

# SHOOT® FYC: Academy & Guild Awards 2025/2026

## SHOOT is pleased to present our 16th Annual 16-part Road to Oscar Series Calendar!

As is our annual tradition, we'll have a special Awards Season Preview feature prior to the launch of the 16-Part Road to Oscar Series. We'll then publish the Part 1 Series Kick-off Feature and the series will then run weekly through the Guild Awards and Academy Awards. All features will appear on SHOOT-online (website with 40,000+ unique visitors,) The SHOOT Dailies (M-F daily email newsletter,) and The SHOOT>e.dition (every Friday weekly email newsletter to 15,000). Parts 9 & 15 of the series will also appear in SHOOT Magazine's PDF Issue with digital distribution. PDF Issue Ads have live link to FYC site & is posted on our site for 40,000 readers to view/download — we will promote the PDF version with a banner Ad on The SHOOT>e.dition email newsletter for six weeks after issue is published and we will ALSO email the PDF version of the issue to subscribers to bring additional attention to the advertisers!

For the sixteenth year, SHOOT's "Road To Oscar" series will put the spotlight on the producers, directors, documentarians, cinematographers, editors, writers, production designers, visual effects supervisors, composers and other artisans in the running for Guild Awards and the Academy Awards.

We'll cover the entire season's festival circuit (Venice, Toronto, Telluride, Palm Springs, etc) and ALL of the Guild and industry Award Shows (including: ACE, ADG Production Design, Annie, ASC, ADG, CAS, CDG, Critics' Choice, DGA, MPSE, Golden Reel, PGA, SAG, VES, WGA, BAFTA, European Film, Golden Globes, Hollywood Film, Gotham, Film Independent Spirit Awards) — and their implications for the Oscars and what evolves into this season's field of nominees and eventual winners. Our extensive coverage—from the kick-off article to all of the Guild Award Shows leading up to the Academy Awards and "The Road To Oscar" series — will provide insights into the artists and the artistry behind the latest crop of lauded films, programs, artisans and Guilds/Oscar-related news and info that we'll be covering for the months leading up to the Academy Awards. We'll talk to assorted artists & production execs, gaining insights into the challenges they faced on their nominated films & programs. Preview articles will have assessments of Awards prospects for nominees, as well as a look at trends in this year's competition. On January 22, we'll have coverage of the nominations and on March 15th we'll have coverage of the winners on SHOOTonline immediately following the Academy Awards broadcast.

## Road to Guild Awards & Oscar Calendar...

**Preview: Oct 31** Academy/Guild Season-Road to Oscar SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 1: Nov 14** SHOOTonline, SHOOT Dailies & SHOOT>e.dition

**Part 2: Nov 21** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 3: Nov 28** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 4: Dec 5** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 5: Dec 12** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 6: Dec 19** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 7: Dec 26** SHOOTonline, SHOOT Dailies, SHOOT>e.dition.

**Part 8: Jan 2** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 9 Jan 9** SHOOTonline, SHOOT Dailies, SHOOT>e.dition and- **SHOOT Mag Jan Phase 1 PDF Issue** timed for FYC advertising prior to nominations voting Jan. 12-16

**Part 10: Jan 16** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Jan 22 Nominations coverage:** 1/22 SHOOTonline & SHOOT Dailies, 1/23 SHOOT>e.dition

**Part 11: Jan 23** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 12: Jan 30** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 13: Feb 6** SHOOTonline, SHOOT Dailies, SHOOT>e.dition

**Part 14: Feb 13** SHOOTonline, SHOOT Dailies. SHOOT>e.dition -

**Part 15: Feb 20** SHOOTonline, SHOOT Dailies, SHOOT>e.dition and- **SHOOT Mag Feb/March Phase 2 PDF Issue** timed for FYC advertising prior to final voting Feb 26-Mar 5

**Part 16: Feb 27** SHOOTonline, SHOOT Dailies, The SHOOT>e.dition

**March 15 Academy Awards coverage:** 3/15 SHOOTonline, 3/16 SHOOT Dailies, 3/20 SHOOT>e.dition

**April 28 Scientific & Technical Awards coverage:** 4/28 SHOOTonline, 4/28 SHOOT Dailies, 5/2 SHOOT>e.dition



## SHOOT's digital and print platforms provide an ideal Above-the-Line & Below-the-Line audience & environment for "FYC Advertising" prior to nominations & after through final voting.

SHOOTonline.com, The SHOOT>e.dition, The SHOOT Dailies, SHOOT Magazine PDF Issues with digital distribution and SHOOT Custom Email Blasts digital environments offer the ideal environment in which to promote FYC Ads to an audience of industry decision-makers, including AMPAS and Industry Guild Members. Our audience includes creatives, executives, producers, directors, cinematographers, editors, writers, FX/animation artists & supervisors, music/sound artisans, production designers, etc. Every day online, in our email newsletters and print issues we cover every aspect of the production & post industry and have been since 1960. All year long for all these decades we cover producers, directors, cinematographers, visual effects supervisors/artists, animators, composers, sound designers, mixers, production designers, art directors and many more production industry executives and artisans.

