

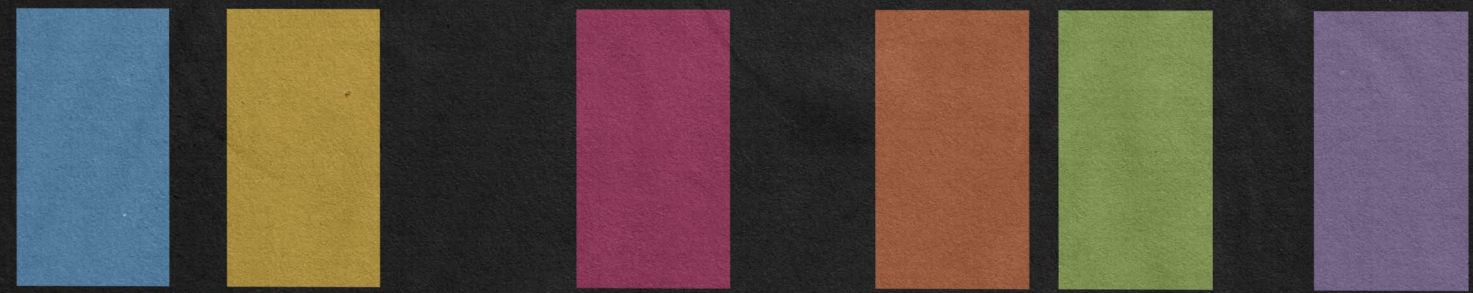
# ICCG

INTERNATIONAL CINEMATOGRAPHERS GUILD

# MAGAZINE

# MEDIA

# KIT



# 2025

# NEW

# SPONSORSHIPS



---

# PRINT & DIGITAL MAGAZINES

---

# OUTSIDE THE FRAME PODCAST

---

# DEEP DIVE VIRTUAL & LIVE Q/A'S

---

# SOCIAL



# PRINT/DIGITAL READERSHIP

Members of Local 600

IATSE Unions in U.S. & Canada

Vendors, filmmakers and labor unions across Europe, Asia and South America

Other industry stakeholders involved with safety and best practices on set

Directors

Producers/Production Companies/UPM's

Studio Executives

Film School Students & Faculty

Product/Manufacturing Companies

Advertisers

Rental Facilities

New Media Firms

Independent Filmmakers

# 4 PRINT EDITIONS

DISTRIBUTED AT:

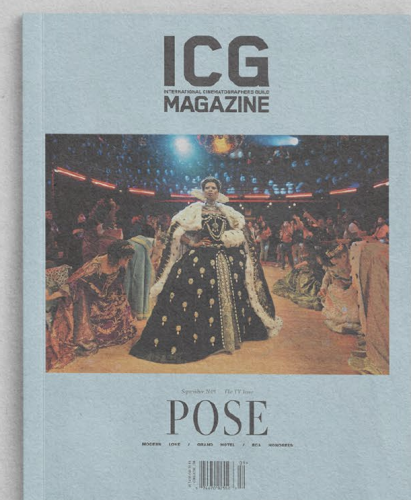
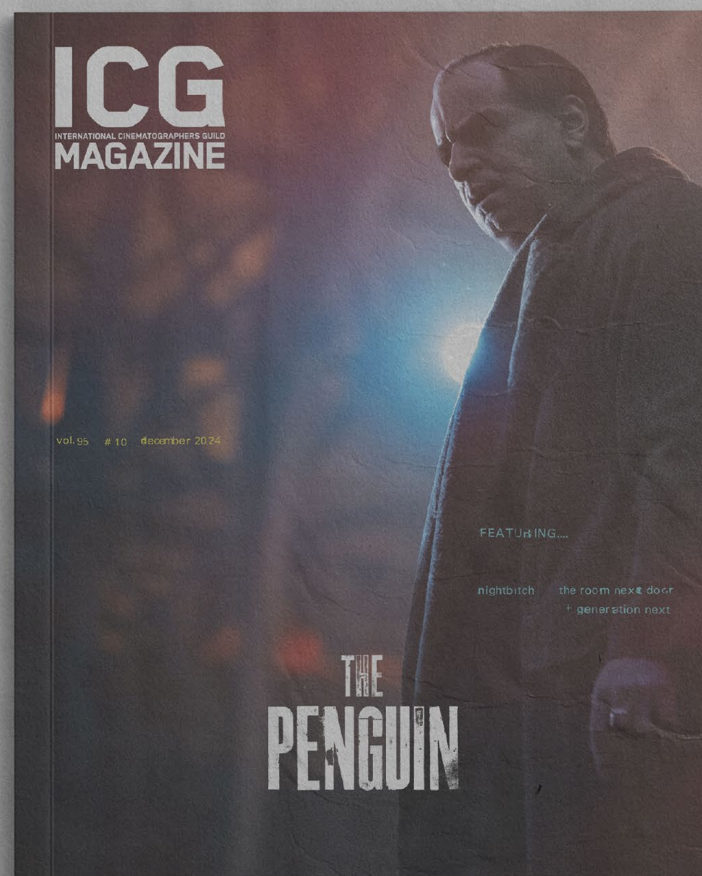
**NAB Las Vegas & NYC**

