



About the Publication

The *Southeast Film Guide* is a glossy annual publication, now in its ninth edition, that promotes the Southeast's distinctive regions as a prime location for movies, television shows, music videos and commercials, as well as magazine layouts, print ads and catalogs. Its pages are filled with the key information every production company is looking for, both while scouting locations and fulfilling their numerous production needs while working on site.

Where Do You Fit In?

Production companies create mini-communities while on location and need just about everything imaginable to maintain their operations—including the goods and services you or your business can provide. The *Southeast Film Guide* gives you the most direct and cost-effective way to reach this multi-million dollar industry's decision-makers and present your business in a dynamic, attention-getting fashion.

www.southeastfilmguide.com

The *Southeast Film Guide* web site offers instant information to production and film professionals while scouting locations over the Internet. All *Film Guide* advertisers' listings are posted free-of-charge, providing maximum, worldwide exposure on a web site that consistently appears among the top listings on all major search engines.

Target Market and Circulation

Who reads the *Southeast Film Guide*?

We tightly focus our distribution to include only those industry professionals who can recommend—and make—location decisions:

Film and Production Company Executives (top management)

Producers (responsible for financial and operational oversight)

Directors (responsible for all creative aspects plus the setting)

Advertising Agency Creatives (responsible for ad, commercial and catalog location selection)

Location and Production Managers (responsible for location requirements and overall production)

Catalog and Print Art Directors (responsible for location selection)

How do we reach this target market?

5,000 copies of the *Southeast Film Guide* are distributed free-of-charge to the target market defined above with readership pass-around value of 4 to 1 for a total readership of 20,000-plus via:

- Targeted mailing through the South Carolina Film Office's selective list
- Information fulfillment requests received by local chambers of commerce and economic development agencies
- Local and national advertising agencies and corporations

The Resource
for
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