

# ADVERTISING RATES

## International Film Festival Rotterdam 2024



International Film Festival Rotterdam  
25 januari – 4 februari 2024

# International Film Festival Rotterdam

International Film Festival Rotterdam (IFFR) is the largest film festival in the Netherlands. IFFR owes its large and diverse audience to a broad programme of special, original, and controversial films, talks, and exhibitions. After two online editions, the 52nd edition took place as a fully physical festival again, where we counted 283.506 visits. Online, 8.871 IFFR films were watched. The 53rd edition will take place from 25 January to 4 February 2024.

## Visitor profile

IFFR connects makers and visitors. The IFFR audience is loyal, active, and involved and has an appetite for art, culture, and entertainment. IFFR aims to attract a more diverse and younger audience.

## Important dates

- IFFR programme: January 10, 2024
- Official ticket sales start: January 12, 2024
- IFFR 2024 January 25 – February 4, 2024

## Releases and channels

### Public

IFFR programme guide  
IFFR screens  
Newsletter (Tiger Alert)  
IFFR.com  
IFFR screening rooms

### Film professionals

IFFR catalogue  
Newsletter (Tiger Alert Pro)

## Packages

Looking for a combination that generates optimal visibility?  
Then, combine multiple options in one package.  
Inquire about the possibilities via [publicity@iffr.com](mailto:publicity@iffr.com).

