

makers^m

REAL INSIGHT INTO GLOBAL PRODUCTION

Print
Ratecard
2025



www.thelocationguide.com/makers



Why Advertise With Us?

The **makers** magazine brings together the latest insights and big names from within the film, television and commercial industries.

The magazine is a bi-annual publication and is distributed free at the biggest screen industry events:

- **Edition 1 – Cannes Film Festival & Cannes Lions**
- **Edition 2 – FOCUS, Berlinale European Film Market and ADFEST**

After publication **makers** is available online from thelocationguide.com where it reaches a further 5,500 readers. Advertisers benefit from working hyperlinks on the online version which links readers to their company websites.

- **16,000 total readership**
- **5,000 printed copies**
- **5,500 online readership**
- **77 countries reached**

Full Pages

Ad	Dimensions	Price
Cover Gatefold	On request	£12056
Outside Back Cover	210 x 297	£5850
Inside Front Cover	210 x 297	£5500
Double Page Spread*	420 x 297	£4824
Inside Back Cover	210 x 297	£3360
Full Page**	210 x 297	£3216

* A DPS can be an advertorial, advert or a combination of the two.

** If possible, a full page will be placed in a country's editorial feature if requested.

Fractionals

Ad	Dimensions	Price
Half Page*	170 x 130	£1680
Third Page	54 x 260	£1176
Box	112 x 72	£918
Quarter*	80 x 130	£918
Banner	210 x 297	£510

* Half and quarter pages are only positioned as part of a page of ads, not on an editorial page.





Inserts

Ad	Dimensions	Price
A5 Bound Insert	140 x 210	£3110
Cover Belly Band	628 x 80	£1900
A5 Loose Insert (specific page)	140 x 210	£1575
A5 Loose Insert	140 x 210	£1345

Additional Information

All prices exclude VAT, are for one issue and are sold on a first come, first served basis.

The ad dimensions are in millimetres and are always written as width by height.

Files & Colours

File Types

We can accept Illustrator, Photoshop or Freehand files saved as an EPS or TIF file. We also accept high resolution PDF files.

If you are working with Illustrator or Freehand, any fonts used should be saved as outline. If it is from Photoshop, the file resolution needs to be at least 300dpi.

Alternatively, the file may be supplied as a QuarkXpress or InDesign document but all fonts (both screen and printer for mac) and any pictures used need to be supplied.

Colour Format

All colours need to be CMYK for printing purposes. If RGB files are supplied they will be converted to CMYK which may cause a colour change so please check carefully before sending the files.

Bleeds

Bleed & Margins

3mm of bleed must be added to full page, double page spread, cover and gatefold ads. We also recommend that any important type is kept at least 10mm away from the edge of the page and from the gutter of double page spreads. Half and third page ads will have white borders so no bleed is necessary.

