

Providing INDUSTRY KNOWLEDGE & CREATIVE INSPIRATION to Entertainment & Commercial Production/Post Decision-makers, SHOOT covers news, trends, technology & the best new work. Industry pros turn to SHOOT to keep abreast of the latest news, creative techniques, applications, talent/business concerns & solutions transforming the production and post industries. Platforms include SHOOTonline.com (website) with 40,000 unique visitors per month, [The SHOOT>e.edition](http://TheSHOOT>e.edition) ePub is published every Friday and [The SHOOT Dailies](http://TheSHOOT Dailies) ePub is published M-F. SHOOT Custom Emails (40,000 database). SHOOT Magazine (occasional PDF issues—the look of print with all the benefits of digital) PDF Issues are posted online & emailed to subscribers.

SHOOT OVERVIEW

The authoritative source for news, information and great work, SHOOT is edited for:

- >Executives & Artisans at Film, TV & Commercial Production, Post, Editorial, VFX, Animation, Music & Sound Cos (Owners, Presidents, Managing Directors, Directors, DPs, Exec Producers, Producers, Editors, Writers, Production Designers, Colorists, VFX Supervisors, Visual Effects & Animation Artisans, Composers, Sound designers & Mixers and more.
- >Presidents, General Managers, Production, Postproduction & Marketing Executives at Movie Studios, Broadcast, Cable, Online & Mobile Networks..
- >Independent Filmmakers of features, independent film, documentaries, shorts & spots
- >Ad Agency Creatives & Producers (President, Exec VP, Sr. VP, VP, Associate & Assistant levels of titles: Chief Creative Officer, Head of Production, Head of Integrated Production, Creative Director, Producer, Production Manager, Broadcast Business Manager, Production Supervisor, Art Director, Head of Music Production, Music Producer, Web Designer),
- >Production & Marketing Executives at Brands.

Through its in-depth features articles and series, profiles and interviews, survey articles, columns, charts and Q&As with leading filmmakers & industry leaders, SHOOT provides timely and relevant information and behind-the-scenes looks at the best new TV and streaming programs, studio and indie films, commercials, interactive work, branded & experiential content, shorts and documentaries. Our comprehensive coverage spans Oscar and Emmy contenders, nominees and winners, all Guild Award Shows, work honored at competitions ranging from the Cannes Film Festival to the Cannes Lions, and all the major advertising industry awards and events. In addition, SHOOT reports on the latest cinematography, post & editing technology and equipment. If the work involves advertising or entertainment content that consumers view on a screen—a TV, Cinema, Computer or Mobile, SHOOT is searching out who's doing the most innovative work, how they did it and what's coming next.

SHOOT is renowned for providing historical context and a mix of perspectives, showing where the industry has been in order to get a better handle on where it is and in what directions it is headed. SHOOT has been chronicling commercialmaking from its infancy to maturation, from the standardized bid form to new forms of content, from the run-by-the-seat-of-your-pants budget days to the debilitating slow payment quandary, from the impact of financial incentives on the migration of production domestically and internationally, from the birth of industry organizations to their indelible and ongoing impact on the business and creative landscape, literally all the ups and downs spanning recessions, landmark court cases, debilitating strikes, labor/management relations, the crossover dynamic and integrated campaign strategies and branding. While SHOOT has perennially covered the advertising/entertainment crossover dynamic, about 20 years ago SHOOT evolved to cover entertainment production and postproduction fully with annual "Road to the Emmys" and "Road to Oscar" series, regular coverage of feature film, independent film, documentaries, shorts and TV programs as well as the film festival circuit and all major Guild & industry award shows. Our coverage of production chronicled how feature, TV, Streaming and commercial production adapted to the COVID pandemic creatively, technologically and in terms of health/safety protocols. In that vein, SHOOT has reported on virtual production from the outset. At the crossroads of advertising and entertainment production, SHOOT continues to discuss how they influence each other and continues to help readers connect with each other through coverage of artists, stories and developments that carry implications from talent, technology and business perspectives for readers. SHOOT also continues to introduce and update its readers on production & postproduction technology, workflow, equipment and software as it's been doing since its inception in 1960. This extends to our delving into the applications and implications of AI, VR, AR & other emerging tools and resources. SHOOT will continue to provide its unique and informed big-picture take on the business and creative sides of the industry while showcasing the best work—both prominent and obscure—and getting into the hearts, minds and creative spirit of the industry's best and brightest executives and artisans in the client, agency creative, entertainment, production, post, VFX and music sectors. We'll keep on providing insights from established filmmaking talent as well as give you a heads-up on the up and comers, as reflected in our features on directors, cinematographers, editors, colorists and other artists and our annual SHOOT New Directors Search, now in its 23rd year & annual SHOOT New Directors Showcase Event at the DGA Theatre in New York.



