

Media Play News is the voice of the direct-to-consumer entertainment industry, from streaming to all forms of video-on-demand (VOD) and physical distribution (Blu-ray Disc, 4K Ultra HD and DVD). We cover movies, TV shows and other filmed content that consumers enjoy in the home or on the go.



MAGAZINE

A carefully curated collection of content from our daily website along with deeper thought pieces and insights exclusive to the monthly print and digital editions.

CIRCULATION

10,492

DIMENSIONS

Tabloid

FREQUENCY

Monthly

WEBSITE

[MediaPlayNews.com](https://www.MediaPlayNews.com)

Constantly updated breaking news, photos and blogs keep the home entertainment industry in the loop on the latest developments in the business.

MONTHLY VISITS**

183,112

UNIQUE VISITORS**

110,216

E-NEWSLETTERS

Breaking news and daily e-newsletters keep readers apprised of developments in home entertainment as they happen.

SUBSCRIBERS

9,130

SOCIAL MEDIA

We have thousands of social media followers across Facebook, Twitter, Instagram, TikTok and LinkedIn, all 100% organic.

TWITTER IMPRESSIONS

67,700**

FACEBOOK PAGE REACH

46,000**

INSTAGRAM ACCOUNTS REACH

42,200**

* Haus Interactive hosting site data

** 30-day statistics, as of Nov. 8, 2021

*Figures calculated through September 30, 2021

From the latest industry news, trends and research to insightful analysis and market intelligence, we tell you what's important and what it means to your business. *Media Play News* delivers your message to all segments involved in getting entertainment into the hands of the consumer – through a 24/7 website, a daily e-newsletter, breaking news alerts, a monthly magazine in both print and digital editions, and a fast-growing social media presence across Facebook, Twitter, Instagram, TikTok, and LinkedIn.

Media Play News stories and research are cited in top consumer publications such as *USA Today* and *The Wall Street Journal* and in reports from some of Wall Street's top financial analysts. We get picked up by leading news services, websites and bloggers. We reach major studios, independent film creatives and distributors, technology companies such as Microsoft and Roku, streaming services, retailers, and distributors of digital content. *Media Play News* is published by JCH Media Inc., a California corporation.



FOR ADVERTISING, CONTACT:

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WEBSITE AUDIENCE (Monthly)*†

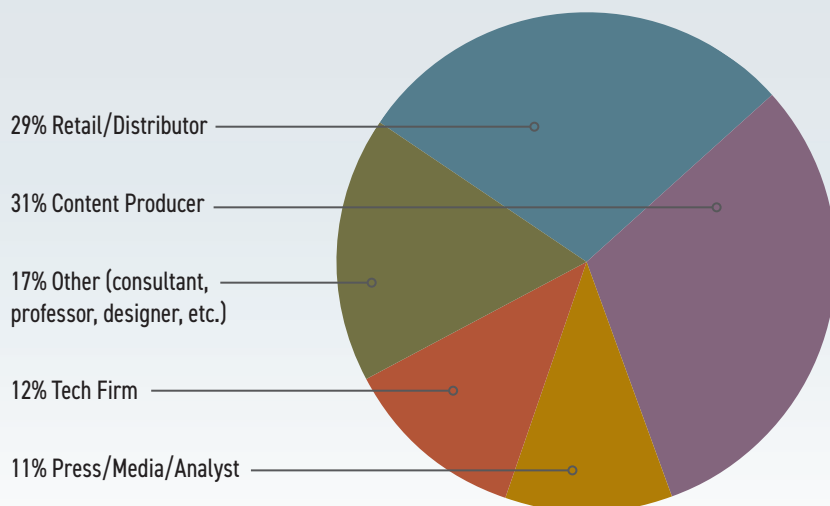


*Haus Interactive hosting site data

†Figures calculated through September 30, 2021

TRADE AUDIENCE

Studios and other content suppliers account for the biggest share of our audience, at 31%*, with retailers and other distributors of content, including streaming services, at 29%* and press/media/analysts at 11%*.



