

# World Screen

**MEDIA KIT 2022/2023**



# The most important, respected and influential publishing group in the international media business.



**I**n its 38-year history, *World Screen* has become known for its exclusive interviews with the top names in the media business. As the publisher of 8 magazines, 3 annual guides, 5 daily newsletters, 9 weekly newsletters, 14 online destinations, 5 premieres services, 9 virtual events platforms, 5 video portals and 2 apps, we offer a wide array of services throughout the year.



Best Printed  
Trade Magazine



# 10 WORLD SCREEN OFFERINGS

## PRINT EDITIONS

As a 38-year-old publishing group exclusively devoted to the business of international media, **World Screen** is well known for its production quality and editorial integrity. You can expect the same from **TV Drama**, **TV Kids**, **TV Real**, **TV Formats**, **TV Asia** and **TV Latina**: strong content, beautiful layout and quality reproduction. Our editors and writers provide in-depth coverage, concentrating exclusively on the content side of media.

## DIGITAL EDITIONS

The **digital editions** of the magazines are sent out as email blasts to our entire database, averaging more than 20,000 impressions. They are also extensively promoted in our newsletters, websites and social media handles for several weeks before and during markets.

## NEWSLETTERS

World Screen offers several general and targeted newsletter options. The daily newsletters are **World Screen Newsflash**, **TV Kids Daily**, **TV Drama Daily**, **TV Real Daily** and **Diario TV Latina**. The weekly newsletters are **World Screen Weekly**, **TV Kids Weekly**, **TV Drama Weekly**, **TV Real Weekly**, **TV Formats Weekly**, **TV Latina Semanal**, **TV Ninos Semanal**, **TV Series Semanal** and **TV Canales Semanal**. The **Social Wit List** is sent out monthly.

## WEBSITES

**WorldScreen.com** provides an enormous array of content, including news, features, interviews, data, video reports and program listings. Targeted websites include: **TVKids.com**, **TVDrama.com**, **TVReal.com** and **TVFormats.ws**. We also offer a website in Spanish, **TVLatina.tv**.

## FESTIVALS

**Virtual Conferences:** These virtual events offer our subscribers a wide range of panels and keynotes. Sponsorship packages at these summits include video pre-rolls, print and digital ads, premieres, company profiles, banners and more. **Screenings Festivals:** These events allow advertisers to showcase multiple trailers for two months. In addition, an article about the festival—with embedded videos—will be published in one of our digital editions.

## PREMIERES

Showcase your latest project by booking a **World Screen Premiere**, or if you prefer, a **TV Drama Premiere**, a **TV Kids Premiere**, or a **TV Real Premiere**. These state-of-the-art services deliver your new series in high-definition, both live and on-demand, on a secure website.

## SHOWCASES

**Worldscreenings Exclusive Showcases** serve as a complement to WorldScreenings, our email newsletter allowing companies to promote a single show or their new slate—up to 12 titles—via a high-impact campaign sent out to our database of 40,000 media executives. Showcases can feature an interview with an executive at your company, a producer on one of your shows or on-screen talent, with embedded videos from your Screening Room in **WorldScreenings.com** plus contact information for your company.

## PORTALS

World Screen has totally redesigned its flagship video portal, **WorldScreenings.com**, offering a slew of improvements and a sleek new look. In addition, we have unveiled four new targeted screenings destinations: **TVKidsScreenings.com**, **TVDramaScreenings.com**, **TVRealScreenings.com** and **TVFormatsScreenings.com**. We also offer a Spanish-language video portal, **TVLatinaScreenings.tv**.

## IN-DEMAND

These seasonal reports spotlight new shows in a range of different genres: **TV Kids In-Demand**, **TV Drama In-Demand**, **TV Real In-Demand** and **TV Formats In-Demand**. Program spotlights include detailed information about a show, alongside a trailer, and a large banner above the spotlighted show. The spotlight also appears as a full-page in a digital edition.

## APPS

The **World Screen App** is available prior to all the major conventions and features program listings, news, restaurant and hotel directories, conference schedules and more. We also offer the **TV Latina App**. Both are available for **Apple iOS** and **Android** devices. We offer the exclusive sponsorships of our apps.



