

# BOXOFFICE<sup>®</sup> PRO

The Official Magazine of NATO



# 2012

media kit

# BOXOFFICE<sup>PRO</sup>

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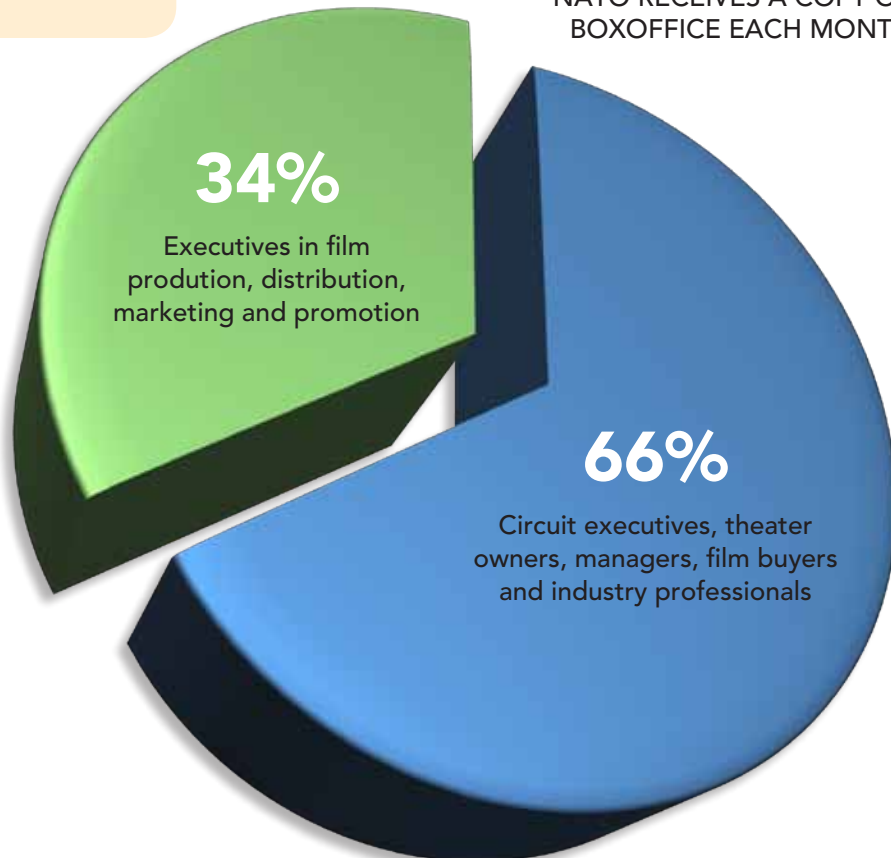
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BOXOFFICE PRO is the **ONLY** trade publication of its kind with more than twice the readers of its closest competitor.

BOXOFFICE PRO is constantly employing innovative and fresh ideas to increase our readership. This includes distribution at all of the major trade shows, on-site reporters at the major conventions and the constant updating of our web site at [BOXOFFICE.com](http://BOXOFFICE.com).

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**BOXOFFICE PRO** is dedicated to bringing motion picture professionals the most up-to-date information, data and analysis from our veteran editorial staff and top industry experts to insure our readers have access to the knowledge that will enable them to make informed, profitable decisions about which products and services they purchase.

Every month in **BOXOFFICE PRO**, and every day at **BOXOFFICE.com**, we provide an insightful look at both the vibrant North American market as well as a global perspective from Latin and South America, Europe, Asia and Australia.

**BOXOFFICE PRO** provides comprehensive coverage of the growing independent film business and provides detailed reports from the world's best-attended film festivals.

Experts from all sectors of the motion picture industry provide their expertise, analysis and forecasts so our readers can make informed strategic decisions.

Since the days of silent films, whenever exhibitors and other motion picture professionals need information, they turn to **BOXOFFICE PRO**.

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**BOXOFFICE PRO** is dedicated to bringing theatrical exhibition professionals the most up-to-date information, data and analysis. This ensures that our readers have access to the knowledge that will enable them to make informed, profitable decisions about which products and services they purchase. Our annual, monthly and special features offer you a unique opportunity to promote your products and deliver your message to thousands of exhibition professionals.

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**News:** We publish breaking film news as it happens and provide original reporting and analysis when stories warrant. In addition to production news we provide coverage exclusive of the exhibition industry.

**Reviews:** Our original film reviews, filed by some of the most respected critics in the entertainment industry, number in the thousands and include critiques of every domestic theatrical film released each year. Four of our critics are members of the prestigious Los Angeles Film Critics Association—more than any other film or news site. Readers interact with our reviewers via on-site commenting and follow them via Twitter and other social networking services and that high-level of interest translates into a deeply dedicated readership. And studios take note—Boxoffice reviewer quotes can be seen in the trailers of major Hollywood releases.

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