Consumers now account for the majority of our online readership, at 51.9%, according to a reader survey conducted in October 2020. They are active purchasers and renters of content, with more than half (55%) having bought 50 or more titles over the past year, either on disc or through digital retailers. They are also avid streamers, with 87.5% subscribing to one or more streaming services and 76% subscribing to three or more SVOD services.



OUR READERS ARE ACTIVE BUYERS, RENTERS AND STREAMERS*

DIGITAL PURCHASES IN THE PAST YEAR

Over 50	14%
25-50	13%
10-24	14%
1-9	34%

DIGITAL RENTALS IN THE PAST YEAR

Over 50	4%
25-50	4%
10-24	9%
1-9	38%

BLU-RAY DISC/DVD PURCHASES IN THE PAST YEAR

Over 50	41%
25-50	14%
10-24	14%
1-9	18%

BLU-RAY DISC /DVD RENTALS IN THE PAST YEAR

25-50	7%
10-24	9%
1-9	18%

DO YOU OWN A 4K ULTRA BLU-RAY PLAYER?

Yes	61%
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HOW MANY STREAMING SERVICES DO YOU SUBSCRIBE TO?

3 or More	76%
2	18%
1	6%

WHICH STREAMING SERVICES DO YOU SUBSCRIBE TO?

Netflix	73%
Amazon Prime	71%
Disney+	61%
Hulu	39%
HBO Max	29%
Peacock	29%
Apple TV+	25%
Paramount+	18%
Other	13%

WHAT DEVICES DO YOU USE TO ACCESS DIGITAL CONTENT?

Smart TV	55%
Computer	45%
Roku	38%
Fire Stick	34%
Blu-ray Player	30%
Game Console	25%
Chromecast	5%
Cable/Satellite Apps	5%

Media Play News has 10,492 readers for its monthly print/digital edition magazine and 9,130 subscribers to its daily e-newsletter/breaking news alerts.

OUR READERS INCLUDE:



Galen Smith
CEO, Redbox



Chris Nagelson
VP, Walmart



Ted Sarandos
Co-CEO, Netflix



Dametra Johnson-Marletti
Corporate VP, Stores
Category Management,
Microsoft



Lexine Wong
Head of Global Multi-
channel Distribution
Marketing



Bob Buchi
President, Paramount
Home Entertainment



Michael Pachter
Research Analyst,
Wedbush



Leonard Maltin
American Film Critic



Cameron Douglas
VP of Home
Entertainment,
Fandango



Ann Sarnoff
CEO, Warner Brothers
Entertainment



BY MARKET (Print* and Digital Edition**)

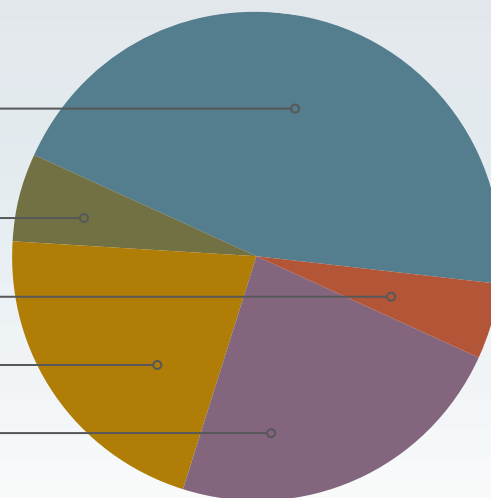
Retail (E-commerce, Consumer Electronics, Big Box, Book, Music, Custom Installers, Distributors, etc.) 45%

