

Media Play News focuses exclusively on the distribution of movies, shows and other filmed content to the home. Our website, daily e-newsletter, breaking news alerts and monthly print/digital magazine cover all aspects of direct-to-consumer distribution through the three primary platforms: streaming (SVOD, AVOD and FAST), digital TVOD/EST, and disc (4K Ultra HD, Blu-ray Disc, and DVD). We reach both trade and consumers.



## MAGAZINE

A curated collection of content from our daily website along with deeper thought pieces and insights exclusive to the monthly print and digital editions.

### CIRCULATION

13,014

### DIMENSIONS

Tabloid

### FREQUENCY

Monthly

## WEBSITE

[MediaPlayNews.com](http://MediaPlayNews.com)

Constantly updated news, photos and blogs keep the home entertainment industry in the loop on the latest developments in the business.

### MONTHLY VISITS\*

429,664

### UNIQUE VISITORS\*

245,688

## E-NEWSLETTERS

Breaking news alerts and daily e-newsletters keep readers apprised of developments in home entertainment as they happen.

### SUBSCRIBERS

11,564 vetted email addresses

## SOCIAL MEDIA

We have thousands of social media followers across Facebook, X, Instagram, TikTok, LinkedIn and YouTube, all 100% organic.

### FOLLOWERS

42,135\*\*

\* Haus Interactive hosting site data, as of October 31, 2025

\*\* As of October 31, 2025

We tell you what's important – and why. *Media Play News* is a forum for all businesses involved in the on-demand distribution of entertainment. We reach executives at major studios, top streaming services, independent film distributors, digital and physical retailers, and technology companies.

We also reach consumers who want to know what they can watch in the home or on the go, whether it's a hot new series on Netflix, Disney+ or Tubi or the latest movie, fresh from theaters, they can buy or rent digitally or on disc.

*Media Play News* stories and research are routinely cited in reports from some of Wall Street's top financial analysts. We get picked up by leading news services, websites and bloggers and we supplement our core media properties with a fast-growing social media presence across Facebook, X, Instagram, TikTok, LinkedIn and YouTube.



## FOR ADVERTISING, CONTACT:

John Boezinger, Chief Revenue Officer  
[jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com)  
949-413-9311

Stephanie Prange, Associate Publisher  
[sprange@mediaplaynews.com](mailto:sprange@mediaplaynews.com)  
714-307-3228

### OUR READERS INCLUDE



**Ted Sarandos**  
Co-CEO, Netflix



**Cameron Douglas**  
SVP of OTT/Streaming,  
Fandango



**Adam Lewinson**  
Chief Content Officer,  
Tubi



**Michael Pachter**  
Managing Director,  
Equity Research,  
Wedbush



**Eddie Cunningham**  
President, Studio  
Distribution Services



**Andrea Downing**  
President, PBS  
Distribution



**Lexine Wong**  
EVP and Head of  
Global Multichannel  
Marketing, Sony  
Pictures Television



**Hilary Hoffman**  
EVP, Global  
Marketing, Univer-  
sal Pictures Home  
Entertainment



**Jeff Shultz**  
CEO, Radial  
Entertainment



**Erick Opeka**  
President and Chief  
Strategy Officer,  
Cineverse

“*Media Play News* covers the nuts and bolts of the digital entertainment industry in more depth and breadth than any other publication. The daily newsletter and monthly magazine are unique among Hollywood trades.”

— **Amy Jo Smith**,  
President and CEO,  
DEG: The Digital Entertainment  
Group

“As Hollywood undergoes a profound digital transformation — reshaping everything from production to distribution to audience engagement — *Media Play News* has become an essential resource. It remains on the pulse of the industry’s most pivotal shifts, offering the kind of informed, insider perspectives that only those who run Hollywood can provide.”

— **Tony Huidor**,  
President of Technology and  
Chief Product Officer,  
Cineverse

“*Media Play News* plays an essential role in helping our industry understand how audiences are connecting with content. As streaming continues to reshape viewing habits, we rely on trusted sources like *Media Play News* to surface the trends and insights that matter. Just as important, they help connect and elevate the people who drive this industry forward, creating a space where ideas, innovation, and leadership can thrive.”

— **Andrea Downing**,  
President, PBS Distribution



“Every entertainment leader I know reads *Media Play News*. It’s where you go to understand what’s shaping our industry in real time, from breaking news to deep analysis to the kind of on-the-ground reporting that keeps all of us connected. *MPN* cuts through the noise and brings the industry together with insights you simply can’t afford to miss.”

— **Jerry Inman**,  
CMO, Whip Media

“*MPN* gives me the straight dope. I trust the reporting and appreciate that the storytelling is succinct but engaging and creative. And I love that we still get the printed magazine, I can’t stand reading anything on my phone or computer!”

