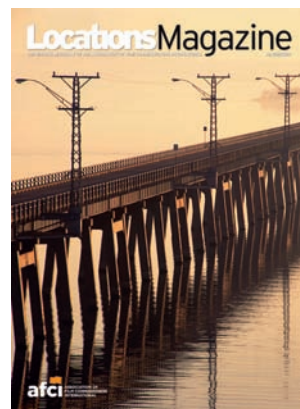


# Locations Magazine

PUBLISHED MAY 2012

THE DEFINITIVE REFERENCE TO LOCATION SHOOTING AROUND THE WORLD



**LOCATIONS MAGAZINE** This stylish, full-colour annual magazine has established a reputation as the entertainment industry's leading resource publication on location production.

Now in its 25th year the magazine provides a unique and cost-effective opportunity to reach and influence a worldwide audience of key film production decision makers.

Target the international film production industry and showcase your region and facilities to many thousands of current and potential clients throughout the world.

#### AFCI

The Association of Film Commissioners International (AFCI) has over 300 members on six continents who assist feature, television, commercial, industrial and stills production worldwide.

**LOCATIONS MAGAZINE 2012** The controlled circulation of **17,000** copies places you directly in the hands of your target market.

**12,000** copies are sent directly to named individuals within the film production and allied industries. Job titles include: producers, studio executives, location managers and finders, production designers and managers.

Plus **5,000** additional copies distributed at key international events :

- Cannes Film Festival (2012 edition launch event)
- AFCI Locations Trade Show Event
- Cannes Lions Advertising Festival
- Sundance Film Festival
- Busan Film Festival
- Berlin Film Festival
- Plus many other selected events worldwide

# Locations Magazine

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## EDITORIAL FEATURES 2012

### ■ SPORT IN THE MOVIES

As the world prepares for the 2012 Olympics, Locations Magazine looks at sport in the movies. From The Hustler to Field of Dreams, from Mighty Ducks to Cool Runnings, sporting competitions have inspired tales of endurance and against-the-odds determination that are the essence of all sports movies. And all sports need locations. This feature will survey film commissions around the world, focusing on stadiums and other facilities that come under their jurisdiction, and which have been used in classic — and even not-so-classic — movies over the years.

### ■ COMIC BOOK CHARACTERS ON LOCATION

Are all comic book character movies shot in studios, enhanced by futuristic sets and CGI? The answer is of course 'No', the X-Men franchise alone has featured breathtaking backdrops in Canada, Australia and New Zealand; Spider-Man used the metropolitan settings of New York and Los Angeles; and going back some years, the Superman movies used a whole range of striking locations — who can forget the Niagara Falls scene in Superman II? In this feature Locations Magazine looks at what it takes to place larger-than-life characters in real-life settings.

### ■ DISASTER MOVIES

While crumbling buildings, violent storms, fires and floods are usually made real in post production, the classic disaster movie needs to be believable — and real locations will always help to make them so. So at what point does location shooting end and special effects take over? Which film commissions have been involved in disaster movies in recent years and what role did they — and their locations — play in those movies? This feature looks at how locations and special effects are matched up in the making of a disaster movie.

### ■ MUSIC IN MOVIES

Most great music is born out of a time and a place, and most great movies about music (as opposed to musicals) are true to that music's roots. This feature looks at such movies as Walk The Line, La Vie En Rose, Ray ... and how the places that influenced the music are depicted in the movies.

### ■ LOCATIONS IN PICTURES

This popular section will continue in 2012 and we will consider any submissions of true quality and interest. Producers, location scouts and film commissions are welcome to submit images for this section.

### ■ MAKING A SCENE

Locations Magazine tells the stories of particular movie shoots or scenes. We talk to producers, directors, actors and film commissioners involved to hear their story of how the scene was made.

### ■ AFCI

Full geographical list and contact information of all AFCI members worldwide.

# Locations Magazine

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ADVERTISING OPTIONS 2012



STUNNING IMAGES



ADS WITH IMPACT

The Southern Hemisphere's largest water tank facility.

