

SHOOT[®] 2026 "Road to Emmy" Series

SHOOT is pleased to present the "Road to Emmy", a 16-part series that will appear across all SHOOT platforms:

- SHOOTonline.com - website with 40,000 unique visitors
- SHOOT>e.dition - weekly email newsletter goes to 15,000 subscribers every Friday
- SHOOT Dailies - email newsletter goes to 3,500 opt-in subscribers M-F each week
- SHOOT Magazine (PDF Issue with digital distribution) - We embed live link to each advertisers' FYC website in their Ad. The PDF Issue is posted on our site for readers to view/download. We will also email the PDF Issue to 15,000 subscribers.

This Year Marks the 15th Anniversary of the SHOOT Road to Emmy Series!!

SHOOT has a strong Emmy tradition, having been the leading chronicler of the Primetime commercial Creative Arts Emmy nominees and winners since the inception of that award in 1997. SHOOT expanded to cover all categories of nominees and winners of the Creative Arts and Primetime Emmy Awards in 2004 and in 2011 launched the annual high-profile in-depth "Road to Emmy Series" that covers the programs and the executives and artisans behind them, spanning Directing, Cinematography, Editing, Visual Effects, Animation, Music, Sound, Production Design & more across all major categories including Comedy Series, Drama Series, Miniseries or Movie, Documentary, Variety Music or Comedy Series and Reality Competition Program. The Series includes interviews and profiles of artisans and production execs, gaining insights into the shows and challenges faced. There will also be assessments of Emmy prospects for nominees, as well as a look at trends in this year's competition. We'll of course cover the nominations and top off the series with special coverage of the Creative Arts winners and the Primetime winners in September.

The Schedule...

- May 8 Emmy Season preview:** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 1: May 15** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 2: May 22** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 3: May 29** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 4: June 5** SHOOT Magazine Phase 1 PDF Issue, SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 5: June 12** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 6: June 19** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 7: June 24** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 8: June 26** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 9: July 3** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- July 8 Nominations announced** 7/8 on SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 10: July 10** SHOOTonline, SHOOT Dailies, SHOOT>e.dition
- Part 11: July 17** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 12: July 24** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 13: July 31** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 14: Aug 7** SHOOT Magazine Phase 2 Issue, SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 15: Aug 14** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Part 16: Aug 21** SHOOTonline, SHOOT Dailies & SHOOT>e.dition
- Sept. 5 & 6 Creative Arts Winners announced:** Covered on SHOOTonline 9/5 & 6, SHOOT Dailies 9/7 & SHOOT>e.dition 9/11
- Sept. 14 Primetime Winners announced:** Covered on 9/14, SHOOT Dailies 9/14 & SHOOT>e.dition 9/18



SHOOT platforms provide the ideal environments in which to promote prior to & during nominations voting that will take place 6/11-22 and then prior to & during final round voting that will take place 8/17-26.

FYC Advertising

SHOOTonline.com, The SHOOT>e.dition, The SHOOT Dailies, SHOOT Magazine PDF Issue with digital distribution and SHOOT Custom Email Blasts are ideal for bringing attention to programs and individual artisans. Our audience of production & post executives and artisans including The Television Academy members (SHOOT is extremely strong in the vast majority of the 31 peer groups) will be reading SHOOT's Emmy-related coverage with great interest throughout Emmy Season. Our readership includes production executives, producers, directors, cinematographers, editors, production designers, visual effects, animation executives & artisans, music & sound executives & artisans and many more.

We look forward to working with to promote your "For Your Consideration" Advertising with SHOOT this Emmy Season!

Past "Road to Emmy" Features

You can visit <https://www.shootonline.com/the-road-to-emmy/> to check out the digital version of past "Road to Emmy" features

For additional information please visit <https://www.shootonline.com/fyc-emmy/>
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