

A cinematic scene from Star Wars: The Force Awakens showing Rey and Kylo Ren in a snowy forest. Kylo Ren, in his black armor, holds Rey's hand. A bright, multi-colored light (red, white, blue) emanates from their joined hands, resembling a Force lightning effect. The scene is filled with falling snow and bare trees in the background.

EMPIRE

MEDIA PACK

THE MISSION

EMPIRE IS, WITHOUT question, the world's most influential film and entertainment brand. Encompassing a print magazine, podcast, website, digital edition and live events strand, nobody speaks to more film fans across the world with more authority. And within the industry, *Empire* really matters to people. We collaborate with the biggest film studios and distributors and world-class filmmakers and actors to create content that no other brand could pull off. From interviewing Tom Cruise to being on set with Quentin Tarantino to shooting videos with Ryan Reynolds, our access is unparalleled. With world-class writers, critics, photographers and illustrators, every piece of *Empire* content is considered, premium, polished and connects with the audience, who trust us implicitly and come back to *Empire* every day, every week and every month.

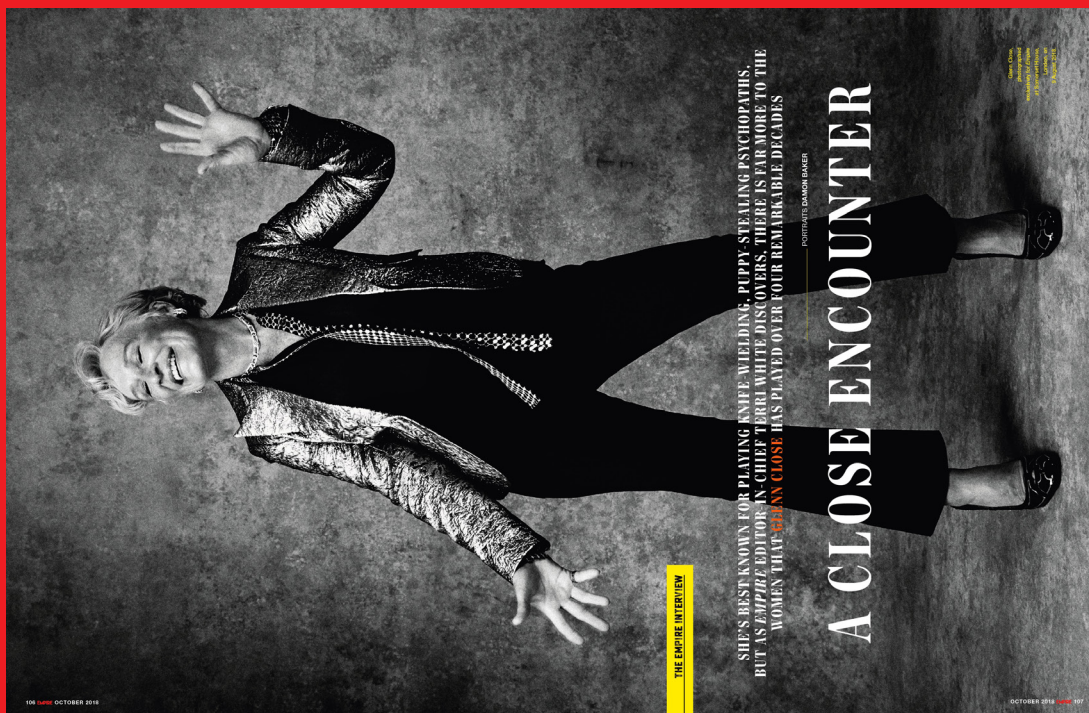
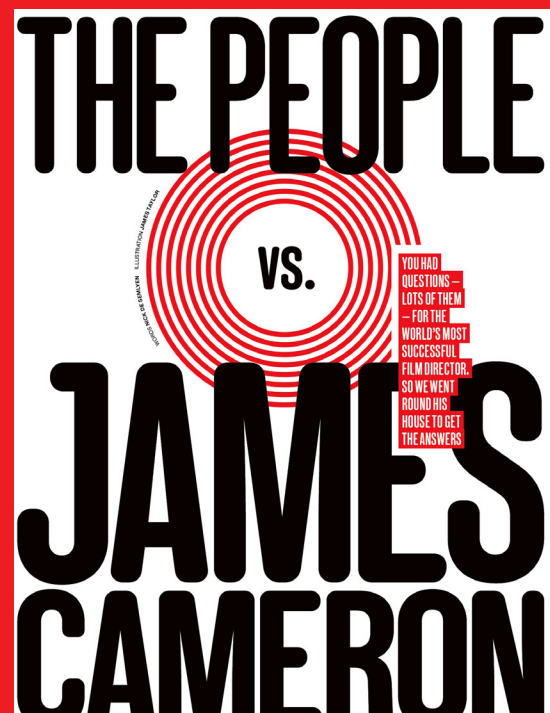


