

2024

MEDIA
KIT

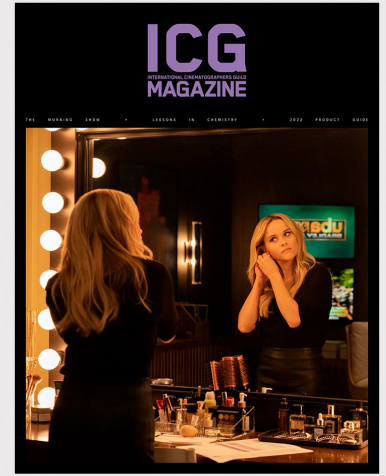
ICG
INTERNATIONAL CINEMATOGRAPHERS GUILD
MAGAZINE



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4 PRINT EDITIONS FOR 2024!

DISTRIBUTED AT:
NAB Las Vegas & NYC
Cine Gear Expo NYC, LA & ATL
ECA Awards
ICG Pub Awards
Sundance Film Festival & more!



CALENDAR

THE DIGITAL EDITION will be sent to over 100,000 attendees from Film Festivals, NAB Las Vegas/NYC, Cine Gear Expos, and other industry events!!

JANUARY

Indie/Film Festival Issue

Low-Budget Horror @ Sundance

DIGITAL

ON SALE DATE: 1/7/2024
SPACE RESERVATIONS: 12/15/2023
MATERIALS DUE: 12/20/2023

Digital Bonus Distribution:
Sundance Film Festival • Slamdance
Film Festival • Cine Gear Expo
Attendees

FEB/MAR

Awards Season/Publicity

Who's Who in PR?
Unit Stills Spotlight: East Coast

PRINT + DIGITAL

ON SALE DATE: 3/5/2024
SPACE RESERVATIONS: 1/29/2024
MATERIALS DUE: 2/6/2024

Print Bonus Distribution:
Publicists Awards • NAB Las Vegas
South by Southwest • Tribeca Film
Festival

APRIL

New Technology

Sundance Overview
Cloud Production: Dailies, Color Mgmt

DIGITAL

ON SALE DATE: 4/5/2024
SPACE RESERVATIONS: 3/13/2024
MATERIALS DUE: 3/20/2024

Digital Bonus Distribution:
NAB Las Vegas • Tribeca Film Festival
Cine Gear Expo Los Angeles Attendees

MAY

Summer Preview

Safety Update: Handheld, RF,
Drones, Vehicles

DIGITAL

ON SALE DATE: 5/1/2024
SPACE RESERVATIONS: 4/15/2024
MATERIALS DUE: 4/22/2024

Digital Bonus Distribution:
NAB Las Vegas • Tribeca Film Festival •
Cine Gear Expo Los Angeles Attendees

JUNE/JULY

The Television Issue

History of Game Shows

PRINT + DIGITAL

ON SALE DATE: 6/3/2024
SPACE RESERVATIONS: 4/4/2024
MATERIALS DUE: 4/25/2024

Print Bonus Distribution:
Cine Gear Expo Los Angeles • Produced
By Conference • IBC • SIGGRAPH
DGA Digital Day • Filmscape Chicago

AUGUST

The Interview Issue

Interview Section: Future Tech
DPs / Operators / ACs / DITs
Technologists / Editors

DIGITAL

ON SALE DATE: 8/1/2024
SPACE RESERVATIONS: 7/17/2024
MATERIALS DUE: 7/23/2024

Digital Bonus Distribution:
SIGGRAPH • DGA Digital Day
Cine Gear Expo Atlanta Attendees

SEPT

Locations Issue

Regional Vendors (Oregon,
New Mexico, Illinois, North
Carolina, etc.)

DIGITAL

ON SALE DATE: 9/10/2024
SPACE RESERVATIONS: 7/17/2024
MATERIALS DUE: 7/23/2024

Digital Bonus Distribution:
IBC • AFI Fest
Mill Valley Film Festival
CAF Attendees

OCT

Product Guide

Scaling VP for Smaller Budgets

PRINT + DIGITAL

ON SALE DATE: 10/1/2024
SPACE RESERVATIONS: 8/19/2024
MATERIALS DUE: 8/26/2024

Print Bonus Distribution:
NAB New York City • Cine Gear Expo
Atlanta • ECA Awards • IBC
AFI Fest • American Film Market
LDI Show • Mill Valley Film Festival
Camerimage

NOV

Unscripted

LED's Then and Now

DIGITAL

ON SALE DATE: 11/5/2024
SPACE RESERVATIONS: 10/18/2024
MATERIALS DUE: 10/25/2024

Digital Bonus Distribution:
LDI Show • American Film Market
Camerimage • Cine Gear Expo
Attendees

DEC

Generation NEXT

(Not) Born in the USA
What's New In
Commercial Production

PRINT + DIGITAL

ON SALE DATE: 12/2/2024
SPACE RESERVATIONS: 10/17/2024
MATERIALS DUE: 10/31/2024

Print Bonus Distribution:
Sundance Film Festival • Slamdance
Film Festival • FYC Screening Series
HPA Tech Retreat • Cine Gear Expo
New York City