## **Past Academy & Guild Awards Season SHOOT FYC Advertisers**

**(This list only includes movies; it does not include the countless TV series, limited series, etc that also advertised during the season)**

A24 Films, Amazon Prime Video, Amazon Studios, Annapurna Pictures, Apple TV+, CBS Films, Dreamworks, ES Studios, Focus Features, Searchlight, HBO, Max, HBO Studios, IFC Films, Lionsgate, Marvel Studios, MGM/UAR, Miramax, Netflix, Open Road Films, Paramount Pictures, Peacock, Regency Films, Roadside Attractions, Sony Pictures, STYX Films, Summit Entertainment, Sundance Selects, Tristar, Twentieth Century Fox, TWC, Universal Pictures, Walt Disney Studios & Warner Bros. have placed successful FYC campaigns during past seasons.

Some of the films promoted with SHOOT during the 2024/2025 Season were *A Complete Unknown, A Real Pain, Blitz, Challengers, Conclave, Dune Part Two, Emilia Perez, Inside Out 2, Kingdom of the Planet of the Apes, Maria, Megan Thee Stallion: In Her Words, Moana 2, Nickel Boys, Nightbitch, Nosferatu, Unstoppable*.

Some of the films promoted with SHOOT during the 2023/2024 Season were *All of us Strangers, All The Light We Cannot See, American Fiction, Barbie, Creed III, Elemental, Fair Play, Ferrari, Indiana Jones, Judy Blume Forever, Killers of the Flower Moon, Loki, May December, NYAD, Poor Things, Saltburn, Society of the Snow, The Holdovers, The Wonderful Story of Henry Sugar*.

Some of the films promoted with SHOOT during the 2022/2023 Season were *All Quiet on the Western Front, Avatar: The Way of Water, Bones And All, Empire of Light, Elvis, Fire of Love, Glass Onion, LePupille, Pinocchio, Thirteen Lives, TILL, The Banshees of Inisherin, Turning Red, Women Talking*.

Some of the films promoted with SHOOT during the 2021/2022 Season were *A Hero, Being the Ricardos, Belfast, CODA, Cryano, Don't Look Up, Dune, Encanto, Encounter, House Of Gucci, Licorice Pizza, King Richard, Mary J. Blige's My Life, Ny Name Is Pauli Murray, Nightmare Alley, No Time To Do, Power Of The Dog, Respect, The Boy from Medellin, The Lost Daughter, The Velvet Underground, VAL, West Side Story*.

Some of the films promoted with SHOOT during the 2020/2021 Season were *All In The Fight For Democracy, Borat Subsequent Moviefilm, Da 5 Bloods, Judas And The Black Messiah, Mank, Ma Rainey's Black Bottom, Nomadland, One Night in Miami, Promising Young Woman, Sound Of Metal, The Midnight Sky, The Trial Of The Chicago 7, The United States Vs. Billie Holiday, The White Tiger, Time, Uncle Frank*.

Some of the films promoted with SHOOT during the 2019/2020 Season were *American Factory, Ford v Ferrari, Jojo Rabbit, Joker, Le Miserables, Little Women, Marriage Story, Once Upon A Time In Hollywood, Rocketman, The Irishman, The Two Popes, The Report*.

Some of the films promoted with SHOOT during the 2018/2019 Season were *22 July, A Quiet Place, A Star is Born, BlackKklansman, Black Panther, Cold War, Crazy Rich Asians, First Man, Green Book, If Beale Street Could Talk, Mary Poppins Returns, Mary Queen of Scots, On the Basis of Sex, Roma, The Ballad of Buster Scruggs, Vice*.

## **We look forward to having the opportunity to work with you during the 2025/2026 season!**

With SHOOT's ideal Above-the-line and Below-the-line audience, editorial environment and timing, our platforms provide high profile exposure for your programs and films every step of the way on the Road to the Guild Awards and Academy Awards. In addition to website, email newsletter banner advertising be sure to include SHOOT's Dec/Jan PDF Issue and the Feb/March PDF Issue. In addition to digital and PDF advertising, we offer a great custom email blast service that is hugely popular for FYC Advertising..

---

**For additional information, "For Your Consideration" Rates & Space Reservations,  
please contact SHOOT Publisher, Roberta Griefer. 203/227-1699, ext 701 or [rgriefer@shootonline.com](mailto:rgriefer@shootonline.com)**

### **SHOOT Marketing Links**

<https://www.shootonline.com/advertising-options/>  
<https://www.shootonline.com/guildawards-academy-fyc-advertising/>  
<https://www.shootonline.com/fyc-emmy/>