THE EMPIRE READER

THE *EMPIRE* READERSHIP is three-quarters male and aged 18-40, employed, in a relationship (although not necessarily married), university educated and time-poor. *Empire's* audience is passionate about film — they use cinema as escapism or insight into other worlds. They are also key influencers in their group of friends and within their family — no-one would dream of seeing a film without their recommendation. From the multiplex to indie cinemas to home cinema and streaming on their laptop or phone, they now have access to cinematic content 24/7. In an increasingly noisy world, with a wealth of information available, *Empire's* job has never been more important. We curate, we inform and we entertain, whenever and wherever our audience is.



THE MAGAZINE



1 EXCLUSIVES

Whether it's creating the world's first voice-responsive talking cover for *Deadpool 2*, or a Steven Spielberg takeover, *Empire* has some of the biggest firsts in the film and entertainment world.

2 ON-SET

There are set visits, and then there are *Empire* set visits. No-one can match the standing we have with filmmakers, so no-one else got exclusive on-set access with the MCU's trail-blazing *Captain Marvel*.

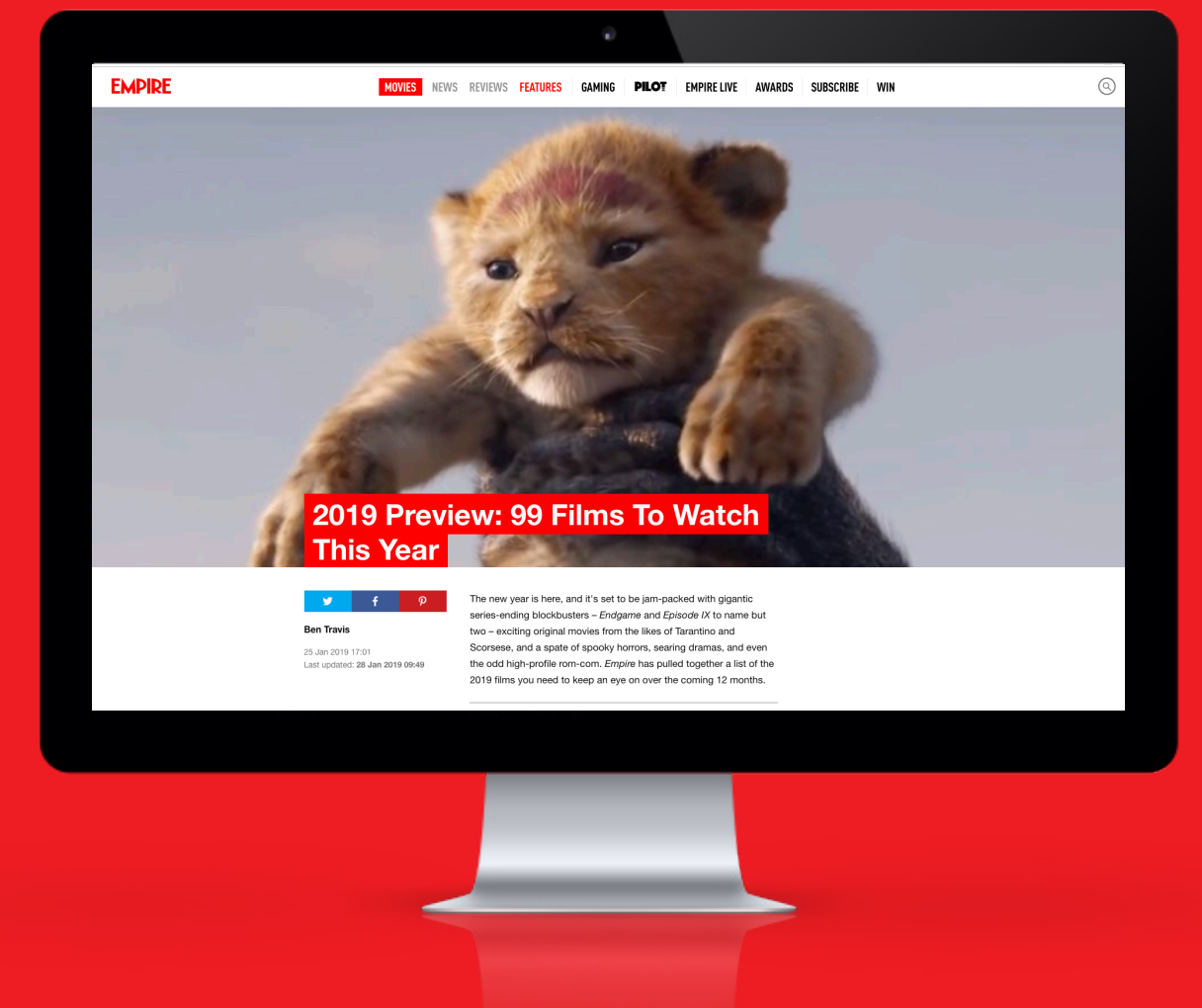
3 A-LIST ACCESS

In the past 12 months we've featured James Cameron, Lin-Manuel Miranda, Simon Pegg, Olivia Colman... Actually, it'd be quicker if we were to name the A-list stars we *haven't* spoken to. *Empire* is the magazine the best and biggest names in Hollywood want to be in.

4 AUTHORITY

Just how big is a Tatooine womp rat? How many Infinity Stones are there? And just what exactly does a Best Boy do? The *Empire* team know. And that's because they live, breathe and dream film. It's the most knowledgeable, passionate team in the business.