Rental, VOD, Cable, Digital Delivery 5%

Technology, Hardware and Ancillary 6%

Content Producers 23%

Other 21%

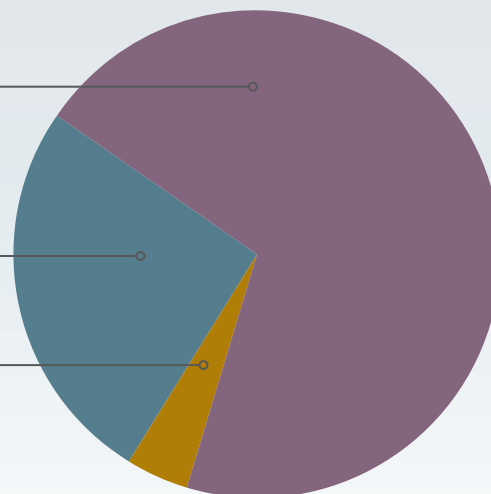


BY TITLE*

Management 70%

Owner/CEO/President 26%

Other 4%



* Subscription Data

** Online Readership Survey

ADVERTISING CONTACT

John Boezinger
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EDITORIAL CONTACT

Stephanie Prange
714-307-3228
sprange@mediaplaynews.com



EDITORIAL CALENDAR / AD PLANNER

PUBLICATION DATE	SPECIAL COVERAGE	AD CLOSE	MATERIALS DEADLINE
January 24	CES Wrap; Year in Review	1/6	1/12
February 21	Special Section: The Indie 20	2/3	2/9
March 21	Special Section: 25 Years of Digital Entertainment, Part 1	3/4	3/9
April 18	Special Section: 25 Years of Digital Entertainment, Part 2 Home Media Award Winners Announced	3/31	4/6
May 16	Special Section: Top Marketing Campaigns	4/28	5/3
June 13	Special Section: Top Retailers	5/28	6/2
July 18		6/30	7/6
August 22	Special Section: 40 Under 40	8/4	8/10
September 19	Special Section: 4k Ultra HD Blu-ray	9/11	9/7
October 17	Special Section: Women in Home Entertainment	9/29	10/5
November 14	Special Section: Top 40 Names in Streaming	10/27	11/2
December 12	Special Section: Heroes in Home Entertainment	11/23	11/30



PRINT

LEVEL 1	TAB	1/2	1/3
Theatrical Box Office	\$10,000	\$4,500	\$2,500
Cover (Premium Charge)	\$15,000		
LEVEL 2	TAB	1/2	1/3
Television, Branding, Catalog	\$7,500	\$4,000	\$1,800
LEVEL 3	TAB	1/2	1/3
Boutique Films	\$4,000	\$2,500	\$1,200

DIGITAL

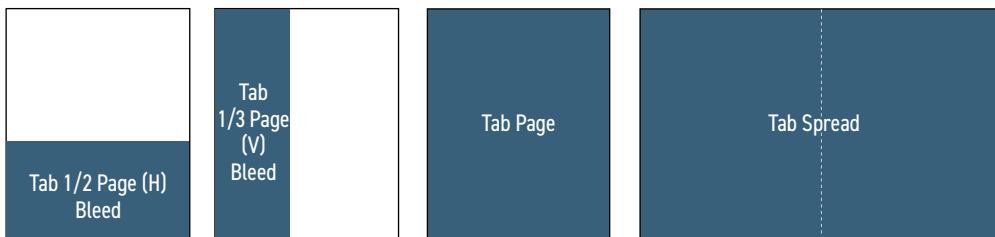
MEDIAPLAYNEWS.COM	
Leaderboard*	\$1,500/one-week run
Skyscraper*	\$1,500/one-week run
Big Box*	\$1,000/one-week run
E-NEWSLETTER/ BREAKING NEWS BLAST	
Leaderboard	\$500/one-week run
SPONSORED CONTENT	
Sponsored Message Blast	\$1,500
Native Advertising	Inquire

* Run-of-Site (ROS) Placements

PRINT AD SIZE	TRIM (wxh)	BLEED (wxh)
Tab page	10.25" x 13"	10.5" x 13.25"
Tab spread	20.5" x 13"	20.75" x 13.25"
Tab 1/2 page (H)	10.25" x 5.625"	10.5" x 5.875"
Tab 1/3 page (V)	4.25" x 13"	4.5" x 13.25"

All ads require 1/8" bleed on all sides.

