

Media
Kit
2018

THE *Producer*
www.theproducer.com



SUPPORT

COVERAGE OF INDUSTRY
ISSUES, PRODUCTION TIPS
& TOOLS OF THE TRADE



CONNECT

INSIGHTFUL FEATURES
ON INDUSTRY INDIVIDUALS



EXPLORE

PRODUCTION-SAVVY
LOCATIONS, RESOURCES
& TRAVEL GUIDES

CONTACT US

W. www.theproducer.com
E. hello@theproducer.com

WHO WE ARE

The Producer aims to provide a community to the photo production industry and foster collaboration while providing key insights. In 10+ years of producing photo shoots, we've had moments where we needed advice & noticed that there was no one website or resource that focused on supporting the photo producer or the crew working behind the scenes of a shoot. This website aims to do just that.

We offer a visually engaging platform which supports, connects with, and explores the photo production world. As the leading platform for the industry, our community members utilize our network to make new connections, share resources and recommendations, and highlight important industry updates that affect how we do our jobs. Through interviews with key crew and vendors, our members are connected with top industry professionals who can offer insight on products, services, and practical applications that help them run a smooth campaign.

In addition to providing industry information in a fresh, relevant, and personal way, we also aim to share the authentic experiences of top professionals who are all actively engaged in their specific career specializations. Through shared content, The Producer acts as a trusted mentor who's been there, done that, and is always happy to give advice.

UNIQUE PARTNERSHIP OPPORTUNITY

- Market leader in the field of photography production.
- Curator of high-quality content and engaging visual layout.
- Symmetry between informative content from experienced industry professionals and a friendly, subjective approach.
- Intimate understanding of our community and strong relationship with our readers, as a result of the target group being reflected within the team of contributors.
- The Producer is an opinion leader in the Photography Production field, and is perceived and consulted as such by our community members.

22,000+

UNIQUE MONTHLY VISITORS

27,000+

MONTHLY PAGE VISITORS

10,500+

INSTAGRAM FOLLOWERS

Most Popular Content:

1. Homepage Feature Story
2. Connect Interviews
3. Explore Features
4. Support Tools & Products
5. Events

OUR COMMUNITY



WHO ARE OUR CONSUMERS?

Our community members are economic decision-makers and buyers for the photo production industry. They are the individuals who book flights, hotels and food services. They are responsible for purchasing and renting equipment and technology related to each individual production, and most importantly, they are the key influencers for the rest of the production team, including:

| | |
|-------------------------|------------------------|
| Photographers | Producers |
| Casting Directors | Photo Agents |
| Art Buyers | Talent Agents |
| Model Bookers | Digital Technicians |
| Photo Editors | Food Stylists |
| Special Effects Riggers | Set Designers |
| Creative Directors | Location Scouts |
| Lighting Assistants | Food Stylists |
| Prop Stylists | Wardrobe Stylists |
| Wardrobe Assistants | Hair Stylists |
| Makeup Artists | Manicurists |
| Soft Goods Stylists | Production Drivers |
| Production Coordinators | Production Assistants |
| Production Caterers | Production Accountants |

Our network of community members are affluent, sophisticated, connected world-travelers and influencers, with a priority of visual appeal. Our platform connects these influencers to each other by encouraging the sharing of important and valuable resources across the globe; helping them to problem-solve their specific challenges with products and services like yours.

WHERE ARE WE CONNECTED?



1. New York
2. Los Angeles
3. London
4. Chicago
5. Atlanta



1. United States
2. United Kingdom
3. France
4. Germany
5. Australia

6. South Africa
7. Canada
8. Italy
9. Japan
10. India

HOW CAN WE COLLABORATE?

Tailor-made to suit each client's specific needs, a collaboration with The Producer is an innovative way to communicate your unique message to an engaged audience.

Directed by the magazine's creative founders, our promotions offer diverse and engaging multi-media and interactive solutions.

Native Advertising

Custom content options include features in these areas of our website:

CONNECT: Featured interview with a company spokesperson

SUPPORT: Demonstration or case study of a product or service

EXPLORE: Recommendation of a particular location within context of a photo or video shoot

Articles appear on the homepage for one month and in the dedicated section for 8 months.

Social Media Features

Social Media Outlet Feature on FB, IG, or Twitter

Feature on all 3 social media outlets

Campaign of 6 posts

E-Newsletter

We provide advertising for your company via a small post, large post feature, or banner ad.

Round Up / Homepage Link

On our homepage, we provide a direct link and image to your press release.

Event Notifications

We'll notify our community of an up-coming event on the website and in social media updates.

Contact:

hello@theproducer.com
to discuss packages & pricing

Event Sponsorship

Please email us to discuss a custom event sponsorship during one of our educational community events, private mentorship circles, workshops, or panel discussions.

Panels

We work with likeminded brands to curate and host engaging panels and live conversations. We'll showcase your founder or bring in influential speakers who represent what your brand stands for, promote your event via our website and social media outlets, and get our awesome network of industry professionals in the room.

Event Moderation

Are you seeking a speaker, panelist or moderator for your conference or event?

The Producer founder, Annika Howe, is an excellent connector & industry resource. She particularly enjoys sharing her expertise in these topics:

- Insight into the production & photography world.
- How do deal with doubt or fear in a creativity industry.
- Overcoming overwhelm when pursuing a goal, dream, or major project.
- Finding success as a small business owner.
- Problem-solving as the ultimate form of creativity.

