

Media Play News focuses exclusively on the distribution of movies, shows and other filmed content to the home. Our website, daily e-newsletter, breaking news alerts and monthly print/digital magazine cover all aspects of direct-to-consumer distribution through the three primary platforms: streaming (SVOD, AVOD and FAST), digital TVOD/EST, and disc (4K Ultra HD, Blu-ray Disc, and DVD). We reach both trade and consumers.



MAGAZINE

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

CIRCULATION

12,976

DIMENSIONS

Tabloid

FREQUENCY

Monthly

WEBSITE

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

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

MONTHLY VISITS*

258,638

UNIQUE VISITORS*

129,652

E-NEWSLETTERS

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

SUBSCRIBERS

11,263 vetted email addresses

SOCIAL MEDIA

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

FOLLOWERS

20,062**

* Haus Interactive hosting site data, as of October 31, 2023

** As of November 30, 2023

We tell you what's important – and why. *Media Play News* is a forum for all businesses involved in the on-demand distribution of entertainment. We reach executives at major studios, top streaming services, independent film distributors, digital and physical retailers, and technology companies.

We also have a growing number of consumers interested in finding out what they can watch, and where, from what's new at Netflix and Disney+ to which new movies are only available for purchase or rental.

Media Play News stories and research are routinely cited in reports from some of Wall Street's top financial analysts. We get picked up by leading news services, websites and bloggers and we supplement our core media properties with a fast-growing social media presence across Facebook, Twitter, Instagram, TikTok, and LinkedIn.



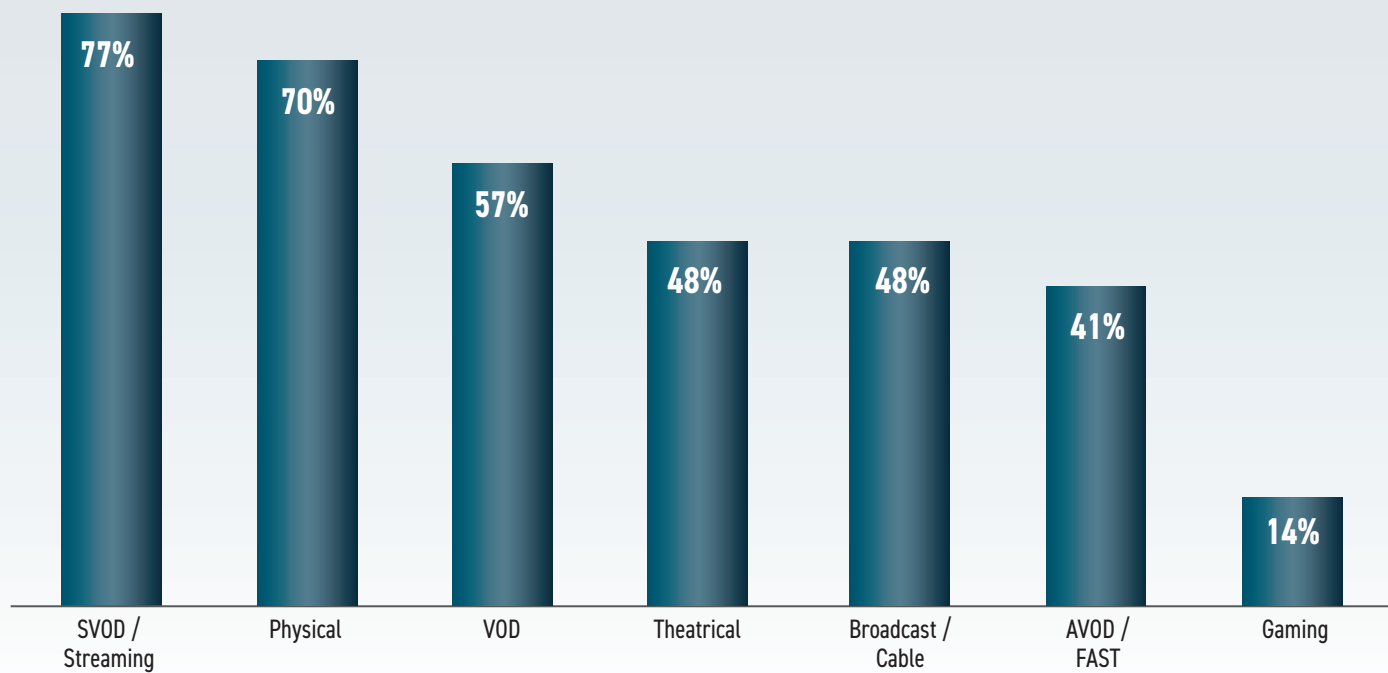
FOR ADVERTISING, CONTACT:

John Boezinger, Chief Revenue Officer
jboezinger@mediaplaynews.com
 949-413-9311

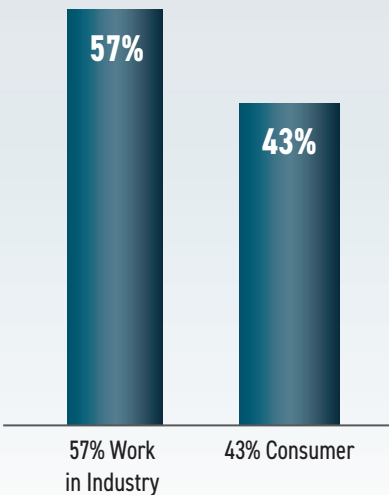
Stephanie Prange, Associate Publisher
sprange@mediaplaynews.com
 714-307-3228



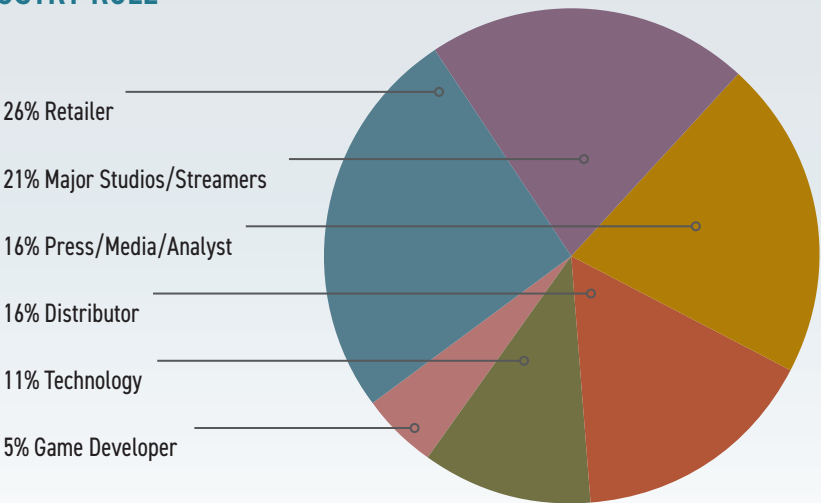
HOW OUR READERS CONSUME CONTENT *



INVOLVEMENT IN HOME ENTERTAINMENT*



INDUSTRY ROLE*



*Online Readership Survey

OUR READERS INCLUDE



Ted Sarandos
Co-CEO, Netflix



Cameron Douglas
SVP of OTT/Streaming,
Fandango



Michael Bonner
President, Universal
Pictures Home
Entertainment



Michael Pachter
Managing Director,
Equity Research,
Wedbush



Eddie Cunningham
President, Studio
Distribution Services



Andrea Downing
President, PBS
Distribution



Lexine Wong
EVP and Head of
Global Multichannel
Marketing, Sony
Pictures Television



**Dametra
Johnson-Marletti**
Corporate VP and
Chief Commercial
Officer for Gaming,
Microsoft



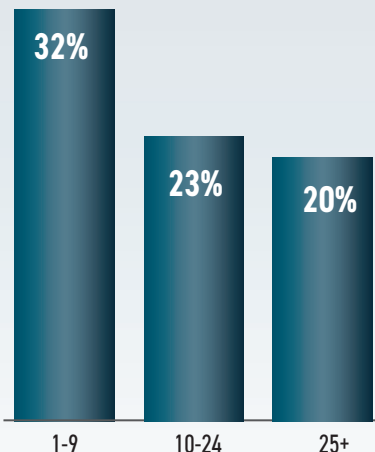
Dan Cohen
Chief Content
Licensing Officer,
Paramount Global



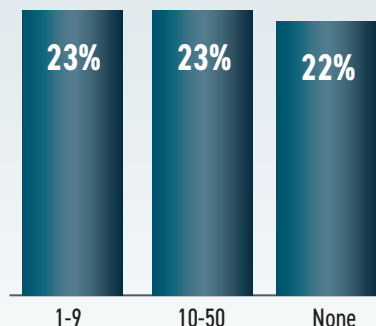
Erick Opeka
President and Chief
Strategy Officer,
Cineverse



ANNUAL DIGITAL PURCHASES*



ANNUAL DISC PURCHASES*



* Online Readership Survey

ADVERTISING CONTACT

John Boezinger
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jboezinger@mediaplaynews.com

EDITORIAL CONTACT

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

EDITORIAL CALENDAR / AD PLANNER

PUBLICATION DATE	SPECIAL COVERAGE	AD CLOSE	MATERIALS DEADLINE
January 29			
	CES Wrap; Year in Review	1/15	1/19
February 26			
	Special Section: Fast Forward Honors	2/12	2/16
March 25			
	Special Section: Top Independent Film Power Players	3/11	3/15
April 22			
	Home Entertainment Awards	4/8	4/12
May 20			
	Special Section: Top Marketing Campaigns	5/6	5/10
June 17			
	Special Section: Top Retailers	6/3	6/7
July 22			
	Special Section: 40 Under 40	7/8	7/12
August 19			
		8/5	8/9
September 16			
	Special Section: Women in Home Entertainment	9/2	9/6
October 14			
		9/30	10/4
November 18			
	Special Section: Top Streamers	11/4	11/8
December 16			
	Special Section: Heroes in Home Entertainment	12/2	12/6