DEPARTMENTS

Book Review

The latest and greatest in printed words and photography from the world of filmmaking

Deep Focus

Cinematographers, Publicists and Unit Stills share their uncensored thoughts on work and life

Depth of Field

Members, vendors, and industry players giving back via educational and charitable efforts

Exposure

Conversation with directors, producers, designers and other creative partners of Local 600 Directors of Photography

Features

In-depth cover stories and feature articles on theatrical films, cable/network/streaming/unscripted television series, and live events crewed by Guild members

First Look

Getting to know newer Guild members who are resume building in a big way

Game Changers

New technologies, workflows, and tools disrupting current production methodologies – a glimpse into the future of film/television/new media

Key Light

Ten questions with executives, producers, content creators, and industry decision-makers

Master Class

Profile of veteran Guild members sharing knowledge of their specific craft

On The Street

Polling the best new gear/processes from Local 600 camera and publicity teams

Pre-Production

Guild members from all classifications talk about their earliest influences and mentors

Production Credits

Crew lists for upcoming productions

Refraction

Technologists to film preservationists talk about the past, present, and future of the industry.

Replay

How'd they do that? One-of-a-kind shots broken down by the world's best camera teams

Stop Motion

On-set parting image from Local 600 Unit Still Photographers

Specials

Gallery spreads from Unit Still Photographers; industry trend stories, leading-edge tech highlights, and more

Unscripted

Conversation between two production partners about workflow processes from a recent project

Union Love

IATSE film crafts members/teams share why they love American labor

Zoom In

Guild members “talk story” from the set



PRINT/DIGITAL READERSHIP

Members of Local 600

IATSE Unions in U.S. & Canada

Vendors, filmmakers and labor unions across Europe, Asia and South America

Other industry stakeholders involved with safety and best practices on set

Directors

Producers/Production Companies/UPM's

Studio Executives

Cinema School: Students & Faculty

Product/Manufacturing Companies

Advertisers

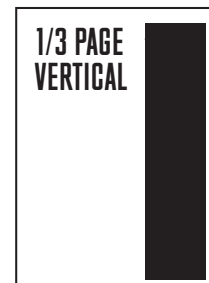
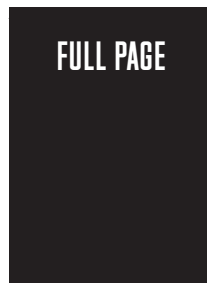
Rental Facilities

New Media Firms

Independent Filmmakers



DIGITAL AD RATES



ADVERTISING RATES

SIZE	1X	3X	4X	6X	10X
2 Page Spread	4,852	4,505	4,317	4,210	3,659
Full Page	2,434	2,252	2,108	1,915	1,830
2/3 Page	2,103	1,905	1,766	1,578	1,402
1/2 Page	1,803	1,622	1,477	1,301	1,209
1/3 Page	1,198	1,087	1,000	926	829

Firm contracts received for 6 or more insertions will be protected at these rates for 1 year.

PREMIUM POSITIONS

COVER 2 AND PAGE 3 SPREAD 20% ADDITIONAL
 COVER 3 15% ADDITIONAL
 COVER 4 40% ADDITIONAL
 Any requested position 10% ADDITIONAL
 (other than PREMIUM)

SPONSORSHIPS

Sponsorships of the "Deep Dive" Series, Instagram Live "Short Takes", Web Exclusives, and other sponsorships available upon request.



WEB ADVERTISING RATES

Homepage Banner (top 2 positions): 1,250

Homepage Banner (other than top): 1,100

Size: 300x250 Pixels

JPEG images, GIFS, or iFrame code only

ADVERTISING REPRESENTATIVES

WEST COAST & CANADA
ROMBEAU INC.

Sharon Rombeau

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Fax: (818) 760-0860

Email: sharonrombeau@gmail.com

EAST COAST & EUROPE

ALAN BRADEN INC.

Alan Braden

Tel: (818) 850-9398

Email: alanbradenmedia@gmail.com



DIGITAL SPECS

Why Advertise In ICG Magazine?

Advertising across ICG Magazine's many media platforms will strongly enhance your brand. ICG Magazine's digital edition, along with icgmagazine.com, offers the widest possible exposure of your product with end-users. Our leading-edge content, curated each issue to reflect new media and technology trends, will distinguish your business as a major player in the filmmaking industry, and will deliver your customized message directly to ICG's readership.

ICG Magazine Digital Edition Open Rates

Year over year, open rates of ICG Magazine's digital edition are consistently higher than the average industry standard. ICG Magazine's average open rate is 74% compared to industry standards of 23% and 22.2% for media and publishing.

