

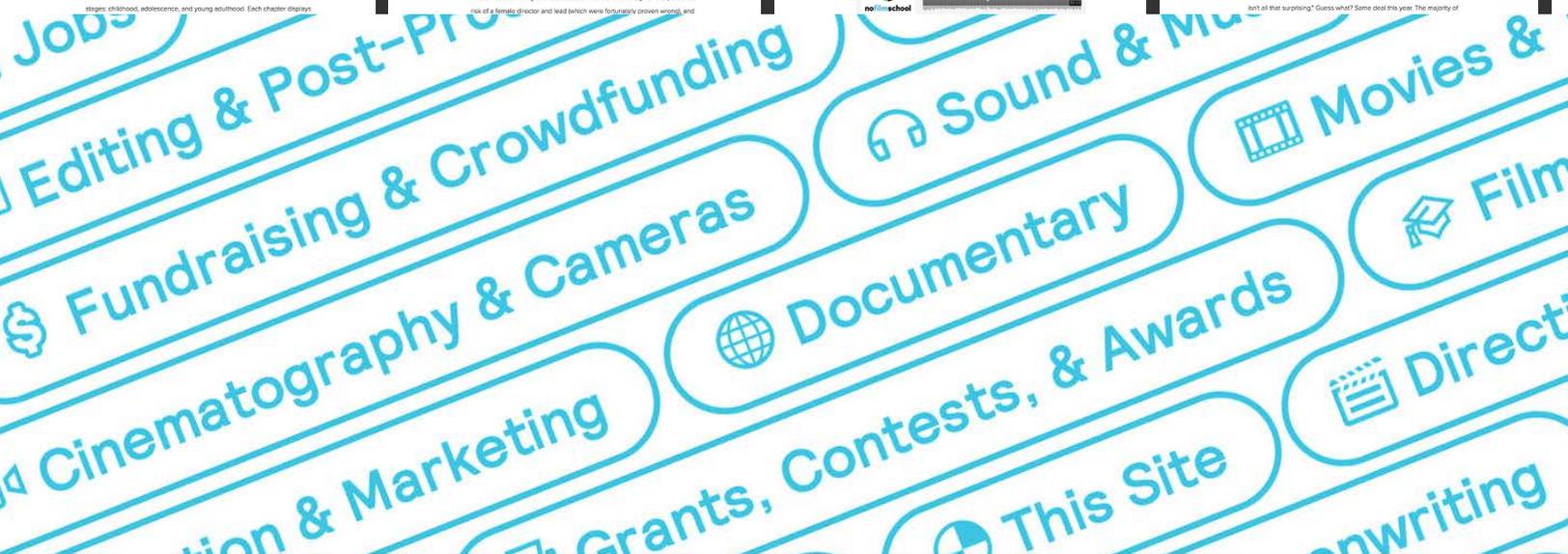
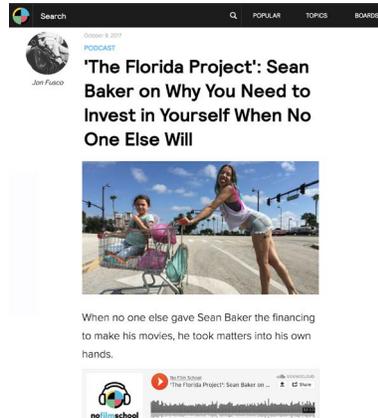
nofilmschool

2018 Media Kit

No Film School is the world's most popular filmmaking website.

No Film School publishes the latest news, tutorials, interviews, and videos to help its readers become better filmmakers — “no film school” required.

Advertise with No Film School and get your brand in front of tech-savvy filmmakers, avid film fans, and independent creatives.



Traffic + Followers

4.5 Million Pageviews/month

1.5 Million Uniques/month

500,000 Facebook Likes

195,000 Newsletter Subscribers

100,000 Podcast Listens/month

History + Growth

No Film School was founded in 2010 by award-winning filmmaker Ryan Koo, who wrote the first 1,000 posts himself.

