub with 3,500 opt-in subscribers, **SHOOT Custom Emails** (to 40,000)

OVERVIEW: SHOOT Magazine/SHOOTonline

The authoritative source for news, information and great work, SHOOT is edited for:

- >Executives & Artisans at Film, TV & Commercial Production, Post, Editorial, VFX, Animation, Music & Sound Cos (Owners, Presidents, Managing Directors, Directors, DPs, Exec Producers, Producers, Editors, Colorists, VFX Supervisors, Visual Effects & Animation Artisans, Composers, Sound designers & Mixers)
- >Presidents, VPs, GMs, Production, Post & Marketing execs at Movie Studios, Broadcast, Cable, Streaming, Online & Mobile Networks.
- >Independent Filmmakers of features, independent film, documentaries, shorts & spots
- >Ad Agency Creatives & Producers (President, Exec VP, Sr. VP, VP, Associate & Assistant levels of titles: Chief Creative Officer, Head of Production, Head of Integrated Production, Creative Director, Producer, Production Manager, Broadcast Business Manager, Production Supervisor, Art Director, Head of Music Production, Music Producer, Web Designer),
- >Production & Marketing Executives at Brands.

Through its in-depth features articles and series, profiles and interviews, survey articles, columns, charts and Q&A Chat Rooms with leading filmmakers, SHOOT provides timely and relevant information and behind-the-scenes looks at the best new TV and streaming programs, studio and indie feature films, commercials, interactive, branded & experiential content, shorts and documentaries. Our comprehensive coverage spans Oscar and Emmy contenders, nominees and winners, all the Guild Awards shows, work honored at competitions ranging from the Cannes Film Festival to the Cannes Lions, and all the major advertising industry awards and events. In addition, SHOOT reports on the latest cinematography, post & editing technology and equipment. If the work involves advertising or entertainment content that consumers view on a screen—TV, Cinema, Computer, Mobile or Game screen, SHOOT is searching out who's doing the most innovative work, how they did it and what's coming next.

SHOOT is renowned for providing historical context and a mix of perspectives, showing where the industry has been in order to get a better handle on where it is and in what directions it is headed. SHOOT has been chronicling commercialmaking from its infancy to maturation, from the standardized bid form to new forms of content, from the run-by-the-seat-of-your-pants budget days to the debilitating slow payment quandary of today, from the impact of financial incentives on the migration of production domestically and internationally, from the birth of industry organizations to their indelible and ongoing impact on the business and creative landscape, literally all the ups and downs spanning recessions, landmark court cases, debilitating strikes, labor/management relations, the crossover dynamic and integrated campaign strategies and branding. While we have perennially covered the advertising/entertainment crossover dynamic, 15 years ago SHOOT evolved to report on entertainment production and postproduction fully with annual "Road to the Emmys" and "Road to Oscar" series, regular coverage of feature film, independent film, documentaries, shorts and TV programs as well as the film festival circuit and all major award shows. Our coverage of production at large chronicled how feature, TV, streaming and commercial production adapted to the COVID pandemic creatively, technologically and in terms of health/safety protocols. In that vein, SHOOT has reported on virtual production from the outset. At the crossroads of advertising and entertainment production, SHOOT will continue to discuss how they influence each other and continue to help readers connect with each other through coverage of artists, stories and developments that carry implications from talent, technology and business perspectives for readers. SHOOT also continues to introduce and update its readers on production & postproduction technology, workflow, equipment and software as it's been doing since its inception in 1960. This extends now to our delving into the applications and implications of AI, VR, AR & other emerging tools and resources. SHOOT will continue to provide its unique and informed big-picture take on the business and creative sides of the industry while showcasing the best work—both prominent and obscure—and getting into the hearts, minds and creative spirit of the industry's best and brightest executives and artisans in the client, agency creative, entertainment, production, post, VFX and music sectors. We'll keep on providing insights from established filmmaking talent as well as give a heads-up on the up and comers, as reflected in our features on directors, cinematographers, editors, colorists and other artists and our annual New Directors Search and annual Forum & New Directors Showcase at the DGA Theatre in New York-21st year this year.