**Cine Gear Expo NYC, LA & ATL**

**Emerging Cinematographer Awards**

**ICG Publicists Awards**

**Sundance Film Festival & more!**





# CALENDAR

THE DIGITAL EDITION will be sent to over 100,000 attendees from Film Festivals, NAB Las Vegas/NYC, Cine Gear Expos, and other industry events!!

## JANUARY

### Sundance Film Festival Issue

Web Exclusive! – Sundance 2025 Preview

#### DIGITAL

ON SALE DATE: 1/7/2025  
SPACE RESERVATIONS: 12/15/2024  
MATERIALS DUE: 12/20/2024

Digital Bonus Distribution:  
Sundance Film Festival Film Festival  
Cine Gear Expo New York

## FEB/MAR

### Publicity Members / Awards Season

BTS (EPK) Shooters Tell All  
Web Exclusive! – HPA 2025  
Tech Retreat Wrap-Up

#### PRINT + DIGITAL

ON SALE DATE: 2/14/2025  
SPACE RESERVATIONS: 1/15/2025  
MATERIALS DUE: 1/23/2025

Print Bonus Distribution:  
Publicists Awards • NAB Las Vegas  
South by Southwest • Tribeca Film  
Festival • Cine Gear Expo New York

## APRIL

### New Technology

Sundance Overview  
Web Exclusive! – Real-time Compositing on Set

#### DIGITAL

ON SALE DATE: 4/3/2025  
SPACE RESERVATIONS: 3/13/2025  
MATERIALS DUE: 3/20/2025

Digital Bonus Distribution:  
NAB Las Vegas • Tribeca Film Festival  
Cine Gear Expo Los Angeles

## MAY

### Lenses / Lighting

Web Exclusive! – Super Special  
Glass

#### DIGITAL

ON SALE DATE: 5/1/2025  
SPACE RESERVATIONS: 4/15/2025  
MATERIALS DUE: 4/22/2025

Digital Bonus Distribution:  
Tribeca Film Festival • Cine Gear  
Expo Los Angeles

## JUNE/JULY

### The Interview Issue

Commercial DPs / Drone Ops / Live  
Sports Shooters / Large Format DPs

#### PRINT + DIGITAL

ON SALE DATE: 6/3/2025  
SPACE RESERVATIONS: 4/24/2025  
MATERIALS DUE: 5/1/2025

Print Bonus Distribution:  
Cine Gear Expo Los Angeles • Produced  
By Conference • IBC • SIGGRAPH  
DGA Digital Day • Filmscape Chicago