www.SHOOTonline.com

SHOOTonline.com is the global online community for creatives, producers, executives & artisans in the advertising agency, commercial, branded content & entertainment production, postproduction & editing, music production, visual effects communities and entertainment industry decision-makers at movie studios, broadcast/cable/TV/Streaming/mobile networks. Approximately 40,000 unique visitors per month. In addition to providing news and information and showing great work, SHOOTonline's mission is to foster a sense of community for its readers, who are diverse geographically and in terms of their roles in the creative/production equation.

The SHOOT >e.dition & SHOOT Dailies

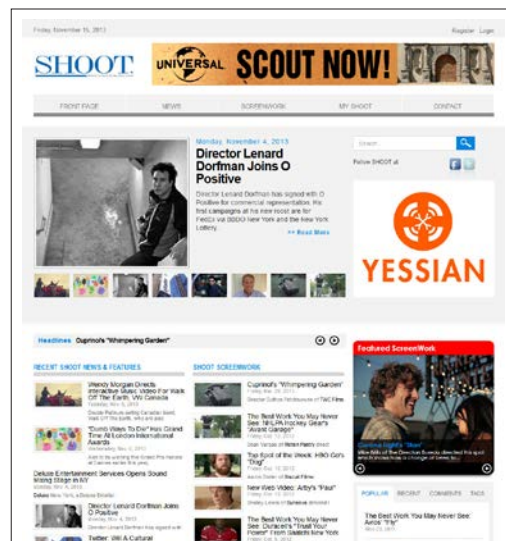
Weekly (>e.dition) every Friday and Daily M-F (Dailies) HTML publications. Features the same news, columns, features, interviews, charts and ScreenWork that is posted on SHOOTonline 24/7 and is "pushed out" to opt-in subscribers. Easy to read HTML format, links to valuable shootonline.com databases for articles, ScreenWork database of quick time videos of great work. When readers click on article abstracts, they are linked to www.shootonline.com to read full story. When readers click on banner ads/sponsored links, they are linked directly to the advertisers' URL link.

SHOOT Magazine PDF Issues

Having published a PDF version of each print issue in the past, today we publish occasional Special PDF Issues on SHOOTonline for readers to view/download. PDF Issue Ads have live link to the advertisers websites. PDF issue are also emailed to SHOOT>e.dition subscribers. PDF Issues look like Print with all the benefits of digital! See SHOOT PDF issues: <https://www.shootonline.com/shoot-back-issues/>

SHOOT Custom Email Blasts

What better way to have 100% SOV than your own marketing message! Sent to our email database of 40,000 eblasts are used for FYC Advertising and promoting all kinds of production/post related companies and services.



SHOOT platforms provide an ideal environment in which to let industry decision-makers and potential clients!

More SHOOT Marketing Opportunities

In addition to the advertising options above, be sure to check out the following great marketing opportunities...

>>Post your publicity release on **The SHOOT Publicity Wire**

<https://pr.shootonline.com/> Self-service and just \$60. to post a release with content, up to 7 photos, links and video.

>>Become a Sponsor of the **23rd Annual 2025 SHOOT Directors/Producers Forum & New Directors Showcase Event** at the DGA in NYC. <https://nds.shootonline.com/sponsorships/>

>>**MySHOOT.** Post your company reel or individual artisan reel to connect with potential clients. <https://my.shootonline.com/>

>>**Content Marketing** - Let SHOOT help you tell your story with Sponsored Content

SHOOT is now 65 !!

SHOOT first appeared in 1960 as part of Back Stage, a weekly newspaper covering a combination of performing arts and commercial production-related news and features. The two distinct sections continued to be published as one publication until mid-1990 when the section covering agencies/production/post was spun off as its own publication called Backstage/SHOOT which after a few years became SHOOT.

For marketing information and targeted marketing proposal please contact:

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