*All rates in this overview are excluding 21% VAT.*

## IFFR 2023 IN FIGURES

**283,506** physical visits

**8,871** online visits

**1,868,537** unique page visits on IFFR.com

**1,130,679** unique website visitors

**20,177** newsletter subscribers

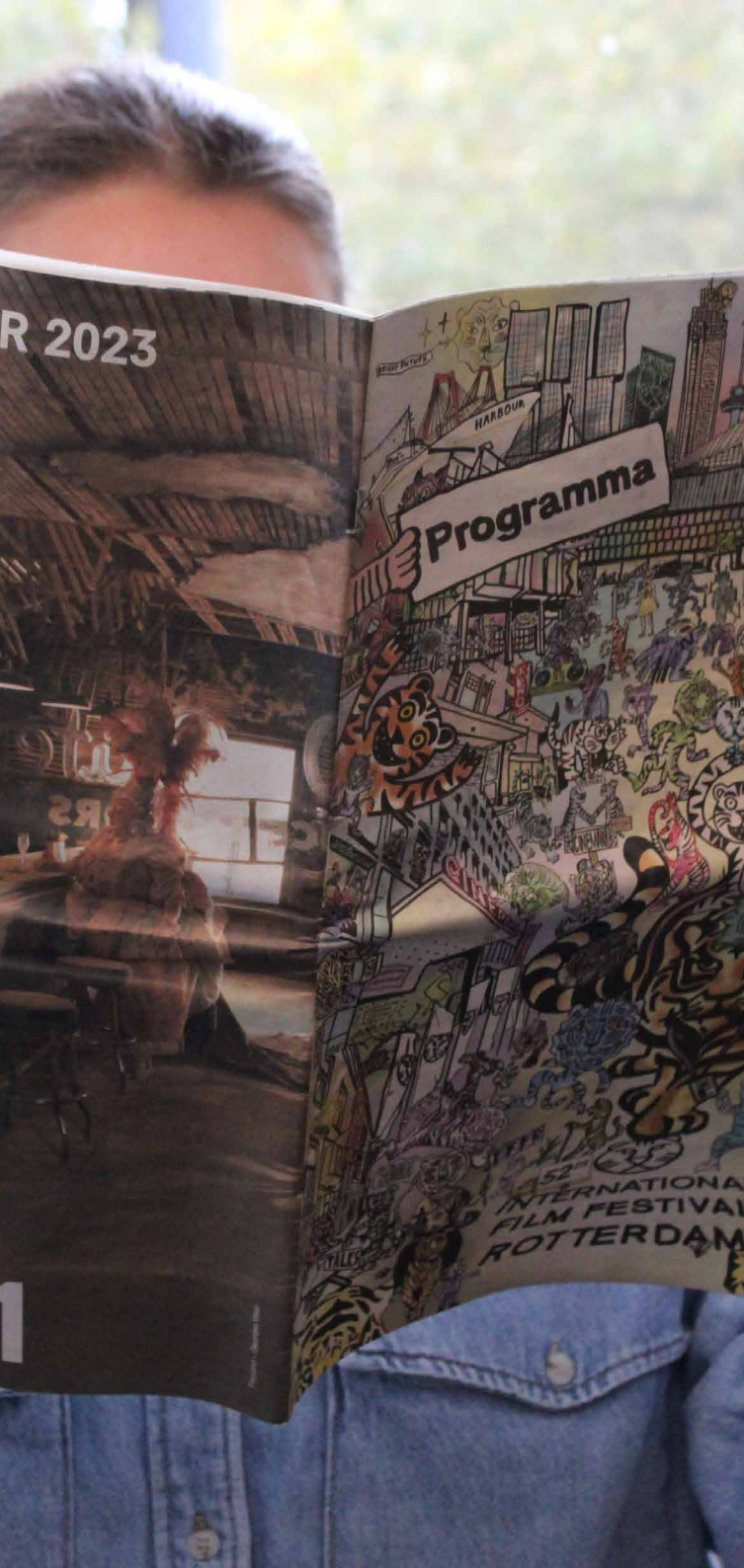
**37,844** Instagram followers

## Contact details

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51ST  
INTERNATIONAL  
FILM FESTIVAL  
ROTTERDAM  
2022





## IFFR programme guide

The entire festival schedule is described in the IFFR programme guide, which is distributed in a large national circulation. The IFFR programme guide can be found in cinemas, catering, and cultural institutions throughout the Netherlands. They are also available at all festival locations and are distributed online via the Volkskrant newspaper. Advertisements therefore remain visible and relevant throughout the entire festival period.

**Print-run**

110,000 copies distributed in major cities: public space, cinemas, catering and at the festival;

**Online distribution:**

The digital version of the programme guide is distributed via the online edition of Volkskrant newspaper on January 13. During the weekend, this newspaper reaches 1,041,000 readers. It is also sent to 463,000 recipients of the Volkskrant newsletter.

**Publication date:**

Wednesday, January 10, 2024

**Size:**

56 pages

**Language:**

Dutch\*

*\*6,000 copies in English, distributed throughout the festival*

**Booking deadline:**

Wednesday, December 20, 2023

**Deadline for submission of material:**

Friday December 29, 2023

**Specifications:**

High-res PDF, CMYK, ISOUncoated\_VIGC\_47L\_220\_v2.icc, full colour

## Formats and rates

1/1 page	205 x 285 mm	€ 10,000
1/2 page landscape	205 x 140 mm	€ 5,500
1/4 page portrait	100 x 140 mm	€ 3,000



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## IFFR cinema screens

Greeting audiences on the cinema screen as they enter the room and wait for the film to start is the dashboard: a dynamic alternating collection of content that helps create a festival vibe before regular screenings. This includes, for example, Instagram and X (formerly Twitter) feeds, a 'coming up' timetable, information on other events, films and programmes at the festival and more. It offers entertainment and interaction while the audience eagerly awaits their screening and thus stimulates extra sales. Advertisements on the dashboard have a wide reach and are seen by at least 19,000 visitors a day.

### Duration ad

The dashboard is visible for at least 20 minutes before each regular screening

The ad is displayed at least every 2 minutes in a loop of a maximum of 12 advertisements

### Locations

Cinerama (5-7 screening rooms), De Doelen, KINO (3 screening rooms), LantarenVenster (6 screening rooms), Pathé Schouwburgplein (7 screening rooms) en Theater Rotterdam Schouwburg (1 screening rooms)

### Submission date

Friday 19 January 2024

### Capacity per day

- Monday-Thursday: average of 19,000 visitors
- Friday-Sunday: average of 20,000 visitors

## Formats and rates

Format: 1920x1080px jpg/png

Rates per day: Monday-Thursday: €2,000

Friday-Sunday: €2,500



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## IFFR screens at festival locations

During the festival, various information screens will be displayed at the official festival locations. Visitors frequently consult these screens because information about the films, locations and showtimes rotate on them. These are an important means of communication and an eye-catching opportunity for advertising.