## AUGUST

### Emmy Preview

Web Exclusive! – Crafting Emmy PR  
Campaigns

#### DIGITAL

ON SALE DATE: 8/5/2025  
SPACE RESERVATIONS: 7/16/2025  
MATERIALS DUE: 7/23/2025

Digital Bonus Distribution:  
SIGGRAPH • DGA Digital Day  
Cine Gear Expo Atlanta

## SEPT

### Locations Issue

ECA Awards  
Web Exclusive! – Regional  
Vendors: Chicago/Oregon/New  
Mexico

#### DIGITAL

ON SALE DATE: 9/4/2025  
SPACE RESERVATIONS: 8/19/2025  
MATERIALS DUE: 8/25/2025

Digital Bonus Distribution:  
IBC • AFI Fest  
Mill Valley Film Festival  
CAF Attendees

## OCT

### Set to Post

Web Exclusive! – What's New in  
Color Grading?

#### PRINT + DIGITAL

ON SALE DATE: 10/2/2025  
SPACE RESERVATIONS: 8/18/2025  
MATERIALS DUE: 8/25/2025

Print Bonus Distribution:  
NAB New York City • Cine Gear Expo  
Atlanta • ECA Awards • IBC  
AFI Fest • American Film Market  
LDI Show • Mill Valley Film Festival  
Camerimage

## NOV

### Unscripted

Web Exclusive! – Cinema  
Tools for Live Sports

#### DIGITAL

ON SALE DATE: 11/4/2025  
SPACE RESERVATIONS: 10/16/2025  
MATERIALS DUE: 10/23/2025

Digital Bonus Distribution:  
LDI Show • American Film Market  
Camerimage • Cine Gear Expo  
Attendees

## DEC

### Generation NEXT

2025: Region by Region Web  
Exclusive! – Indie Feature Set Diary

#### PRINT + DIGITAL

ON SALE DATE: 12/2/2025  
SPACE RESERVATIONS: 10/29/2025  
MATERIALS DUE: 11/6/2025

Print Bonus Distribution:  
Sundance Film Festival Film Festival  
FYC Screening Series HPA Tech  
Retreat • Cine Gear Expo New York

SUBJECT TO CHANGE

# DEPARTMENTS

### Book Review

The latest and greatest in printed words and  
photography from the world of filmmaking

### Deep Focus

We dive down with Local 600 members in all the  
covered crafts

### Depth of Field

Members, vendors, and industry players giving back  
through educational and charitable efforts

### Exposure

Conversation with directors, producers, designers  
and other creative partners of Local 600 Directors of  
Photography

### Features

In-depth cover stories and feature articles on  
theatrical films, cable/network/streaming/unscripted  
television series, and live events crewed by Guild  
members

### First Look

Getting to know newer Guild members who are  
resume building in a big way

### Game Changers

New technologies, workflows, and tools disrupting  
current production methodologies – a glimpse into the  
future of film/television/new media

### Key Light

Ten questions with executives, producers, content  
creators, and industry decision-makers

### Master Class

Profile of veteran Guild members sharing knowledge  
of their specific craft

### On The Street

Polling the best new gear/processes from Local  
600 camera and publicity teams

### Pre-Production

Guild members from all classifications talk about  
their earliest influences and mentors

### Production Credits

Crew lists for upcoming productions

### Refraction

Technologists to film preservationists talk about  
the past, present, and future of the industry.

### Replay

How'd they do that? One-of-a-kind shots broken  
down by the world's best camera teams

### Stop Motion

On-set parting image from Local 600 Unit Still  
Photographers

### Specials

Gallery spreads from Unit Still Photographers;  
industry trend stories, leading-edge tech  
highlights, and more

### Unscripted

Conversation between two production partners  
about workflow processes from a recent project