PRINT

LEVEL 1	TAB	1/2
Theatrical Box Office	\$11,000	\$5,000
Cover (Premium Charge)	\$16,500	
LEVEL 2	TAB	1/2
Television, Branding, Catalog	\$8,250	\$4,500
LEVEL 3	TAB	1/2
Boutique Films	\$4,750	\$2,750

DIGITAL

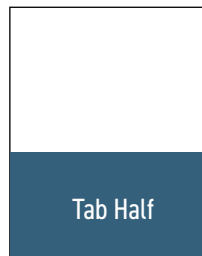
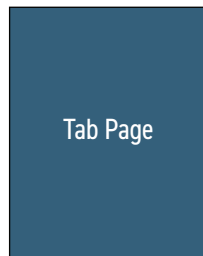
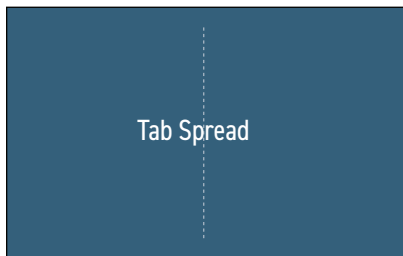
MEDIAPLAYNEWS.COM	
Leaderboard*	\$1,500/one-week run
Skyscraper*	\$1,500/one-week run
Big Box*	\$1,000/one-week run
E-NEWSLETTER/ BREAKING NEWS BLAST	
Leaderboard	\$750/one-week run
SPONSORED CONTENT	
Email Blast	\$1,650
Print and Digital	Inquire

* 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"

All ads require 0.125" 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 TYPE SAFETY

All type must be 0.25" inside the trim on all four sides. Spread ads must have 0.125" type safety on each side of the gutter.

NOTE:

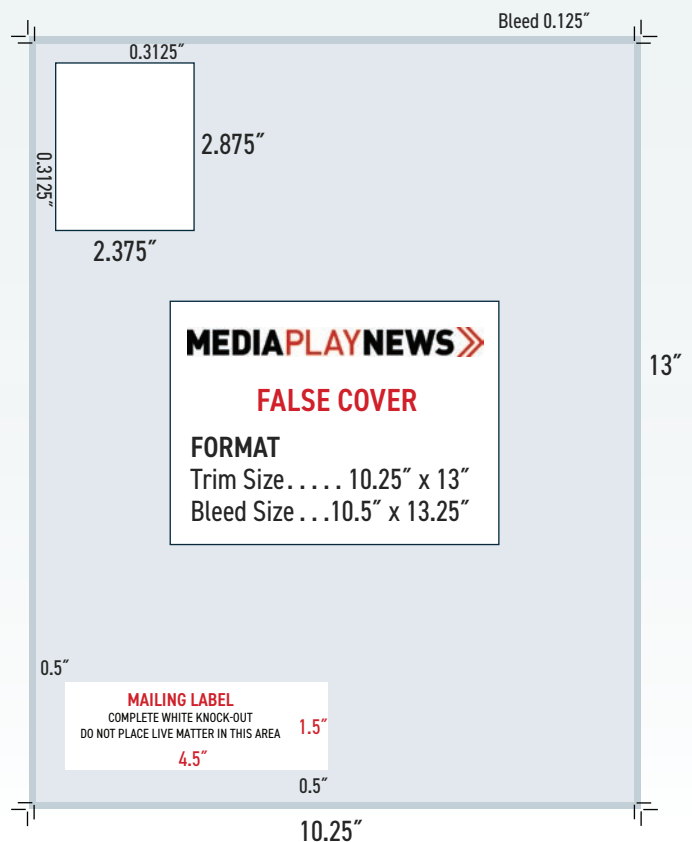
Submitted ads must be no larger than 20MB.

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

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



BREAKING NEWS

Leaderboard 1

Leaderboard 2

Scroll

NEWSLETTER

Leaderboard 1

Leaderboard 2

Scroll

WEBSITE

Black frame indicates viewable screen

Leaderboard 1

Leaderboard 2

Big Box 1

Leaderboard 3

DIGITAL AD SPECIFICATIONS

FILE FORMAT

The preferred file format is an RGB JPG.

FILE SUBMISSIONS/QUESTIONS

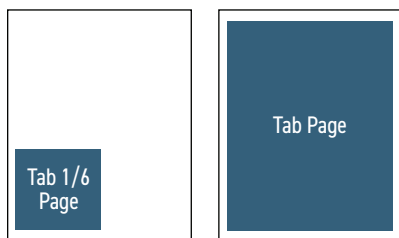
Email file to jboezinger@mediaplaynews.com and sprange@mediaplaynews.com.

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

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 our readers — in the news feed on the home page of our website, in our daily newsletter, and in the editorial pages of our monthly magazine, both print and digital. It's an effective and persuasive way to tell our readers what you do — and what you have to offer them.

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