

DESTINATION FILM GUIDE

DF

The Definitive Resource for Filming Across North America



DISCOVER OUR PLATFORM

Bringing the Film Production Industry Together in New Locations

Tap in to the lucrative on-location film production industry with *Destination Film Guide*. Our comprehensive brand includes a beautiful print publication, content-based website and informative e-newsletter that creates a platform to **showcase the best film destinations across North America**.

Share in our network of over 10,000 film industry professionals worldwide. From the largest studio executives seeking to secure a new on-location series, to up-and-coming directors searching for their first big idea, we build a bridge to your best prospects through content marketing and digital advertising.

Showcase Your Location to Producers, Directors and Location Scouts

- The annual **Destination Film Guide** print edition reaches more than 10,000 industry professionals, offering unique location features, tax incentive information and exclusive industry insights.
- **DestinationFilmGuide.com** showcases hundreds of potential locations with detailed information about all aspects of film production. The platform has become a trusted resource for industry experts seeking to learn more about the North American film industry.
- Our InSite **e-newsletter** reaches 4,000 film production professionals twice a month with unique location profiles, timely tips and news about production deals.

WHY TARGETING FILM PRODUCTION IS SMART

In 2024, movie and video production in the U.S. totaled \$36.2 billion, up 13% from the previous year according to IBISWorld. Local communities reap economic benefits whenever film productions come to town: jobs are created, money flows into local businesses and tax revenues are generated. A typical movie on location spends more than \$50,000 a day on hotels, restaurants, labor and other services according to the LA Economic Development Corporation. With the help of Destination Film Guide, your destination can capture the attention of this flourishing industry.



MARK YOUR SPOT

in *Destination Film Guide*

WITH FOUR DIFFERENT LEVELS OF EXPOSURE, THERE ARE OPTIONS FOR ALL BUDGET LEVELS.

All packages include **Site InSpection** content marketing. Written and produced for you, Site InSpections are professionally researched and developed to promote your destination as a premier location to host film production. Featured both in our print guide and with an extended interactive version at DestinationFilmGuide.com.

A+ – EPIC

- 4 pages in *Destination Film Guide* (2 pages of “Site InSpection” branded content, plus a 2-page ad with premium position)
- Digital Site InSpection content marketing feature written and optimized for you on DestinationFilmGuide.com

► \$5,995

Premium placement and captivating visuals!



A – PRINT AND DIGITAL DOMINANCE

- 3 pages in *Destination Film Guide* (2 pages of “Site InSpection” branded content, plus a full-page ad)
- Digital Site InSpection content marketing feature written and optimized for you on DestinationFilmGuide.com

► \$4,595

FULL PAGE AD



Awesome scenery and backdrop photos!

B – COMPETITIVE YEAR-ROUND PROGRAM

- 2 pages in *Destination Film Guide* (1.5 pages of “Site InSpection” branded content, plus a half-page ad)
- Digital Site InSpection content marketing feature written and optimized for you on DestinationFilmGuide.com

► \$3,495

Promote your top locations and area attractions!



C – INTRODUCTORY STARTER PACKAGE

- 1 page of “Site InSpection” branded content in *Destination Film Guide*
- Digital Site InSpection content marketing feature written and optimized for you on DestinationFilmGuide.com

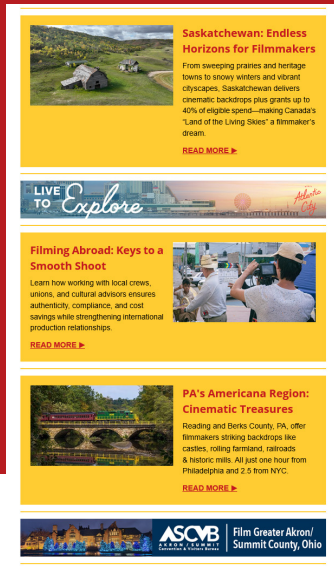
► \$2,395

Connect directly with film producers!



EXPAND YOUR BRAND

with Digital Marketing and Custom Content



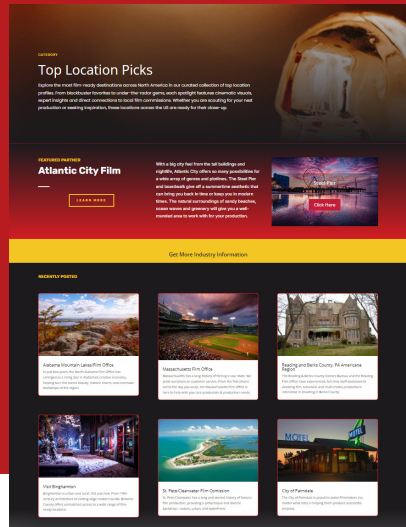
Email Marketing

Reaching **4,000 directors, producers and industry professionals** 26 times per year, the InSite e-newsletter is your email connection to qualified film industry professionals.