### Union Love

IATSE film crafts members/teams share why they  
love American labor

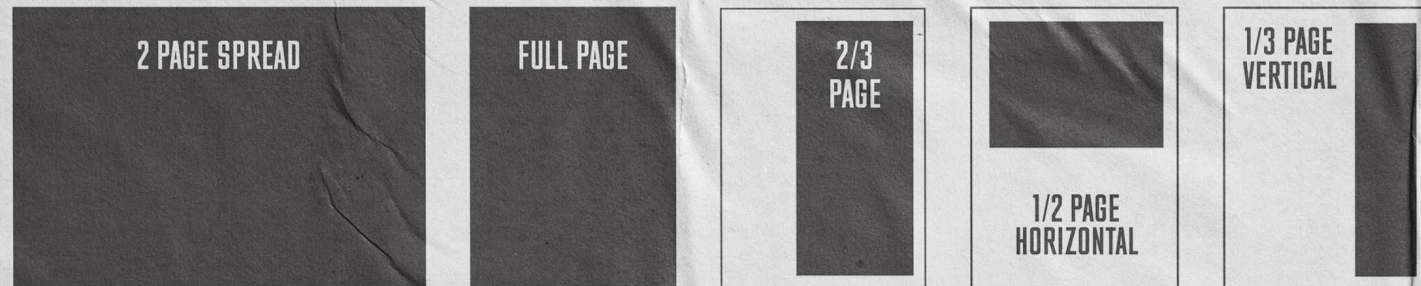
### Zoom In

Guild members "talk story" from the set





# DIGITAL AD RATES



## ADVERTISING RATES

SIZE	1X	3X	4X	6X	10X
2 Page Spread	4,852	4,505	4,317	4,210	3,659
Full Page	2,434	2,252	2,108	1,915	1,830
2/3 Page	2,103	1,905	1,766	1,578	1,402
1/2 Page	1,803	1,622	1,477	1,301	1,209
1/3 Page	1,198	1,087	1,000	926	829

Firm contracts received for 6 or more insertions will be protected at these rates for 1 year.

## PREMIUM POSITIONS

COVER 2 AND PAGE 3 SPREAD	20% ADDITIONAL
COVER 3	15% ADDITIONAL
COVER 4	40% ADDITIONAL
Any requested position (other than PREMIUM)	10% ADDITIONAL

## SPONSORSHIPS

Sponsorships of the "Deep Dive" Series, Instagram Live "Short Takes", Web Exclusives, and other sponsorships available upon request.



## WEB ADVERTISING RATES

Homepage Banner (top 2 positions): 1,250  
 Homepage Banner (other than top): 1,100  
 Size: 300x250 Pixels

JPEG images, GIFS, or iFrame code only

## ADVERTISING REPRESENTATIVES

**WEST COAST & CANADA**  
 ROMBEAU INC.  
 Sharon Rombeau  
 Tel: (818) 762-6020  
 Fax: (818) 760-0860  
 Email: [sharonrombeau@gmail.com](mailto:sharonrombeau@gmail.com)

**EAST COAST & EUROPE**  
 ALAN BRADEN INC.  
 Alan Braden  
 Tel: (818) 850-9398  
 Email: [alanbradenmedia@gmail.com](mailto:alanbradenmedia@gmail.com)

# DIGITAL SPECS

## Why Advertise In ICG Magazine?

Advertising across ICG Magazine's many media platforms will strongly enhance your brand. ICG Magazine's digital edition, along with [icgmagazine.com](http://icgmagazine.com), offers the widest possible exposure of your product with end-users. Our leading-edge content, curated each issue to reflect new media and technology trends, will distinguish your business as a major player in the filmmaking industry, and will deliver your customized message directly to ICG's readership.

## ICG Magazine Digital Edition Open Rates

Year over year, open rates of ICG Magazine's digital edition are consistently higher than the average industry standard. ICG Magazine's average open rate is 74% compared to industry standards of 23% and 22.2% for media and publishing.