Koo went on to write and direct *AMATEUR*, a Sundance Screenwriters Lab selection and a 2018 Netflix Original Film.

The site's distinct voice has been "by filmmakers, for filmmakers" since the beginning, giving NFS unmatched credibility in the filmmaking community.

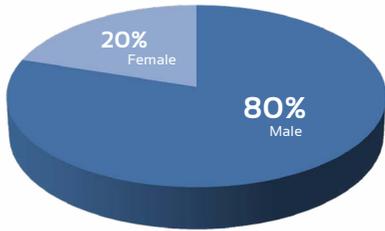
Today No Film School has a staff of full-time editors and a worldwide network of contributors. The blue background here is a graph of the site's actual monthly growth on its way to 250 million pageviews.



NETFLIX

Audience

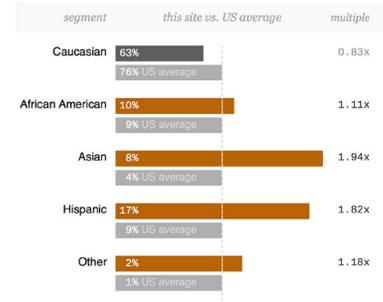
Gender: Male



Age: Adult

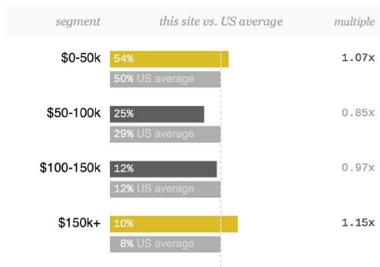
< 18	12%
18-24	16%
25-34	27%
35-44	22%
45-54	15%
55-64	5%
65+	2%

Ethnicity: Cosmopolitan

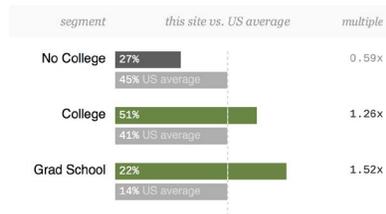


Income: More affluent

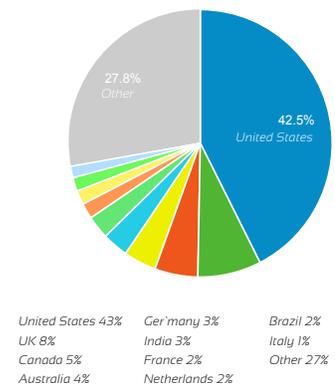
Compared to the national average our audience is 15% more likely to have an income over \$150k.



Education: Graduates + post graduates



Geography: Global/ United States



Interests

Compared to the average internet user, No Film School readers are much more likely to be interested in the following topics. As a result, campaigns are much more targeted than on a site where filmmaking is only one of many topics.

(source: Google Analytics; Quantcast Directly Measured Data - Demographics, Audience Interests)

- 11x Electronics
- 8x Movies
- 8x Audio & Music
- 8x Computer Hardware
- 6x Business & Industrial
- 5x Books
- 4x Entertainment News
- 4x Animation

Inventory (1 of 2)

Banner Ads

Header

Billboard 970x250
Leaderboard 728x90

Content (X2)

Half Page 300x600
Rectangle 300x250
Positioned intelligently next to optimal content (left, right, center)
Second unit appears further down the page

Footer

Leaderboard 728x90

Event Sponsorships

We build custom packages for our coverage of tradeshow and film festivals throughout the year:



Packages include advertorials, video pre-rolls, podcast sponsorships, special edition newsletters, logo exposure, banner ads, and more. Sponsorships are category-exclusive and spaces are limited and competitive.