# PRINT & DIGITAL EDITIONS

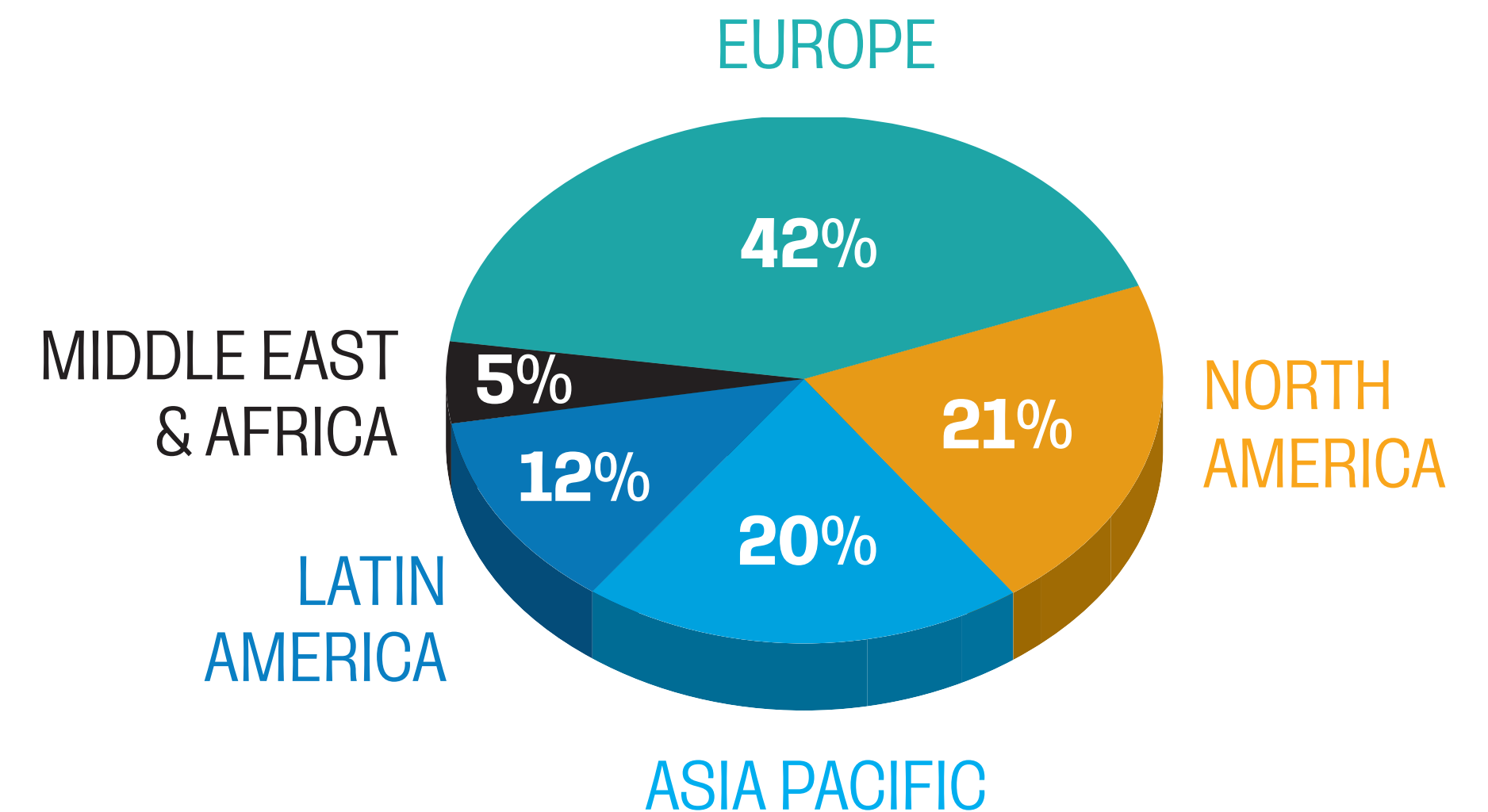


Our print and digital editions reach the top decision-makers in the international media industry. **World Screen** is sent out to approximately 4,000 media executives worldwide. It is also extensively distributed at the major conventions. The digital edition is sent out as an email blast to approximately 40,000 media executives.

## EXECUTIVES' TITLES

- ▶ Chairmen, Presidents, CEOs, Managing Directors
- ▶ Heads of programming, program planning, scheduling and co-productions
- ▶ Acquisitions executives in every department for every program genre
- ▶ Satellite, cable and OTT operators and programmers
- ▶ Our magazines are also sent to ad agencies, distributors, producers and trade organizations worldwide.

## GEOGRAPHIC DISTRIBUTION





# TARGETED PUBLICATIONS

Our targeted magazines are published as supplements inside **World Screen** and as separate publications with their own mailing and distribution.

The targeted magazines are sent out to approximately 4,000 media executives worldwide. They are also extensively distributed at their respective conventions, in addition to being sent out as digital editions to approximately 40,000 media executives.

**TV Drama** is a magazine exclusively devoted to the international business of television drama.

**TV Kids** is a magazine completely devoted to the business of children's programming and merchandising.

**TV Real** concentrates on the business of non-scripted programming.

**TV Formats** is the only magazine devoted to the business of television formats.

**TV Asia** is targeted to this vibrant and growing region.

**TV Latina** is a Spanish-language publication covering the television business in Latin America and the U.S. Hispanic market.

