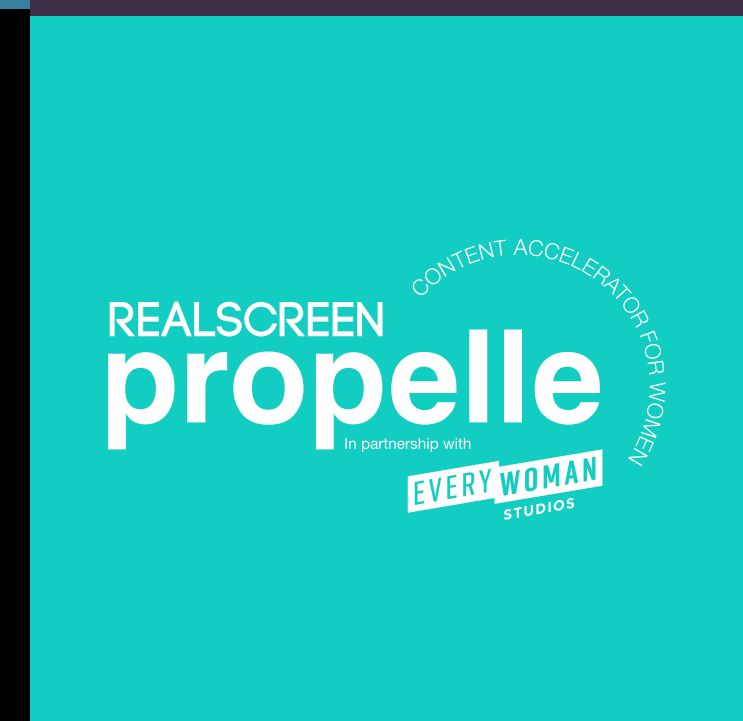


REALSCREEN

MEDIA KIT



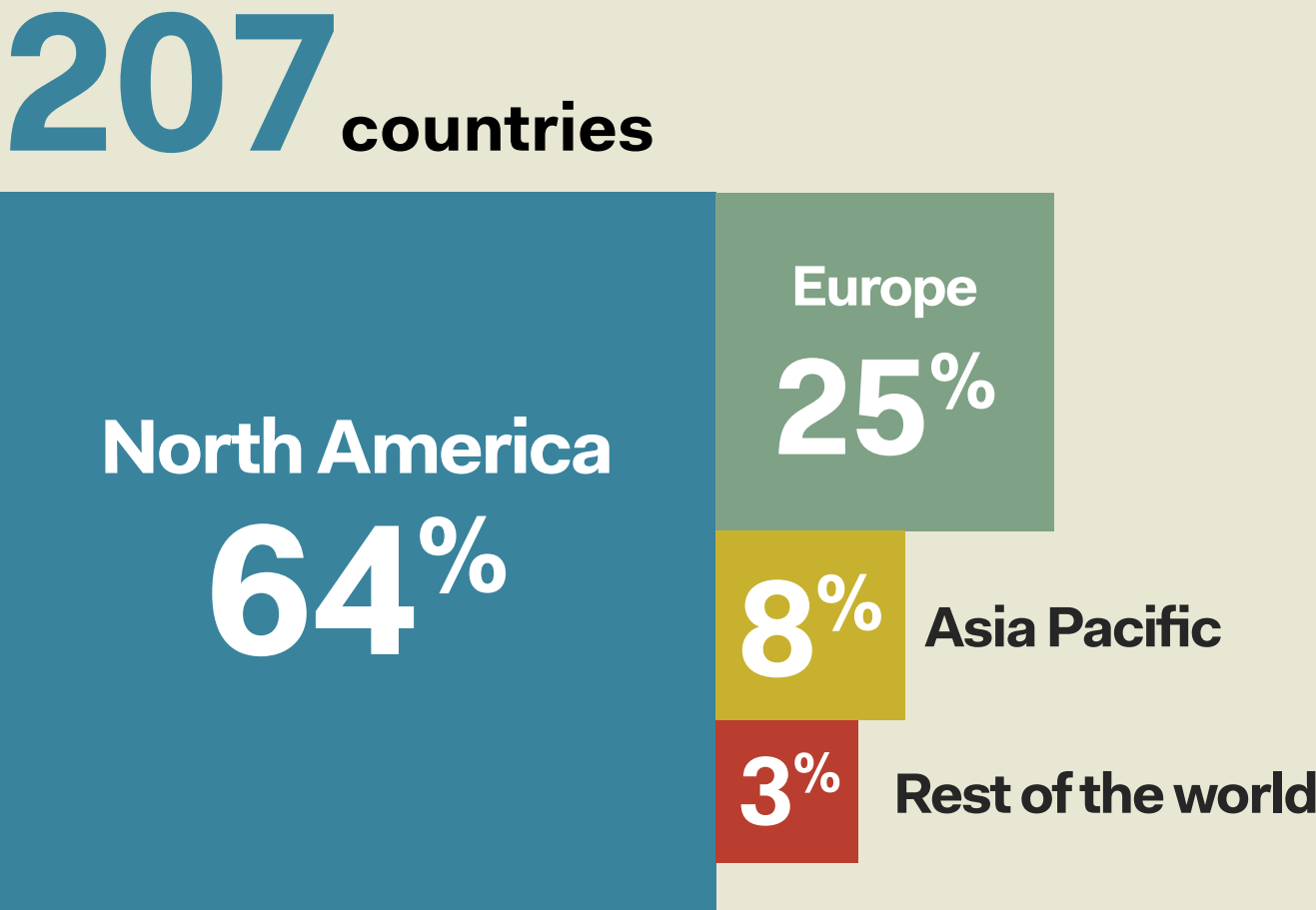
REAL**talk**



Realscreen.com serves as the ultimate resource hub for unscripted and non-fiction executives, providing indispensable insights and analysis on industry trends and cutting-edge innovations.

100,000+
PAGE VIEWS PER MONTH

50,000+
UNIQUE VISITORS
PER MONTH



Website analytics from: January 1, 2024 - September 30, 2024



EDITORIAL FOCUS

WINTER 2025

FACTUAL UNDER 40

Our yearly celebration of 40-and-under creatives and executives shaping the future of non-fiction.

PROPELLING UNSCRIPTED

A close look at the women creators chosen for *Realscreen's* 2025 Propelle Content Accelerator for Women...and their work.

TRENDWATCH '25

The business and content trends in the unscripted content business that will shape the year ahead... and beyond.

SPONSORED OPPORTUNITIES

The New Collaborators
Realscreen Summit & NATPE Global Listings

SPRING 2025

LONDON SCREENINGS SHOPPERS' GUIDE

An overview of new factual fare being shopped in the UK capitol during the annual distributor fest.

THE GLOBAL 100

Our annual snapshot of the 100 top companies working in non-fiction and unscripted content production around the world, as chosen with input from the industry itself.

FUNDING FOCUS

From treaty copros to tax incentives and many points between, we'll show you the money (or at least, how to get it!).

SPONSORED OPPORTUNITIES

FRONT & CENTER:
Spotlight on London TV Screenings

SUMMER 2025

FORMATS FOCUS

The latest trends and trend-setters shaping the global formats business.

TRAILBLAZERS

In-depth profiles of the executives, creators and companies pushing the unscripted content industry forward.

DIALOG REPORT

A deep dive into the issues impacting diversity, equity and inclusion in the non-fiction entertainment industry.

FOLLOW THE MONEY

From treaty copros to tax incentives and many points between, we'll show you the money (or at least, how to get it!).

SPONSORED OPPORTUNITIES

The New Collaborators
Realscreen Location Guide

FALL 2025

STREAMING WHO'S WHO

The latest intel on the streaming space and the opportunities for unscripted within it.