— **Ed Seaman**,  
CEO, MVD Entertainment Group

“All of us at SDS greatly value *Media Play News* as an essential resource for staying informed and connected within our industry. The insightful articles, market analysis, and coverage of emerging trends help us remain at the forefront of innovation and best practices. Beyond the information, the magazine fosters a sense of community — linking professionals, sharing expertise, and driving the advancement of our entire sector. We consider *Media Play News* not only a publication, but a vital partner in supporting the growth and success of our business and the industry as a whole.”

— **Eddie Cunningham**,  
President, SDS

## ADVERTISING CONTACT

**John Boezinger**  
949-413-9311  
[jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com)

## EDITORIAL CONTACT

**Stephanie Prange**  
714-307-3228  
[sprange@mediaplaynews.com](mailto:sprange@mediaplaynews.com)



## EDITORIAL CALENDAR / AD PLANNER

PUBLICATION DATE	SPECIAL COVERAGE	AD CLOSE	MATERIALS DEADLINE
January 26		1/12	1/16
February 23	Special Section: Fast Forward Honors: Cineverse's Chris McGurk	2/9	2/13
March 23	Special Section: Top Indie Film Distributors	3/9	3/13
April 20	Home Entertainment Awards; Special Section: Top Marketers and Publicity Executives	4/6	4/10
May 18	Special Section: FAST30	5/4	5/8
June 15	Special Section: Top Retailers	6/1	6/5
July 20	Special Section: 40 Under 40	7/6	7/10
August 17		8/3	8/7
September 21	Special Section: 50 Women to Watch in the Digital Entertainment Business	9/7	9/11
October 19	Special Issue: AFM – Independent Film	10/5	10/9
November 16	Special Section: The 40 Most Important People in Streaming	11/2	11/6
December 14	Special Section: AI in Entertainment	11/30	12/4





## PRINT

LEVEL 1*	TAB	1/2
Theatrical	\$12,000	
Cover (Premium Charge)	\$20,000	
LEVEL 2*	TAB	1/2
Catalog, Branding, Boutique	\$9,000	\$4,500
LEVEL 3	TAB	1/2
Congratulatory	\$6,000	\$4,500

\*Includes digital

## DIGITAL

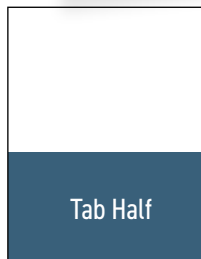
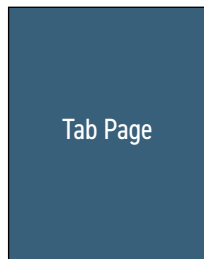
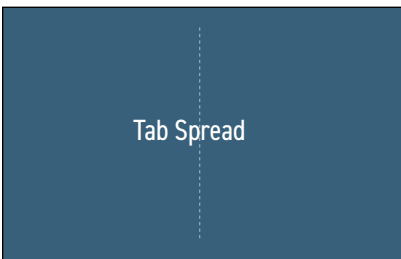
MEDIAPLAYNEWS.COM	
Leaderboard**	\$2,000/one-week run
Skyscraper**	\$2,000/one-week run
Big Box**	\$1,500/one-week run
E-NEWSLETTER/ BREAKING NEWS BLAST	
Leaderboard (additional)	\$1,000/one-week run
E-MAIL BLAST	
Custom, camera ready	\$2,500
Custom, we create	Inquire

\*\* Run-of-Site (ROS) Placements

PRINT AD SIZE	TRIM (wxh)	BLEED (wxh)
Tab page	10.25" x 13"	10.5" x 13.25"
Tab spread	20.5" x 13"	20.75 x 13.25"
Tab 1/2 page (H)	10.25" x 5.625"	10.5" x 5.875"

All ads require 0.125" bleed on all sides.

The advertiser is responsible for preflighting and proofing all advertisements prior to submission to the publisher.



### PRINT AD SPECIFICATIONS

#### FILE FORMAT

Files should be press-optimized (high resolution 300 dpi), CMYK, and have all fonts embedded. The preferred format is PDF/X-1a. Add 0.125" to top, bottom, left, and right of the ad trim dimensions for print bleed.

#### LIVE COPY TYPE SAFETY

All type must be 0.25" inside the trim on all four sides. Spread ads must have 0.125" type safety on each side of the gutter.