**TV Listings** is the ultimate programming resource for buyers.





# ANNUAL GUIDES



These annual guides are sent out to approximately 3,000 media executives worldwide. They are also widely distributed at their respective conventions, in addition to being sent out as digital editions to approximately 40,000 executives. Full-page advertisers receive a page of information about their company opposite their advertisement.

**World Screen Guide** is available at MIPTV and provides comprehensive information on the top distributors in the entertainment industry.

**TV Kids Guide**, available at MIPCOM and MIPJunior, is the only portable annual reference book for the international children's programming industry.

**TV Drama Guide**, available at MIPCOM, is the only portable annual reference book for the global drama business.



# PRINT & DIGITAL EDITIONS CALENDAR



MONTH	MAGAZINES	BONUS DISTRIBUTION
JANUARY	World Screen, TV Latina, TV Listings	Content Americas, DISCOP Miami
FEBRUARY	TV Kids, TV Listings	TV Kids Festival
FEBRUARY	World Screen	Berlinale, London Screenings
MARCH	World Screen (Pre-MIPTV)	MIPTV, Series Mania
APRIL	World Screen, TV Real, TV Kids, TV Drama, TV Formats, TV Listings, TV Latina, World Screen Guide	MIPTV, MIPFormats, MIPDoc
MAY/JUNE	World Screen, TV Latina, TV Listings	L.A. Screenings
JUNE	World Screen, TV Kids, TV Real, TV Drama, TV Listings	NATPE Budapest, Sunny Side TV Kids Summer Festival, TV Drama Festival
JULY	World Screen, TV Kids, TV Drama	
AUGUST	World Screen	
SEPTEMBER	World Screen (Pre-MIPCOM)	MIPCOM
	TV Kids	Cartoon Forum
OCTOBER	World Screen, TV Real, TV Kids, TV Drama, TV Formats, TV Listings, TV Latina, BLE Report, TV Drama Guide, TV Kids Guide	MIPCOM, MIPJunior, BLE
NOVEMBER	World Screen, TV Latina, TV Listings	MIP Cancun
DECEMBER	World Screen, TV Asia, TV Listings	Asia TV Forum



# PRINT EDITION AD RATES & SPECS

## ► AD RATES

(U.S. DOLLARS/NET)

**Single page** \$2,500

**Spread (DPS)** \$4,000

**Half-page** \$1,500

**1/3 page** \$1,200

## COVERS (FOUR COLOR)

**Front Cover** \$25,000

**Inside Front Cover Spread** \$6,000

**Back Cover** \$8,000

## GATEFOLDS AND INSERTS

Rates and specifications upon request.

## ► AD SPECS

ALL TEXT AND LOGOS MUST BE HELD 1/2" (14MM) AWAY FROM TRIM. PLEASE SEND FLAT, 300 DPI, CMYK PDF FILES.

AD SIZE (INCHES & CENTIMETERS)	WIDTH	LENGTH	WIDTH	LENGTH
<b>Single Page</b> with Bleed	10.125"	13.625"	25.72	34.61
Trimming to	9.5"	13"	24.13	33.02
<b>Single Page</b> no Bleed	8.5"	12"	21.59	30.48
<b>Spread (DPS)</b> with Bleed*	19.625"	13.625"	49.85	34.61
Trimming to*	19"	13"	48.26	33.02
<b>Spread (DPS)</b> no Bleed*	18"	12"	45.72	30.48
*ALLOW 1/2" (14MM) FOR GUTTER – 1/4" (7 MM) ON EACH SIDE OF CENTER				
<b>Half-page vertical</b> with Bleed**	4.75"	13"	12.07	33.02
<b>1/3 Page vertical</b> with Bleed**	3.25"	13"	8.26	33.02
**ADD 5/16" (8MM) BLEED				
<b>Half-page horizontal</b> (no Bleed)	8.25"	5.25"	20.96	13.34
<b>1/3 Page horizontal</b> (no Bleed)	8.25"	3.75"	20.96	9.53
<b>Front Covers</b> w/Bleed**	9.5"	10"	24.13	25.40
**ADD 5/16" (8MM) BLEED				

# DIGITAL EDITION AD RATES & SPECS

## ► AD RATES

(U.S. DOLLARS/NET)

### REGULAR ADVERTISEMENTS

**Single page** \$1,500

**Spread (DPS)** \$2,000

**Spread (DPS) advertisement before the first page of editorial** \$2,500

### ENHANCED ADVERTISEMENTS

**Single page with one embedded video** \$2,250

**Spread (DPS) with one embedded video** \$2,750

**Spread (DPS) with two embedded videos** \$3,250

To learn more about this innovative service, **[click here](#)**.