MECHANICAL REQUIREMENTS

(Final Size in Inches: 8.5 wide x 10.875 high)

2 Page Spread	17 x 10.875
Full Page	8.5 x 10.875
1/2 Page Horizontal	7.5 x 4.5
1/3 Page Square	4 x 4
1/3 Page Horizontal	7.5 x 2.85
1/3 Page Vertical	2.85 x 9.35

DIGITAL FILE REQUIREMENTS

**ICG Magazine ONLY ACCEPTS
High Resolution RGB PDF files**

When exporting to PDF, make sure that all fonts are embedded or outlined. Images must be set to either keep their resolution or downsample to 300 dpi and should be given either high quality compression or preferably no compression at all.

**Maximum file size should not exceed 10 MBs
If available use PDF/x-1a settings to create the PDF**

OPTIONAL VIDEO LINK SPECS

Video should be hosted by a third-party video platform (Vimeo or YouTube). Please send the link in the body of the email separate from the PDF. It will be inserted manually. To ensure that readers click on the video link, please include an action button.



WATCH DEMO

PRINT RATES

2 PAGE SPREAD

FULL PAGE

1/2 PAGE
HORIZONTAL

SIZE	1X	2X	3X	4X
2 Page Spread	7,236	6,861	6,486	6,007
Full Page	3,968	3,771	3,462	3,320
1/2 Page	2,610	2,415	2,361	2,165



PREMIUM POSITIONS

COVER 2 AND PAGE 3 SPREAD

20% ADDITIONAL

COVER 3

15% ADDITIONAL

COVER 4

40% ADDITIONAL

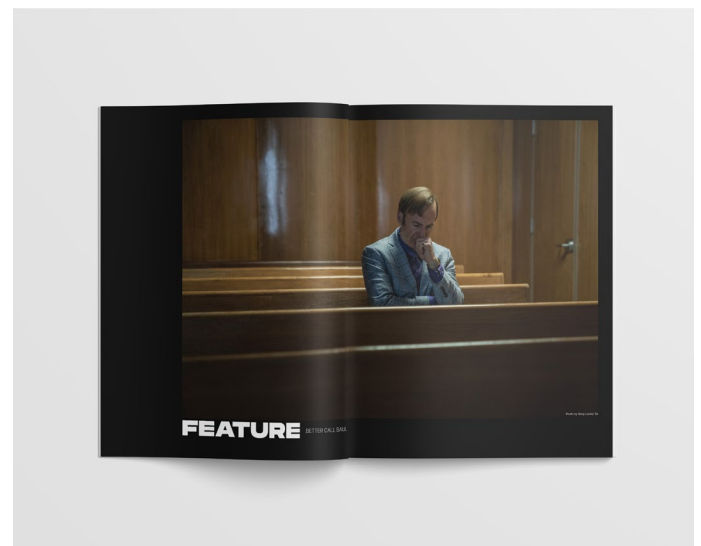
Any requested position

10% ADDITIONAL

(other than PREMIUM)

INSERTS & SPONSORSHIPS

Rates and information available upon request.



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WEST COAST & CANADA

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EAST COAST & EUROPE

ALAN BRADEN INC.

Alan Braden

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PRINT SPECS

Print engagement. Enhance your engagement with members of Local 600 and other industry stakeholders on a more consistent and strategic basis. In addition to our targeted digital distribution, a hard copy can live on in rental houses, cinema schools, studio management suites, as well as throughout the year at industry events like trade shows and film festivals. Print provides industry stakeholders a frequent (and physical) reminder how essential your brand is to the production pipeline.

MECHANICAL REQUIREMENTS

(Final Trim Size in Inches: 8.5 wide x 10.875 high)
(Safe Zone for type/logos: 8 x 10.375)

2 Page Spread (includes 0.125" bleed)	17.25 x 11.125
Full Page (includes 0.125" bleed)	8.75 x 11.125
1/2 Page Horizontal	7.5 x 4.5
1/3 Page Square	4 x 4
1/3 Page Horizontal	7.5 x 2.85
1/3 Page Vertical	2.85 x 9.35

FILE REQUIREMENTS

ICG Magazine ONLY accepts high resolution, CMYK Adobe PDF files.

When exporting to PDF, make sure that all fonts are embedded or outlined. Images must be set to either keep their resolution or downsample to 300 dpi and should be given either high quality compression or preferably no compression at all.

Maximum file size should not exceed 15 MBs
If available use PDF/x-1a settings to create the PDF





MISSION STATEMENT

Published by the International Cinematographers Guild, *ICG Magazine* is the premier multimedia trade outlet for Film/TV and New Media professionals. Our core mission is to create a greater awareness and appreciation for the work done by the members of ICG Local 600. *ICG Magazine* has been at the forefront of technology trends, providing our diverse readership with practical, leading-edge content that impacts the global entertainment industry. ICG Local 600 represents over 9,500 union workers in the camera and publicity crafts. It is the largest Camera Guild worldwide, representing Directors of Photography, Lighting Designers, Camera Operators, Steadicam and Jib Operators, Camera Assistants, Digital Imaging Technicians, Technocrane Operators and Technicians, Remote Head Operators and Technicians, Loaders, Camera and Digital Utilities, Video Controllers, Unit Still Photographers, Unit, Studio, Agency, and Independent Publicists.