MULTI PLATFORM OFFERING



1 DIGITAL EDITION

Empire's award-winning digital edition takes the print magazine to another level. No mere flat recreation, it's enhanced with exclusive video content and pages that come to life with bespoke animations created by the *Empire* design team.

2 PODCAST

With an average of 51,000 downloads a week, the *Empire* podcast is a Top 5 hit in the iTunes chart. The podcast features news, reviews, the team answering reader questions and weekly guests, such as Nicole Kidman and Chris McQuarrie.

3 LIVE EVENTS

Empire hosts live events throughout the year, with the high point of the calendar being the Empire Awards. 2018's star-studded ceremony made front-page news with the one and only Steven Spielberg in attendance collecting his Legend of Our Lifetime award, alongside other big names such as Mark Hamill, Hugh Jackman, Anya Taylor-Joy, Idris Elba and Daisy Ridley.

4 WEBSITE

First with the movie and TV news that matters, empireonline.com is the go-to destination the second a big film review drops, a huge casting decision is revealed or a new trailer breaks. It regularly runs world-exclusive pictures, video and interviews.



AD RATES

DISPLAY

Full page FH	£4,900
Full page ROP	£4,200
Half page	£2,795
IBC/OBC	£6,860
DPS FH	£9,310
DPS ROP	£7,980

ADVERTORIALS

Full page	£6,370
DPS	£12,103
Half page	£3,365

PRODUCTION

Supplied images	£2,000 net
Photoshoot	£3,000 net

INSERTS

Bound-in	£50 per '000
Tip-on	£55 per '000
Loose insert	£35 per '000

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ADVERTISING

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