## ► AD SPECS

FILE FORMATS ACCEPTED: JPG, TIFF AND PDF (PLEASE SEND FLAT, ALL FONTS EMBEDDED), 266DPI MINIMUM

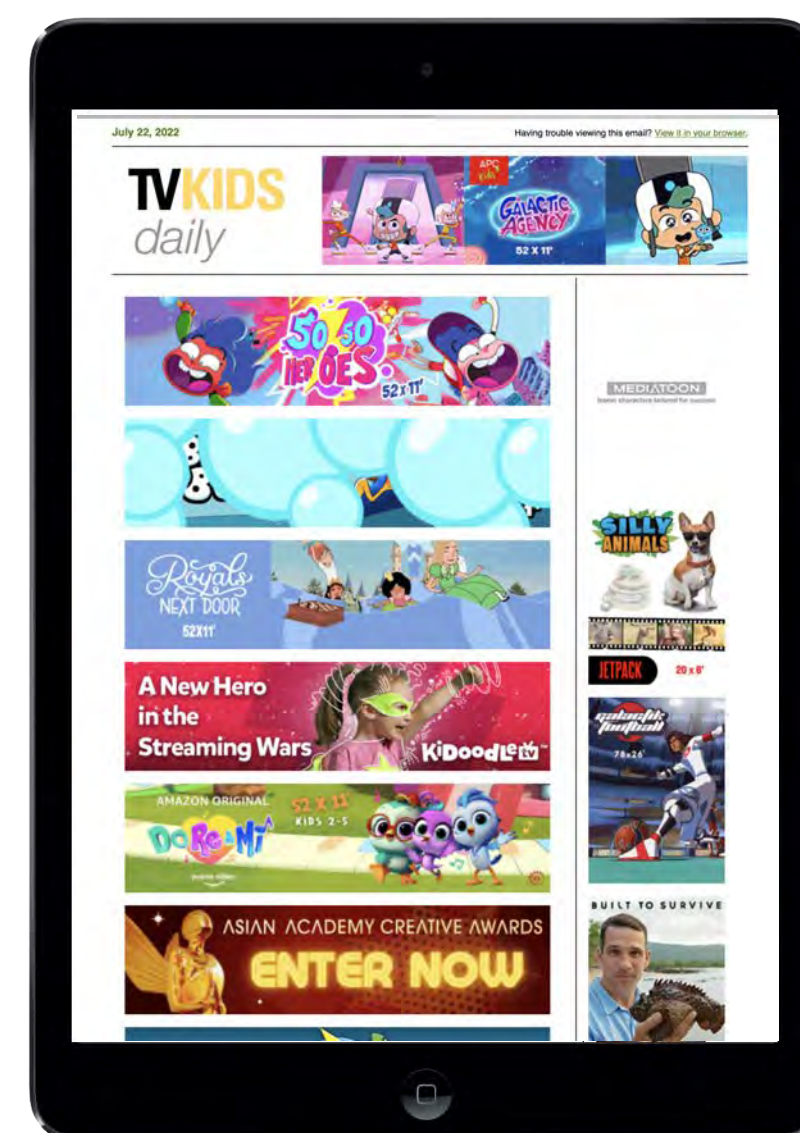
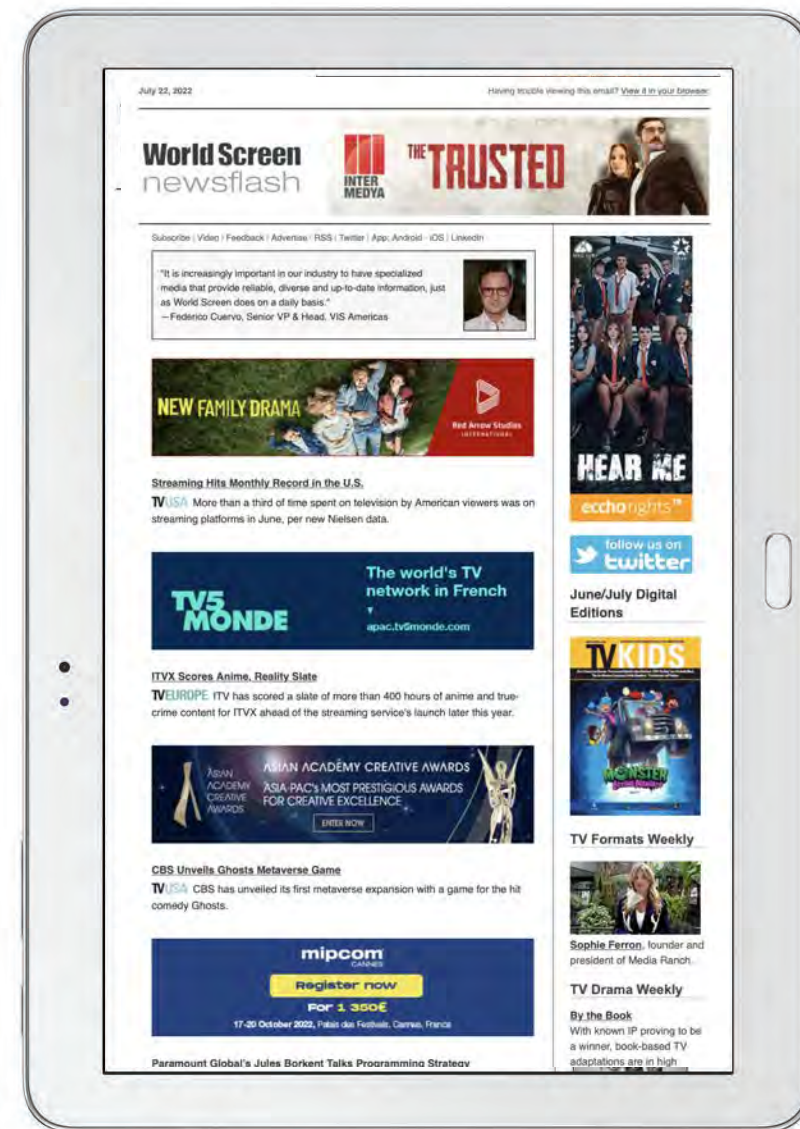
**Single page** 9.5" x 13"