Boasting a **38% open rate**, InSite ensures that your message is reaching the right audience at the right time, through your choice of advertising, video or content features.

Our **Where to Shoot promotions** are **dedicated e-blasts** sent to 4,000 verified film industry professionals. Each email spotlights select destinations, giving your film office or region a platform to showcase locations, highlight incentives and drive production inquiries.

With minimal competing content and direct links for readers to connect, *Where to Shoot* offers high visibility, measurable engagement and a cost-effective way to complement your print and digital campaigns.



Website Display & Video Ads

DestinationFilmGuide.com is a hub of engaging, high-quality content **designed for location scouts, producers and decision-makers in the film and television industries.** It serves as a go-to resource for discovering standout filming locations and the latest in production news & trends.

We regularly publish:

- Trending feature stories on filming hotspots and destination highlights.
- Exclusive interviews with industry insiders and location experts.
- Production updates that keep readers informed on the latest projects.
- Insights on film tax incentives and other must-know production benefits.

Position your brand alongside this compelling content through digital display ads and video advertising designed to captivate our niche audience.



GLACIER COUNTRY



Custom Content Marketing

Our team specializes in crafting tailored campaigns to meet goals. Each custom program is strategically designed to **drive high-quality, vetted traffic to your digital platforms.** Spotlight filming locations, promote industry incentives and drive engagement from industry experts who decide where movies are made.

- SEO-ready articles that resonate with your target audience and enhance visibility.
- Unique infographics that highlight key assets, incentives, and film production stories.
- Compelling videos to bring your destination to life on-screen.
- Engaging social media content to build connections and expand your reach.

DESTINATION FILM GUIDE

DF

LET'S GET STARTED!

ADVERTISING OPPORTUNITIES

Opportunities to connect with film industry decision-makers looking for their next perfect location.

Reserve space in our print edition by June 1.

PACKAGE A+ • \$5,995

4 pages in *Destination Film Guide* (2 pages of "Site InSpecion" branded content, plus a 2-page ad with premium position)

PACKAGE B • \$3,495

2 pages in *Destination Film Guide* (1.5 pages of "Site InSpecion" branded content, plus a half-page ad)

PACKAGE A • \$4,595

3 pages in *Destination Film Guide* (2 pages of "Site InSpecion" branded content, plus a full-page ad)

PACKAGE C • \$2,395

1 page of "Site InSpecion" branded content in *Destination Film Guide*

All packages include a digital Site InSpecion content marketing feature written and optimized for you on DestinationFilmGuide.com

Year-Round Digital Opportunities

DESTINATIONFILMGUIDE.COM WEBSITE

- 3-month banner \$1,795
- 6-month banner \$2,995
- 12-month banner \$4,995
- 12-month content-targeted banner \$1,995
- Digital Edition sponsorship \$5,995
- Featured video (1 month) \$995

INSITE E-NEWSLETTER

- 3-month banner \$1,795
- 6-month banner \$2,995
- 12-month banner \$4,995

WHERE TO SHOOT EMAIL PROMOTION

- \$2,495 per e-blast (top position)
- \$1,795 per e-blast (second/third position)

Questions?

Connect with your regional business development managers.



Cheryl Rash
Southeast and Midwest
Cheryl@ptmggroups.com
630-794-0696 ext. 512



Diane Meglino
Mid-Atlantic, Northeast & Eastern Canada
Diane@ptmggroups.com
630-794-0696 ext. 509



Tom Tobiason
West & Western Canada
Tom@ptmggroups.com
630-794-0696 ext. 505



630-794-0696 Advertising@PtmGroups.com

REACH ACTIVE TRAVEL GROUPS ACROSS OUR PLATFORMS



From the latest innovations to expertly crafted events and time-tested tips, Sports Planning Guide connects sports tourism destinations with event planners across all disciplines of sporting events and tournaments. SportsPlanningGuide.com



The #1 source for group travel planners, Leisure Group Travel discovers destination sites, planning best practices and solutions that help group travel organizers create enticing, group-friendly itineraries in popular and off-the-beaten path locations. LeisureGroupTravel.com



Student Travel Pro is the place where educators find unique travel experiences that match their curriculum goals; where they can research and organize great student group adventures. StudentTravel.pro



Destination Reunions is the industry's only comprehensive annual planning guide for family and reunion travel, offering guidance on multi-generational vacations, reunion-specific destination reviews, planning tools and activity ideas. DestinationReunions.com