No Film School Search POPULAR TOPICS BOARDS

December 30, 2013

A Conversation with 'Mud' Writer/Director Jeff Nichols

Christopher Boone

478

One of the first films to explore the inner world of independent video game creators, *Indie Game: The Movie* is a great example of the ethos of modern DIY filmmaking. Filmmakers [James Swirsky](#) and [Lisanne Pajot](#) have undertaken the self-distribution route as well, and it seems to be working really well for them. Over a year after their initial digital release, James and Lisanne continue to prove that the life of their film is not yet over. Recently nofilmschool got together with the filmmakers to get some answers about their recent special-edition self-release and their experience of "building something from nothing." Read on for the full interview.

NFS: Are there trolls? How do you deal with them?

James: Two types of trolls, people who are angry just to be angry — it's just their de-facto response to most things, and those people you'll never win over. But then there are people who are angry, but to find out what type of troll they are, you just kill them with kindness and give them what they want. And more often than not, people do a 180.

Lisanne: People just want to be heard. If someone is having an issue with something, you just say, "I hear you. I hear what you're saying. This is what we were thinking and this is why we did it." Actually the special edition gets into the idea of trolls quite a bit extra bit of text.

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[FUNDRAISING](#) [CROWDFUNDING](#) [FILM FESTIVALS](#) [SHORT FILMS](#) [PERSPECTIVE](#) [SILAS BARKER](#)

via: [The Verge](#), source: [Mashable](#)

YOU MIGHT ALSO LIKE

Inventory (2 of 2)

Podcast reads

Host reads sponsorship messaging during podcasts

Pre-roll or Mid-roll reads

Launched at Sundance in 2016, the popular and highly-rated No Film School podcast places consistently at the top of the iTunes charts for Film & TV.

- 100,000 monthly plays (millions of total streams)
- Weekly news episodes and interview/roundtable coverage
- Each in-depth episode is listened to for hundreds of hours (equivalent to our highest-trafficked articles)
- Personalized reads from our hosts reach listeners natively on many platforms including iTunes and Soundcloud

December 21, 2017
INDIE FILM WEEKLY
Liz Nord

The Best Movies, Gear, and Filmmaking Advice of 2017 [PODCAST]

166 Shows

This special year-end episode of Indie Film Weekly reveals the best that 2017 had to offer while you were busy making films.

nofilmschool

Advertorial

Advertorials are articles written by our editorial team based on materials provided by the advertiser, and are posted on the website in a featured slot as well as promoted via social media.

Limited availability

November 18, 2016
INSPIRE SHOWCASE SERIES, SPONSORED BY DJI
Sponsored Content
Watch: The First DJI Inspire 2 Short Film is Here

To promote the top quality cinematic imagery possible with the Inspire 2, DJI worked with celebrated *Life of Pi* cinematographer Claudio Miranda.

July 25, 2017
SPONSORED
Sponsored Content
Add High-End VFX to Your Film at an Affordable Price

RocketStock's latest video pack offers hundreds of HUDs to give your films an innovative edge.

E-Mail

Two e-mail sponsorship opportunities are available:

Dedicated E-mail

Campaign of your design sent directly to our entire e-mail list

Limited availability

Newsletter

Banner ad with direct link
Included in header of weekly newsletter

Here's what you might've missed at No Film School this week. [View this email in your inbox](#)

Here's what you might've missed at No Film School this week.
[Subscribe to our podcast!](#)

15 SHOTS

All Filmmakers SHOULD KNOW

- 15 Essential Camera Shots All Filmmakers Should Know
- Why Your Film Isn't Getting into Festivals & Tips From a Guerrilla Filmmaking Legend [PODCAST]
- Watch: The First (Amazing) Trailer for Wes Anderson's Forthcoming 'Isle of Dogs'

Advertisers

No Film School has delivered billions of ad impressions for today's leading filmmaking brands, including:



Contact us

Contact us to start advertising with No Film School today:

Sean Bilborrow

Director of Advertising and Brand Partnerships

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919.451.2568

<http://nofilmschool.com>