**Spread (DPS)** 19" x 13"

**TERMS & CONDITIONS** Invoices due in 30 days. 15 percent to recognized agencies. Payment by check in U.S. dollars from a bank with a branch in the U.S. or bank transfer. All bank transfer fees must be paid by advertiser. A 3 percent additional charge per month will be assessed on uncollected invoices past 90 days. There will be a \$150 charge per page to changes to advertisements that have already been plated. Subject to our credit requirements. Metallic and PMS color pages cost an additonal \$600. Publisher not responsible for an "act of God" or any other cause beyond reasonable control.



# NEWSLETTERS



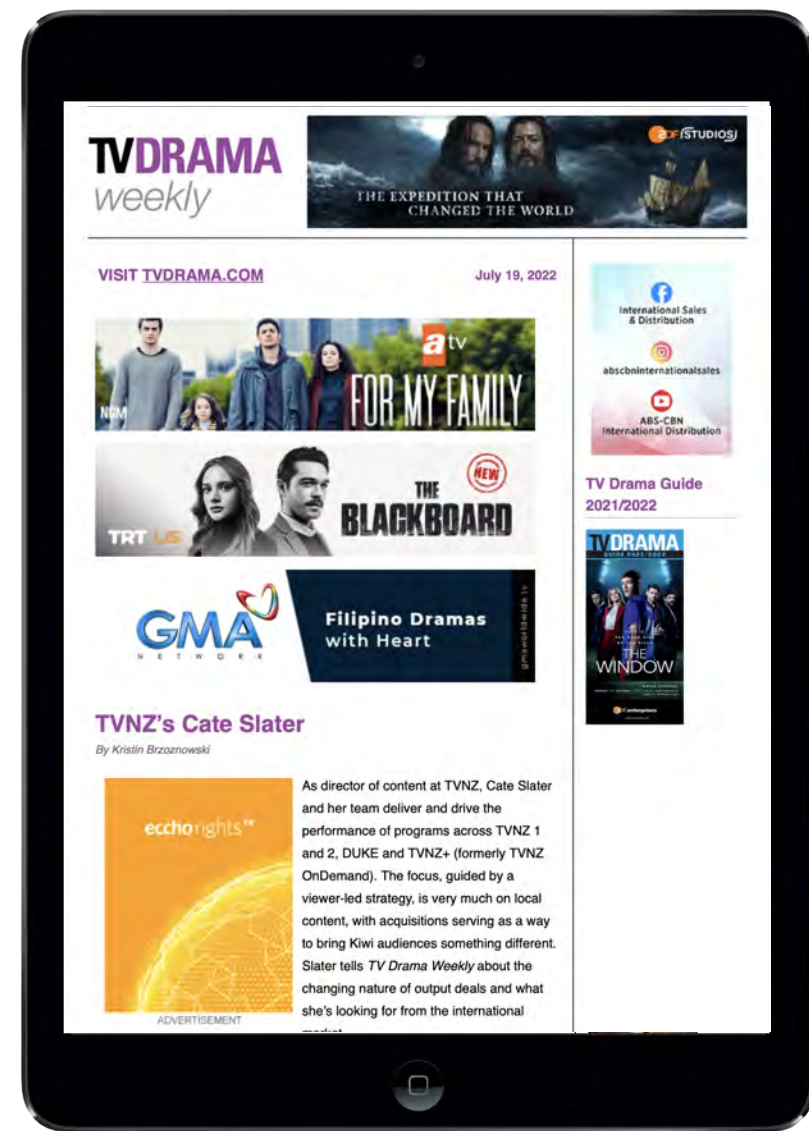
## DAILY NEWSLETTERS

- ▶ We offer banners, towers, skyscrapers, classified ads and **WorldScreenings** highlights in the following services:
- ▶ **World Screen Newsflash** reaches approximately **30,000** media executives a day. The smartphone-friendly **Newsflash** is the leading source of daily news for the international media industry.
- ▶ **TV Kids Daily**, reaching approximately **25,000** executives every day, provides updates on the children's media business, including news about the latest shows, sales deals, licensing and merchandising trends, developments in digital media and more.
- ▶ **TV Drama Daily**, reaching approximately **25,000** executives, delivers the latest news from the scripted business, including commissions, pickups, talent deals and more.
- ▶ **TV Real Daily**, reaching approximately **25,000** executives, focuses on the world of unscripted, from lifestyle, factual entertainment and docs to non-scripted entertainment and game-show formats.
- ▶ **Diario TV Latina**, a Spanish-language service reaching approximately 10,000 executives in Latin America, the U.S. Hispanic market and Iberia.
- ▶ We offer banners in any of our English-language daily newsletters for \$4,000 per month and in **Diario TV Latina** for \$2,000 per month.

## WEEKLY NEWSLETTERS

- ▶ We offer banners, towers, skyscrapers and embedded ads in the following services:
- ▶ **TV Formats Weekly** offers case studies, provides buyer, producer and distributor profiles, offers interviews with leading executives in the business, trend pieces and the top five format news stories of the week. **TV Formats Weekly** is sent to approximately **25,000** executives every Monday.





► **TV Drama Weekly** covers the leading figures in the production and distribution of drama around the world, and also delivers trend pieces and the top five drama stories of the week. **TV Drama Weekly** is sent to approximately **25,000** executives every Tuesday.

► **TV Real Weekly** profiles sales and development executives and filmmakers working in the factual-content market, and provides the top five documentary, lifestyle, current affairs and reality news stories of the week. **TV Real Weekly** is sent to approximately **25,000** executives every Wednesday.

► **World Screen Weekly**, reaching about **25,000** media executives every Thursday, provides buyer profiles, executive interviews, analysis of industry trends and a recap of the week's events.

► **TV Kids Weekly** is devoted to kids' programming and merchandising, reaching about **25,000** executives every Friday. This service offers profiles of individual properties, channels and companies, trend pieces and the top five kids' news stories of the week.

► Our weekly newsletters are sold for a period of 12 months. Please inquire about the available options.

## BREAKING NEWS

► **World Screen Breaking News** delivers the very latest headline-making stories directly to your inbox, as they happen.

► **TV Drama Breaking News** delivers alerts exclusively focused on drama.

► **TV Kids Breaking News** delivers alerts exclusively focused on kids' content.

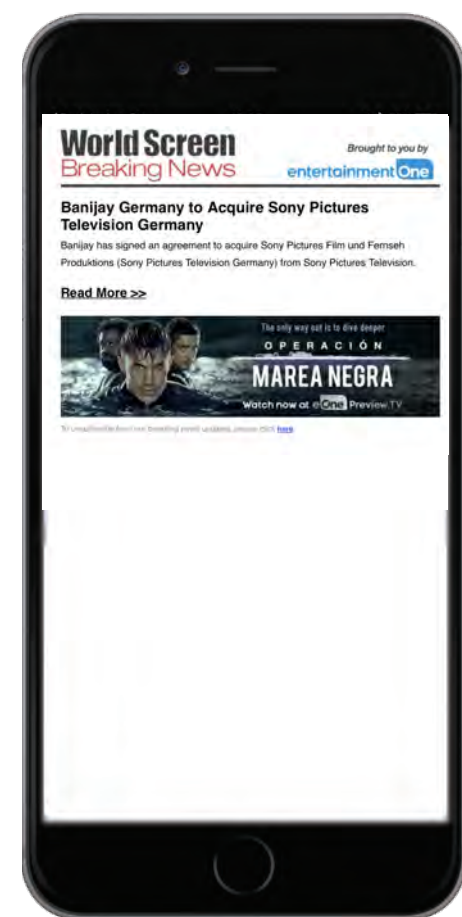
► **TV Formats Breaking News** delivers alerts exclusively focused on formats.

► **TV Real Breaking News** covers the latest developments in factual programming.

► **TV Latina Noticia de Último Minuto** delivers the very latest stories for the media markets in Latin America, U.S. Hispanic and Iberia.