### Duration ad

10 seconds in a loop of maximum 7 slides  
Display at least every 3 minutes

### Locations

Cinerama, De Doelen, KINO,  
LantarenVenster, Pathé Schouwburgplein, Theater  
Rotterdam Schouwburg

**Deadline for submission of material** Friday January 19, 2024

## Formats and rates

### Duration

1/1 screen 1920 x 1080 jpg  
1/2 screen 960 x 1080 jpg

### 1 day

€ 695  
€ 395

### 1/2 day

€ 495  
€ 295



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## IFFR catalogue

The catalogue contains the entire festival programme and will be given upon arrival at the festival to film professionals. The catalogue is also for sale in the festival shop and will be sent to various IFFR partners and distributors.

The catalogue is the reference work for this festival edition.

<b>Print-run</b>	800
<b>Publication date</b>	Thursday 25 January 2024
<b>Size</b>	350 pages
<b>Language</b>	English – also the advertisements
<b>Booking deadline</b>	Wednesday, December 20, 2023
<b>Deadline for submission of material</b>	Friday December 22, 2023
<b>Specifics</b>	High-res PDF, CMYK, printed on 120 grams wood-free offset

## Formats and rates

1/1 page 17 x 24 cm portrait + 3 mm bleed	€ 1,500
1/2 page 17 x 12 cm landscape + 3 mm bleed	€ 750



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## IFFR Tiger Alert & Tiger Alert Pro

The Tiger Alert is IFFR's most read newsletter. Subscribers receive festival news, programme reveals, movie tips, discounts, and more. The IFFR Tiger Alert offers the ideal opportunity to get your advertisement in the mailbox of our IFFR fans.

<b>Subscribers</b>	20,000 (Tiger Alert) + 13,800 (Pro)*
<b>Publication date</b>	From January 18 to February 4 daily; In December and January every week
<b>Language</b>	Tiger Alert (NL) Tiger Alert Pro (ENG)
<b>Deadline for submission of material</b>	One week before publication
<b>Specifics</b>	510 x 306 px (displayed as 255 x 153 px), 72 dpi, max. 25 kb. jpg, png or gif (no flash) + url

A Tiger Alert (Pro) contains a maximum of 2 advertisements.

*\*Measured on Wednesday, November 1 2023*

### Rates per advertisement per mailing

Mailing general public prior to the festival	€ 325
Mailing general public during the festival	€ 525
Mailing professionals before the festival	€ 275
Mailing professionals during the festival	€ 425
Combi deal general public before and during festival	€ 675
Combi deal professionals before and during the festival	€ 525



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## IFFR.com

The IFFR website also offers a good opportunity to advertise. With 1,868,537 unique page visits and 1,130,679 unique website visits during IFFR 2023, our website is able to generate a lot of traffic. The advertisement is placed on a suitable page within IFFR.com; the location can be a blog page or a general page. You can give preference to the type of page and the subject of the page.

<b>Views</b>	Approx 5,000 guaranteed (fluctuates per page)
<b>Publication date</b>	In consultation - last post date for visibility during the festival is January 25, 2024
<b>Language</b>	Dutch + English
<b>Deadline for submission of material</b>	At least 1 week before placement
<b>Specifics</b>	Still image: JPG Moving picture without sound: MP4 (shows in a loop)

### Formats and rates

A = Square in sidebar - 416 px width x 416 px height	€ 325
B = Medium rectangle in sidebar - 416 px width x 500 px height	€ 450
C = Long rectangle in sidebar - 416 px width x 832 px height	€ 550
D = Horizontal banner in main content - 800 px width x 100px height	€ 550



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