SHOOT Magazine PDF versions

We produce a PDF version of each print issue and post it on our website, SHOOTonline for 50,000 visitors to view/download. PDF versions of the ads in the print issue appear in the PDF versions at no extra charge along with live link to each advertiser's website in their ads. The PDF version is also emailed to the 22,000 SHOOT>e.dition opt-in subscribers. To see recent PDF versions, please visit:
<https://www.shootonline.com/go/backissues>

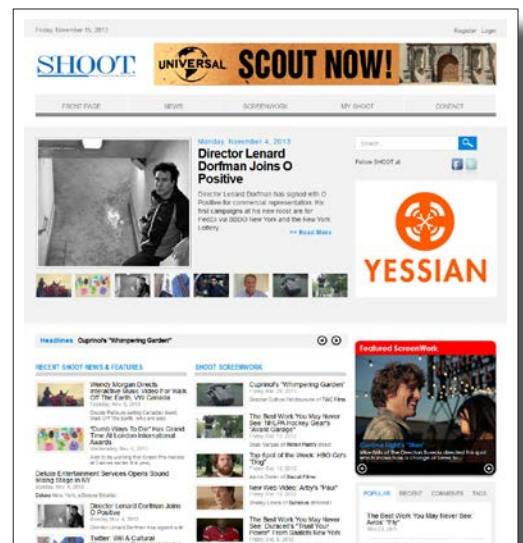
www.SHOOTonline.com

SHOOTonline.com is the global online community for creatives, producers, executives & artisans in the advertising agency, commercial, branded content & entertainment production, postproduction & editing, music production, visual effects communities and entertainment industry decision-makers at movie studios, broadcast/cable/Streaming/online/mobile networks. 50,000+ unique visitors per month. In addition to providing news and information and showing great work, SHOOTonline's mission is to foster a sense of community for its readers, who are diverse geographically and in terms of their roles in the creative/production equation. There are four main sections to the website.

1. Home Page
2. News
3. ScreenWork: Database of QuickTime videos and credits for new work.
4. The SHOOT Publicity Wire: Publicity Wire Service for the advertising, media and entertainment industries.

The SHOOT >e.dition & SHOOT Dailies

Weekly (>e.dition) every Friday and Daily M-F (Dailies) HTML publications. Features the same great editorial that appears in SHOOT's print issues plus fresh news, columns and ScreenWork posted 24/7 to SHOOTonline that is than "pushed out" to opt-in subscribers. Easy to read HTML format, links to valuable shootonline.com databases for articles, ScreenWork database of quick time videos of great work. When readers click on article abstracts, they are linked to www.shootonline.com to read full story. When readers click on banner ads/sponsored links, they are linked directly to the advertisers' provided URL link.



Digital + Print Advertising = Winning Combination

Banner ads on SHOOTonline and/or The SHOOT>e.dition in conjunction with ads in SHOOT Magazine is a powerful communication combination to reach potential clients. Inter-connected and a great complement to each other, SHOOT integrated marketing provides high-profile exposure to commercial and entertainment production & post decision-makers in a cost-effective manner.

More SHOOT Marketing Opportunities

In addition to digital & print advertising, be sure to check out the following great marketing opportunities...

- >>Become a MySHOOT Business Member & start enjoying member perks including posting your MySHOOT Profile <https://my.shootonline.com/>
- >>Post your publicity release on The SHOOT Publicity Wire <http://pr.shootonline.com/> Self-service and just \$60. to post a release with content, up to 7 photos, links and videos.
- >>Become a Sponsor of the 21st Annual 2023 SHOOT Directors/Producers Forum & New Directors Showcase Event at the DGA in NYC
- >>Content Marketing - Let SHOOT help you tell your story with Sponsored Content

SHOOT turned 62 in Dec. 2022 !!

SHOOT first appeared in December 1960 as part of Back Stage, a weekly newspaper covering a combination of performing arts and commercial production-related news and features. The two distinct sections continued to be published as one publication until mid-1990 when the section covering agencies/production/post was spun off as its own publication called Backstage/SHOOT which after a few years became SHOOT. For marketing information and targeted marketing proposal please contact: Roberta Griefer, Publisher, 203/227-1699, ext 701, rgriefer@shootonline.com