The advertiser is responsible for preflighting and proofing all advertisements prior to submission to the publisher.



PRINT AD SPECIFICATIONS

FILE FORMAT

Files should be press-optimized (high resolution 300 dpi), CMYK, and have all fonts embedded. The preferred format is PDF/X-1a. Add 0.125" to top, bottom, left, and right of the ad trim dimensions for print bleed.

LIVE COPY

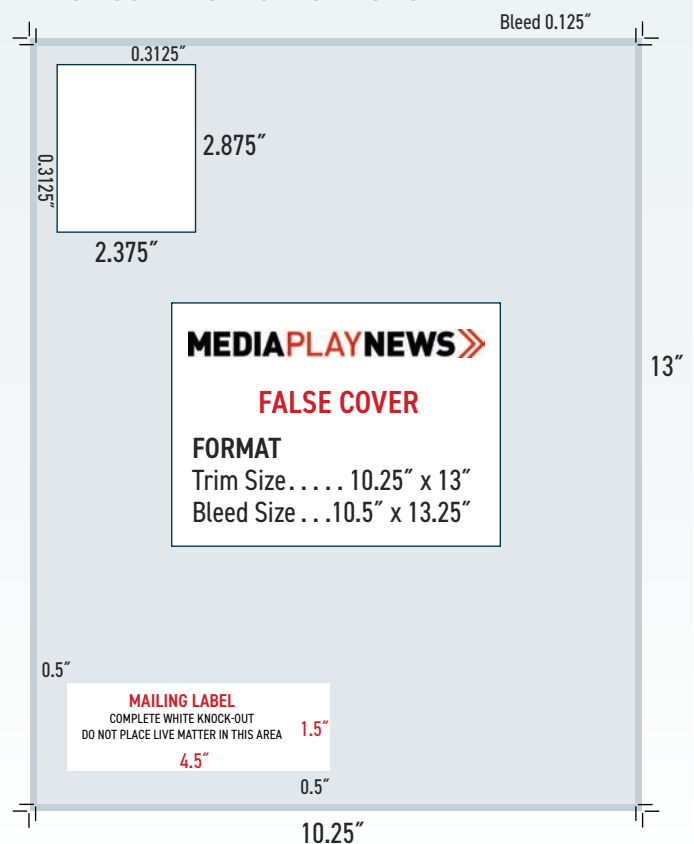
Must be 0.25" inside the trim on all four sides plus 0.125" on each side of the gutter for spreads.

FILE SUBMISSIONS/QUESTIONS

Email a downloadable link to jboezinger@mediaplaynews.com and sprange@mediaplaynews.com.

For questions, contact John at (949) 413-9311 or jboezinger@mediaplaynews.com

FALSE COVER SPECIFICATIONS



DIGITAL AD SIZE	WIDTH	HEIGHT
Leaderboard	2184 px	270px
Skyscraper	480 px	1800 px
Big Box	900 px	750 px

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BREAKING NEWS

Leaderboard 1

'Hobbs & Shaw' Debuts Atop Home Video Sales Charts

Universal Pictures Home Entertainment's Fast & Furious Presents: Hobbs & Shaw debuted at No. 1 on the NPD VideoScan First Week chart, which tracks combined DVD and Blu-ray Disc unit sales, and the dedicated Blu-ray Disc sales chart the week ended Nov. 9. [CONTINUE READING](#)

Leaderboard 2

Scroll

NEWSLETTER

Leaderboard 1

'Frozen 2' Theatrical Success Bodes Well for Home Entertainment

Walt Disney Animation Studios set a global opening weekend box office record with Frozen II, the sequel to the equally successful original Frozen from 2013. That record went on to generate nearly \$1.3 billion at the box office for Disney — the 19th largest worldwide theatrical tally in history — and help launch a global [CONTINUE READING](#)

Leaderboard 2

CBS, Viacom Merger to Close Dec. 4; New Name ViacomCBS Inc.