## MECHANICAL REQUIREMENTS

(Final Size in Inches: 8.5 wide x 10.875 high)

2 Page Spread	17 x 10.875
Full Page	8.5 x 10.875
1/2 Page Horizontal	7.5 x 4.5
1/3 Page Square	4 x 4
1/3 Page Horizontal	7.5 x 2.85
1/3 Page Vertical	2.85 x 9.35

## DIGITAL FILE REQUIREMENTS

ICG Magazine ONLY ACCEPTS High Resolution RGB PDF files

When exporting to PDF, make sure that all fonts are embedded or outlined. Images must be set to either keep their resolution or downsample to 300 dpi and should be given either high quality compression or preferably no compression at all.

Maximum file size should not exceed 10 MBs  
 If available use PDF/x-1a settings to create the PDF

## OPTIONAL VIDEO LINK SPECS

Video should be hosted by a third-party video platform (Vimeo or YouTube). Please send the link in the body of the email separate from the PDF. It will be inserted manually. To ensure that readers click on the video link, please include an action button.





# PRINT RATES



SIZE	1X	2X	3X	4X
2 Page Spread	7,236	6,861	6,486	6,007
Full Page	3,968	3,771	3,462	3,320
1/2 Page	2,610	2,415	2,361	2,165



## PREMIUM POSITIONS

COVER 2 AND PAGE 3 SPREAD  
20% ADDITIONAL

COVER 3  
15% ADDITIONAL

COVER 4  
40% ADDITIONAL

Any requested position  
10% ADDITIONAL  
(other than PREMIUM)

## INSERTS & SPONSORSHIPS

Rates and information available upon request.



# PRINT SPECS

**Print engagement.** Enhance your engagement with members of Local 600 and other industry stakeholders on a more consistent and strategic basis. In addition to our targeted digital distribution, a hard copy can live on in rental houses, cinema schools, studio management suites, as well as throughout the year at industry events like trade shows and film festivals. Print provides industry stakeholders a frequent (and physical) reminder how essential your brand is to the production pipeline.

## MECHANICAL REQUIREMENTS

(Final Trim Size in Inches: 8.5 wide x 10.875 high)  
(Safe Zone for type/logos: 8 x 10.375)

2 Page Spread (includes 0.125" bleed)	17.25 x 11.125
Full Page (includes 0.125" bleed)	8.75 x 11.125
1/2 Page Horizontal	7.5 x 4.5
1/3 Page Square	4 x 4
1/3 Page Horizontal	7.5 x 2.85
1/3 Page Vertical	2.85 x 9.35

## FILE REQUIREMENTS

ICG Magazine ONLY accepts high resolution, CMYK Adobe PDF files.

When exporting to PDF, make sure that all fonts are embedded or outlined. Images must be set to either keep their resolution or downsample to 300 dpi and should be given either high quality compression or preferably no compression at all.

Maximum file size should not exceed 15 MBs  
If available use PDF/x-1a settings to create the PDF



## ADVERTISING REPRESENTATIVES

### WEST COAST & CANADA

ROMBEAU INC.

Sharon Rombeau

Tel: (818) 762-6020

Fax: (818) 760-0860

Email: [sharonrombeau@gmail.com](mailto:sharonrombeau@gmail.com)