#### NOTE:

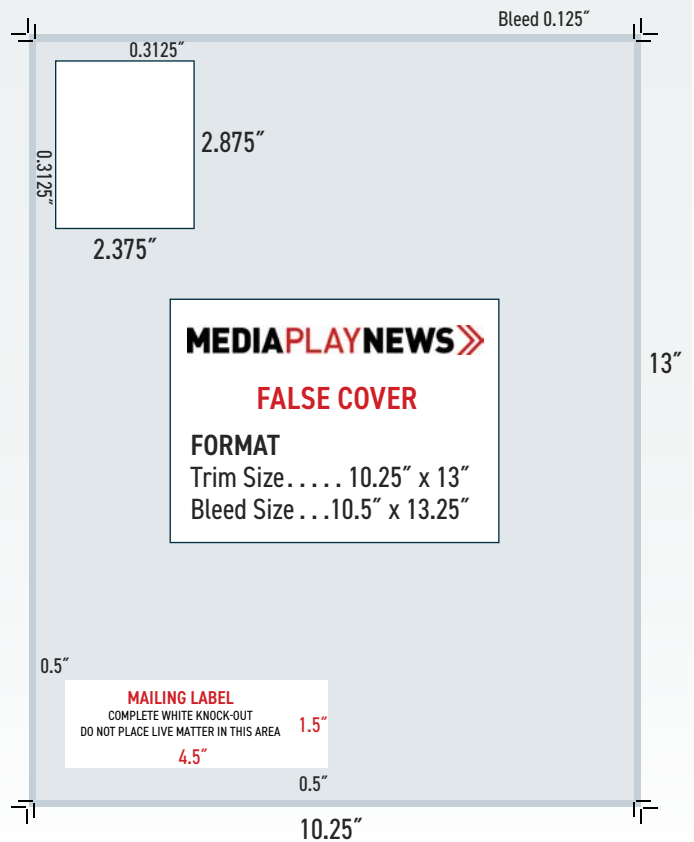
Submitted ads must be no larger than 20MB.

### FILE SUBMISSIONS/QUESTIONS

Email a downloadable link to [jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com) and [sprange@mediaplaynews.com](mailto:sprange@mediaplaynews.com).

For questions, contact John at (949) 413-9311 or [jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com)

### FALSE COVER SPECIFICATIONS



DIGITAL AD SIZE	WIDTH	HEIGHT
Leaderboard	2184 px	270 px
Skyscraper	480 px	1800 px
Big Box	900 px	750 px



The advertiser is responsible for preflighting and proofing all advertisements prior to submission to the publisher.

## BREAKING NEWS

## NEWSLETTER

## WEBSITE

Black frame indicates viewable screen

Leaderboard 1

Leaderboard 2

Leaderboard 1

Leaderboard 2

Leaderboard 1

Skyscraper 1

Skyscraper 2

Leaderboard 2

Big Box 1

Leaderboard 3

Scroll

Scroll

## DIGITAL AD SPECIFICATIONS

### FILE FORMAT

The preferred file format is an RGB JPG.

### FILE SUBMISSIONS/QUESTIONS

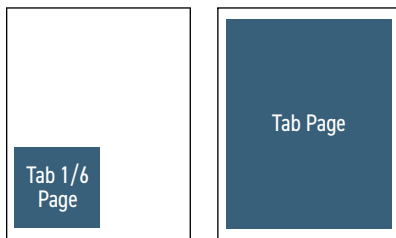
Email file to [jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com) and [sprange@mediaplaynews.com](mailto:sprange@mediaplaynews.com).

For questions, contact John at (949) 413-9311 or [jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com)

Media Play News offers clients the chance to deliver their custom message directly to consumers through our sponsored content offerings. Also known as advertorials or native advertising, these articles are written by our editors but approved by you.

Sponsored content gets your product or company in front of our readers – in the news feed on the home page of our website, in our daily newsletter, and in the editorial pages of our monthly magazine, both print and digital. It's an effective and persuasive way to tell our readers what you do – and what you have to offer them.

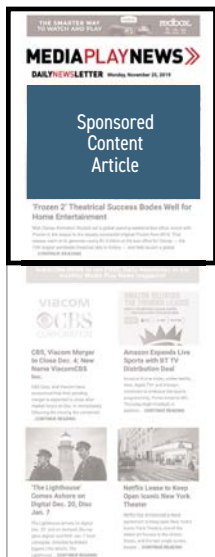
## MAGAZINE



PRINT AD SIZES	WIDTH	HEIGHT
Tab page	10.25"	13"
Tab 1/6 page	4.5"	4"



## NEWSLETTER



## WEBSITE

Black frame indicates viewable screen



## CONTENT SPECIFICATIONS

### SUPPORTING FILE FORMATS

Image files should be high resolution, 300 dpi as jpg, tif, png for best output quality. Logo files should be a vector file: pdf, eps, ai, svg. Copy should be supplied as a PDF or Word document.

### FILE SUBMISSIONS/QUESTIONS

Email a download link to John Boezinger for file submissions. For questions, contact John at (949) 413-9311 or [jboezinger@mediaplaynews.com](mailto:jboezinger@mediaplaynews.com)