CBS Corp. and Viacom Inc. announced that their pending merger is expected to close after market hours on Dec. 4. Immediately following the closing, the combined [CONTINUE READING](#)

Amazon Expands Live Sports with BT TV Distribution Deal

Amazon Prime Video, unlike Netflix, Hulu, Apple TV+ and Disney+, continues to embrace live sports programming. Prime already has NFL Thursday Night Football, in addition [CONTINUE READING](#)

Scroll

WEBSITE

Black frame indicates viewable screen

Leaderboard 1

'Mandalorian' Climbs Past 'Stranger Things' to Top of TV Demand Charts

2019 LATCHER: The Mandalorian's lead on the list, which tracks demand for TV shows, is a result of its recent release on Disney+ and its status as a "must-watch" series. [CONTINUE READING](#)

TOP STORIES

'Mandalorian' Climbs Past 'Stranger Things' to Top of TV Demand Charts

RESEARCH

Home Video Charts

82.7% 33.9% 3.8%

Top Box Office
Top Revenue
Top DVD Market Share
Regional Sales Breakdown
New Releases

REVIEWS

Check Your Hall Hall

NEWS

Disney Mobile App Downloaded 11.5 Million Times in First Two Weeks

Netflix Lease to Keep Open Iconic New York Theater

Social Media Tips Original Video Content Orders

Best Buy Q3 Entertainment Revenue Plummets

'Shutter Island' Heads to 4K Ultra HD Blu-ray Feb. 11 for 10th Anniversary

Christmas in July

Christmas in July

Days of Wine and Roses

Charley Varick

The Mandalorian: Chapter 1

My Favorite Year

Leaderboard 2

PHOTOS

Angry Birds 2 Goes to the Zoo

Miles' Picks: 'Days of Wine and Roses' and 'Charley Varick'

Angry Birds 2 Goes to the Zoo

BLOGS

Miles' Picks: 'Days of Wine and Roses' and 'Charley Varick'

Angry Birds 2 Goes to the Zoo

Big Box 1

Leaderboard 3

DIGITAL AD SPECIFICATIONS

FILE FORMAT

The preferred file format is an RGB JPG.

FILE SUBMISSIONS/QUESTIONS

Email file to jboezinger@mediaplaynews.com and sprange@mediaplaynews.com.

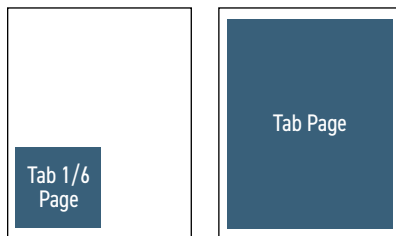
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Media Play News offers clients the chance to deliver their custom message directly to consumers through our sponsored content offerings. Also known as advertorials or native advertising, these articles are written by our editors but approved by you.

Sponsored content gets your product or company in front of people in places that they're already looking – with two-week news feed placement on the home page of our website, placement in the daily newsletter, and placement in the editorial section of our digital and print versions of the magazine. Because it holds useful information and feels appropriate for the context, it's a persuasive way to tell people more about what you do – or what you have to sell.

MAGAZINE



PRINT AD SIZES	WIDTH	HEIGHT
Tab page	10.25"	13"
Tab 1/6 page	4.5"	4"

NEWSLETTER



WEBSITE

Black frame indicates viewable screen



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CONTENT SPECIFICATIONS

SUPPORTING FILE FORMATS

Image files should be high resolution, 300 dpi as jpg, tif, png for best output quality. Logo files should be a vector file: pdf, eps, ai, svg. Copy should be supplied as a PDF or Word document.

FILE SUBMISSIONS/QUESTIONS

Email a download link to John Boezinger for file submissions. For questions, contact John at (949) 413-9311 or jboezinger@mediaplaynews.com