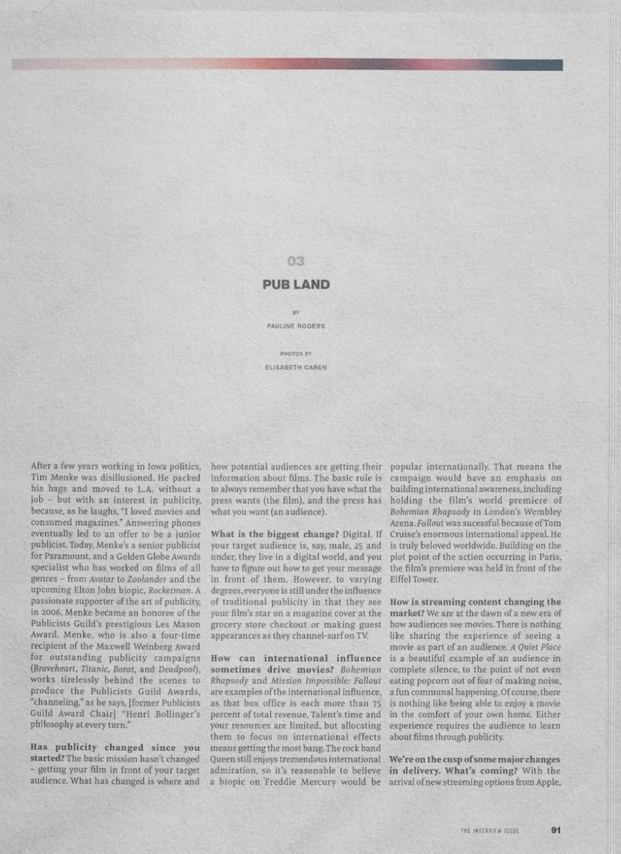
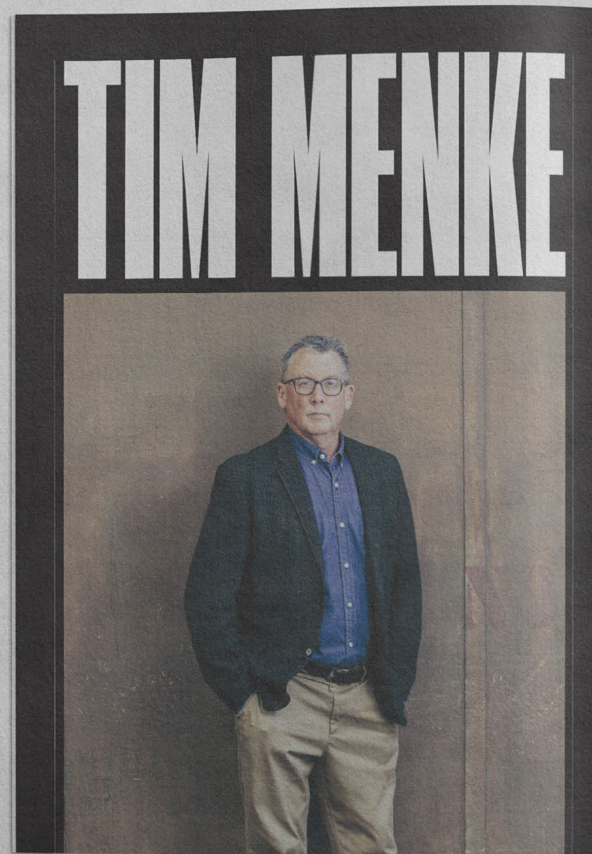
### EAST COAST & EUROPE

ALAN BRADEN INC.

Alan Braden

Tel: (818) 850-9398

Email: [alanbradenmedia@gmail.com](mailto:alanbradenmedia@gmail.com)





# EVENTS

Building Engagement & Community



# MISSION STATEMENT

Published by the International Cinematographers Guild, *ICG Magazine* is the premier multimedia trade outlet for Film/TV and New Media professionals. Our core mission is to create a greater awareness and appreciation for the work done by the members of ICG Local 600. *ICG Magazine* has been at the forefront of technology trends, providing our diverse readership with practical, leading-edge content that impacts the global entertainment industry. ICG Local 600 represents over 9,500 union workers in the camera and publicity crafts. It is the largest Camera Guild worldwide, representing Directors of Photography, Lighting Designers, Camera Operators, Steadicam and Jib Operators, Camera Assistants, Digital Imaging Technicians, Technocrane Operators and Technicians, Remote Head Operators and Technicians, Loaders, Camera and Digital Utilities, Video Controllers, Unit Still Photographers, Unit, Studio, Agency, and Independent Publicists. 🎬

STAY CONNECTED!  
FEATURES / WEB EXCLUSIVES / VIDEOS  
ICGMAGAZINE.COM  
@THEICGMAG