

# THE CINESKINNY: THE DAILY GUIDE TO THE GLASGOW FILM FESTIVAL 2012

"THE CINE SKINNY IS CRUCIAL TO OUR MARKETING MIX, OFFERING INDEPENDENT REVIEW AND INFORMATION ABOUT THE FESTIVAL. THE CINE SKINNY DIRECTLY INCREASES ATTENDANCE TO FILMS YEAR ON YEAR."

- JEN DAVIES, MARKETING MANAGER GFF 2011

## WHAT IS IT?

**A HIGHLY TARGETED GUIDE TO THE GFF 2012,  
A SOURCE OF UP TO DATE AND INSIDE INFORMATION**

- Free Daily Production
- 16 – 26 February 2012
- 4pp, A4 mono festival guide
- 1000 copies per day
- 30 key city centre drops
- 11,000 copies in total
- Audience network of 300,000
- Interviews, previews, up to date event listings and more
- Independently written & produced by The Skinny film team
- Endorsed by Glasgow City Marketing Bureau

## THE DEAL

**LIMITED SPACE: FIRST COME, FIRST SERVED BASIS**

- 16 - 26th February 2012
- Full run of advertising
- Only six advertising spots
- Direct association with The Skinny, GFF & GCMB
- Mono advert
- Size: 88mm W \* 39mm H
- **Set Rate: £250 + vat**

**ARTWORK DEADLINE: MONDAY 13TH FEBRUARY 2012**

**PAYMENT DUE: WEDNESDAY 22ND FEBRUARY 2012**

**FREE OF CHARGE EXPOSURE**

- Uploaded to [www.glasgowfilmfestival.co.uk](http://www.glasgowfilmfestival.co.uk)
- Uploaded to [www.theskinny.co.uk](http://www.theskinny.co.uk)
- Uploaded to [www.issuu.com](http://www.issuu.com) and readable as a magazine
- Each article is posted to [theskinny.co.uk](http://theskinny.co.uk) as an individual content piece
- Links to articles/ features and giveaways are promoted via The Skinny Facebook & Twitter - 15K friends and followers
- Advertised and promoted through the GFF and GFT social networks
- Supported by advertising and promotion in The Skinny magazine (35K copies), [theskinny.co.uk](http://theskinny.co.uk) (85,000 unique users/ month) and The Skinny Zap (6,500 subscribers/ wk)

## NEW FOR 2012

Articles linked via The Skinny Facebook Reader App: launching in January 2012

- Allows content available on [theskinny.co.uk](http://theskinny.co.uk) to be viewed on Facebook and every time an article is read "friends" will see and be able to read the content