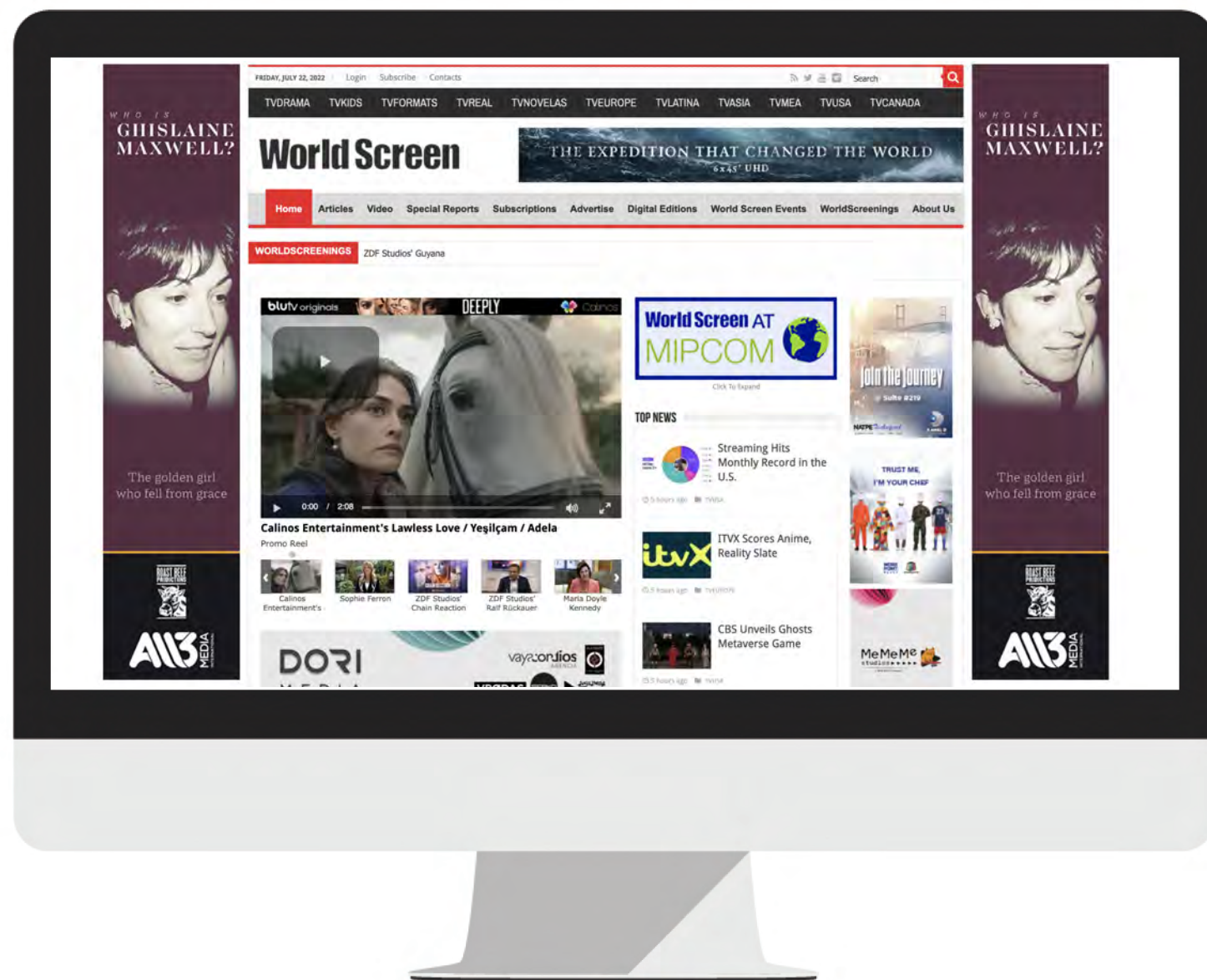
► **TV Series Noticia de Último Minuto** delivers up-to-the-minute headlines about scripted series.

► We offer the exclusive sponsorship of breaking news alerts.





# WEBSITES



## WORLDSCREEN.COM

**WorldScreen.com** provides a vast array of content, including news, features, interviews, data, video reports and program listings. Each month, the site receives an average of **120,000** visitors, **2 million** hits and some **665,000** page views. Positions on the home page and the news page include an expandable top banner, a drop down ad, expandable tower ads, towers, boxes, embedded ads, video clips, a wallpaper ad and a pop-up ad.

## TARGETED DESTINATIONS

These online communities provide a wealth of information for their target audiences: **TVKids.com**, **TVDrama.com**, **TVReal.com** and **TVFormats.ws**. Each of these sites provides the following placements for you to send your targeted message: a top banner, a wallpaper ad, banner above the news, banner below the video carousel, video clips and towers.