Mentorship Workshops

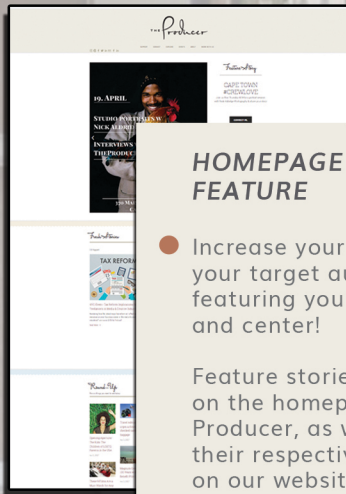
We create custom mentorship workshops for brands who share our values. These workshops give up-and-coming industry talent the connections and support they need to advance personally and professionally. Sessions focus on enabling participants to overcome obstacles and reach their goals through group discussion and leverage from relationships formed within the group circle.

THE Producer

www.theproducer.com

ENGAGING IN OUR MOST POPULAR CONTENT VIA NATIVE ADVERTISING:

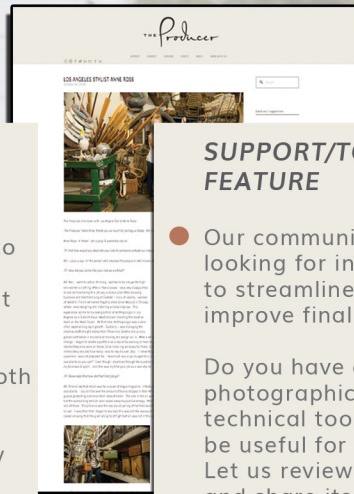
Through insightful features, we can profile your business or your founder's story, present your insights on the industry, or highlight how your business is uniquely suited to service this industry.



HOMEPAGE FEATURE

- Increase your exposure to your target audience by featuring your story front and center!

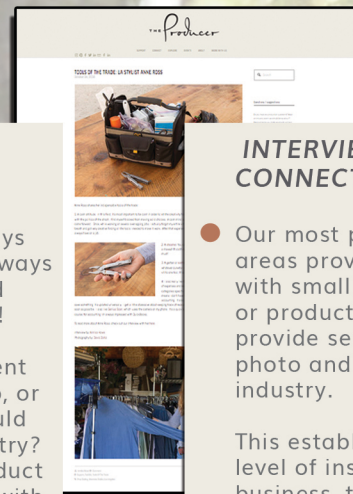
Feature stories will be both on the homepage of The Producer, as well as in their respective category on our website (Explore, Connect, Support or Events).



SUPPORT/TOOLS FEATURE

- Our community is always looking for innovative ways to streamline work and improve final products!

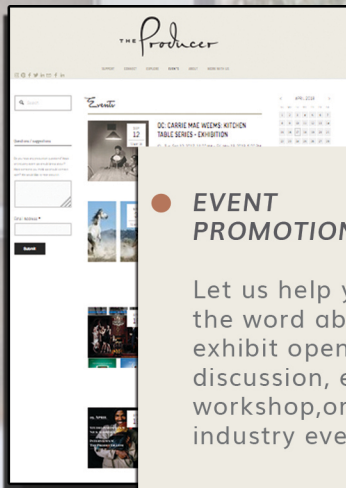
Do you have an excellent photographic tool, app, or technical tool that would be useful for our industry? Let us review your product and share its benefits with our audience!



INTERVIEW & CONNECT FEATURE

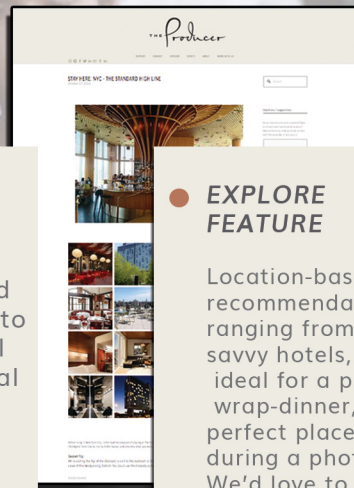
- Our most popular content areas provide interviews with small business owners or production vendors who provide services to the photo and production industry.

This establishes a vetted level of insight into the business, translating into trust and sales.



EVENT PROMOTION

- Let us help you spread the word about a photo exhibit opening, panel discussion, educational workshop, or other industry event!



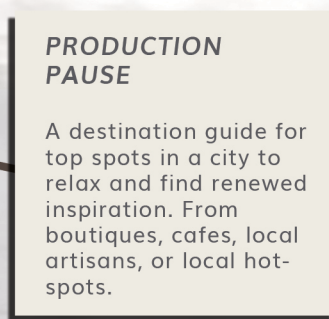
EXPLORE FEATURE

Location-based recommendations ranging from production-savvy hotels, restaurants ideal for a private client wrap-dinner, or the perfect place to unwind during a photo shoot. We'd love to feature your unique private venue!



LOCAL LOVE

Local crew share their favorite brands, stores, locations, and other locally-sourced resources.



PRODUCTION PAUSE

A destination guide for top spots in a city to relax and find renewed inspiration. From boutiques, cafes, local artisans, or local hot-spots.

A SAMPLING OF OUR CLIENTS:



CONTACT hello@theproducer.com TO DISCUSS PACKAGES & PRICING