Take the Plunge in Queensland, Australia

STUDIOS

CONTEMPORARY DESIGN

FEATURE MAIN STREET USA

MAIN STREET USA

ADS WITH IMPACT

W

So much to discover

MONTEREY

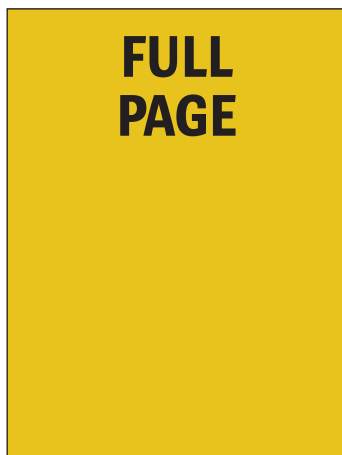
WALT DISNEY

# Locations Magazine

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ADVERTISING RATES (\$) AFCI MEMBER RATES



**FULL PAGE** (Trim size)  
240mm x 330mm  
(9 1/2" x 13")

**RATE**  
4 col. **\$4550**

N.B. For non bleed full page ads, type area is 200mm x 295mm. For bleed ads, allow an extra 5mm to trim size on all bleed edges



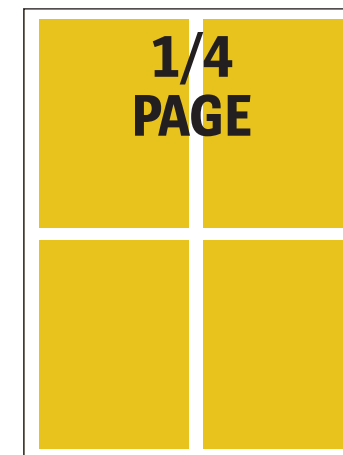
**1/2 PAGE**  
(horizontal only)  
200mm x 142mm  
(7 7/8" x 5 9/16")

**RATE:**  
4 col. **\$2800**



**MARQUEE**  
200mm x 68mm  
(7 7/8" x 2 11/16")

**RATE:**  
4 col. **\$2350**



**1/4 PAGE**  
(one of four only)  
95mm x 142mm  
(3 3/4" x 5 9/16")

**RATE:**  
4 col. **\$1650**

**SPECIAL POSITIONS**

<b>IFC</b>	<b>\$5400</b>	<b>OBC</b>	<b>\$6400</b>
<b>FIFC</b>	<b>\$5400</b>	<b>IBC</b>	<b>\$4900</b>
<b>IFC/FIFC (spread)</b>	<b>\$9000</b>	<b>DPS (spread)</b>	<b>\$7000</b>

# Locations Magazine

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PUBLISHED MAY 2012

## SPECIFICATIONS AND CONTACTS

### MECHANICAL SPECIFICATIONS

Copy date: 5<sup>th</sup> March 2012  
Publication dates: May 2012

Trim size: 240mm X 330mm (9<sup>1/2</sup>" X 13")  
For bleed ads: Allow an extra 5mm on all bleed edges

Printing: Printed litho, 4 colour process  
Binding: Perfect Bound

Paper Stock: The paper used by Boutique Editions is a natural, recyclable product made from wood grown in sustainable forests. The manufacturing process conforms to the environmental regulations of the country of origin.

### DIGITAL AD SUBMISSIONS

All ads submitted must be able to be opened in one of the following software packages (in order of preference):

Adobe Photoshop for Mac/Pc  
Adobe Illustrator for Mac/Pc  
or PDF file, please ensure document is pre-press ready if submitting advertisements in this form.

All included images files must be CMYK and supplied in either TIFF or EPS format for Mac only. We recommend a minimum resolution of 300 dpi (at the final printed size) for all embedded images.

All fonts, including any used in any embedded images eg. EPS files must be included. All colours must be CMYK separated, or any spot colours must be clearly indicated.

### COMPRESSION

Any archives must be able to be opened using StuffIT Expander. All files submitted via FTP or email MUST be compressed into a single archive and encoded in binhex format (.hqx). Aladdin's Dropstuff will do this.

### ON DISK

Disk formats accepted: CD

### FTP

FTP SERVER: ftp.boutiqueeditions.com  
USERNAME: 2012@boutiqueeditions.com  
PASSWORD: bout999

Once file has been transferred please email jodlin@boutiqueeditions.com to confirm upload and the file name. **Also ensure file name includes commission/company name.**

Files should be placed in folder named 'Locations 2012'

### EMAIL

We will be able to accept small/compressed (10MB or less) ads as attachments to email:  
jodlin@boutiqueeditions.com  
Any ads submitted electronically should have a hard copy of the ad faxed to ourselves clearly stating all the order details.

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