# FESTIVALS



## VIRTUAL CONFERENCES

With high-level keynote speakers and insightful panel discussions, our genre-based virtual conferences—**TV Kids Festival** in February and **TV Kids Summer Festival** and **TV Drama Festival** in June—provide a range of impactful advertising opportunities. Our gold sponsorship packages include video pre-roll spots as well as the opportunity to host a panel and a premiere at the festival. Our silver sponsorship advertisers can premiere shows during the festivals' Screenings Days. All sponsors receive advertisements in the agenda of the festival and the digital edition of the magazine, our listings package and their logos displayed prominently on all marketing materials, including the invitation, agenda and every festival session. As these are free events, we can guarantee you reach a broad cross-section of content executives.

## SCREENINGS FESTIVALS

Hosted throughout the year, our **Screenings Festivals** allow you to showcase your trailers in an elegant, uncluttered environment, while also receiving exposure through the editorial reports that accompany the virtual events. We deliver editions of the **TV Kids Screenings Festival**, **TV Drama Screenings Festival**, **TV Real Screenings Festival**, **TV Formats Screenings Festival** and **TV Movies Screenings Festival** throughout the year. World Screen also offers umbrella organizations the opportunity to host country-themed festivals, showcasing up to 50 trailers from any given market and spotlighting the key players in the territory.



# FESTIVALS CALENDAR



## MONTH

## FESTIVAL

### JANUARY

TV Latina Festival

### FEBRUARY

TV Kids Festival

### MARCH

TV Drama Screenings Festival, TV Formats Screenings Festival

### MAY

TV Movies Screenings Festival, TV Latina Screenings Festival

### JUNE

TV Kids Summer Festival, TV Drama Festival

### SEPTEMBER

TV Kids Screenings Festival, TV Real Screenings Festival, TV Formats Screenings Festival

### OCTOBER

International Drama Screenings Festival

### NOVEMBER

TV Latina Festival

# PREMIERES



► **World Screen Premieres** is a state-of-the-art service that allows companies to showcase their new series in high-definition, both live and on-demand, on a secure website. Companies also have the option to host a **TV Drama Premiere**, **TV Kids Premiere** or **TV Real Premiere**. The invitation for the premiere will be sent to approximately 35,000 media executives a few days before it goes live. The premiere will also be extensively promoted in our newsletters, websites and social media handles. It will also be available to view on our website for three months.

# SHOWCASES



► The **WorldScreenings Exclusive Showcases** are sent out as **email blasts** to approximately 40,000 media executives and are extensively promoted in our daily and weekly newsletters, websites and social media handles.

WorldScreenings Exclusive Showcases provide an in-depth article or video interview about a specific show or a company's new slate and also highlight up to 12 video clips. In addition, WorldScreenings Exclusive Showcases are published as a **two-page article in the digital edition** of the magazine. Our digital editions are also sent out as an email blast to approximately 40,000 media executives and are extensively promoted in our newsletters, websites and social media handles.



# VIDEO PORTALS



► We have four new targeted screenings destinations: **TVKidsScreenings.com**, **TVDramaScreenings.com**, **TVRealScreenings.com** and **TVFormatsScreenings.com**. Inspired by the success of our targeted magazines, websites and newsletters, these destinations provide acquisitions executives with an environment specifically tailored to their programming needs.

The newly redesigned **WorldScreenings.com**, powered by leading video solutions provider Brightcove, boasts a slate of new features for content owners looking to get their shows seen by programmers across the globe.

## These new sites' features include:

- A state-of-the-art redesign by an award-winning website developer.
- A large video player for trailers, providing an uncluttered environment for you to showcase your high-quality video content. You can see an example **here**.
- Expanded search capabilities, including the ability to search by show title, distributor, genre or keyword.
- An enhanced, easy-to-navigate user interface.
- Companies with Screening Rooms on **WorldScreenings.com** can feature names, titles and contact email addresses for up to 12 executives.
- Improved social media integration allows for easy sharing via WhatsApp, email, Twitter and Facebook.
- Companies with Screening Rooms on **WorldScreenings.com** will receive branded-destination URLs, for example: **<https://worldscreenings.com/company/zdf-studios/>**

# IN-DEMAND



- ▶ **TV Kids In-Demand** These seasonal reports spotlight new shows in a range of different kids' genres, such as comedy and preschool.
- ▶ **TV Drama In-Demand** These seasonal reports spotlight new shows in a range of different scripted genres, such as crime and romance & family.
- ▶ **TV Real In-Demand** These seasonal reports spotlight new shows in a range of different factual genres, such as lifestyle and history.
- ▶ **TV Formats In-Demand** These seasonal reports spotlight new shows in a range of different format genres, such as game shows and dating series.
- ▶ Advertisers can provide detailed information about one of their highlights, alongside a trailer, and receive a 600x120 pixels banner above their spotlighted show.

# APPS



For all the major international conventions for the media industry, the **World Screen App** features program listings, news, restaurant and hotel directories, conference schedules and more. We also offer the **TV Latina App**. Both are available for Apple iOS and Android devices. We offer the exclusive sponsorships of our apps.



# World Screen

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