MIPCOM PICKS

Realscreen's selection of top non-fiction projects headed to Cannes' biggest TV content market.

CONTENT CLIMATE '25

A comprehensive look at who's buying what, where... and why.

SPONSORED OPPORTUNITIES
The MIP List

REGULAR FEATURES

THE BRIEF

Zero in on the non-fiction and unscripted needs of commissioners from around the globe.

BRAVE NEW WORLDS

Tech advances that will give you the competitive edge in unscripted production.

SMALL COMPANIES, BIG IDEAS

The "small but mighty" prodcos that are making big waves in the non-fiction content space.

UNSCRIPTED AND UNPREPARED

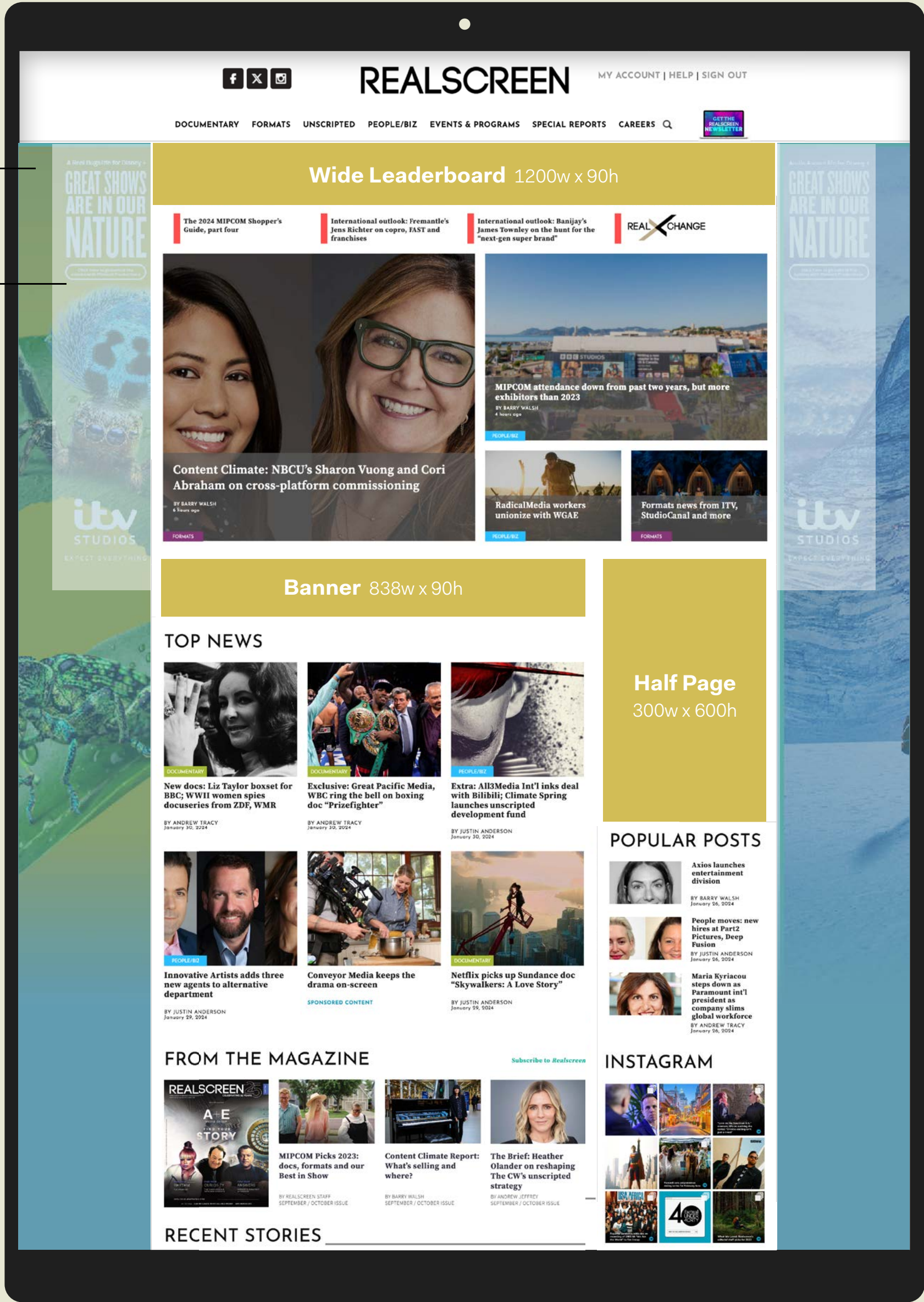
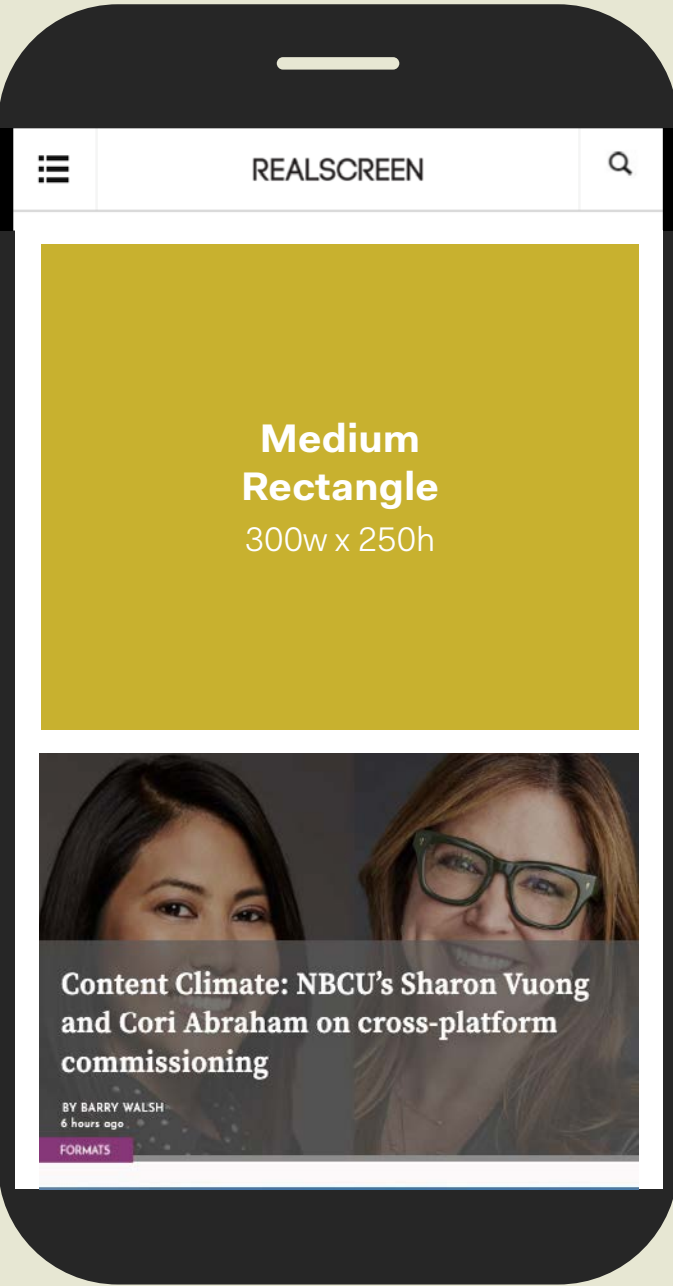
Hosted by Jimmy Fox and produced in partnership with Realscreen, this podcast gives you inside access to some of the top players in unscripted and non-fiction entertainment.

WEBSITE

Wallpaper
2000w x 1200h
(Website content 1200w)

Safe visible area
133w x 600h

Wallpaper Rate:
1 month: **US\$12,800**
1 week: **US\$3,200**
Dates subject to availability.



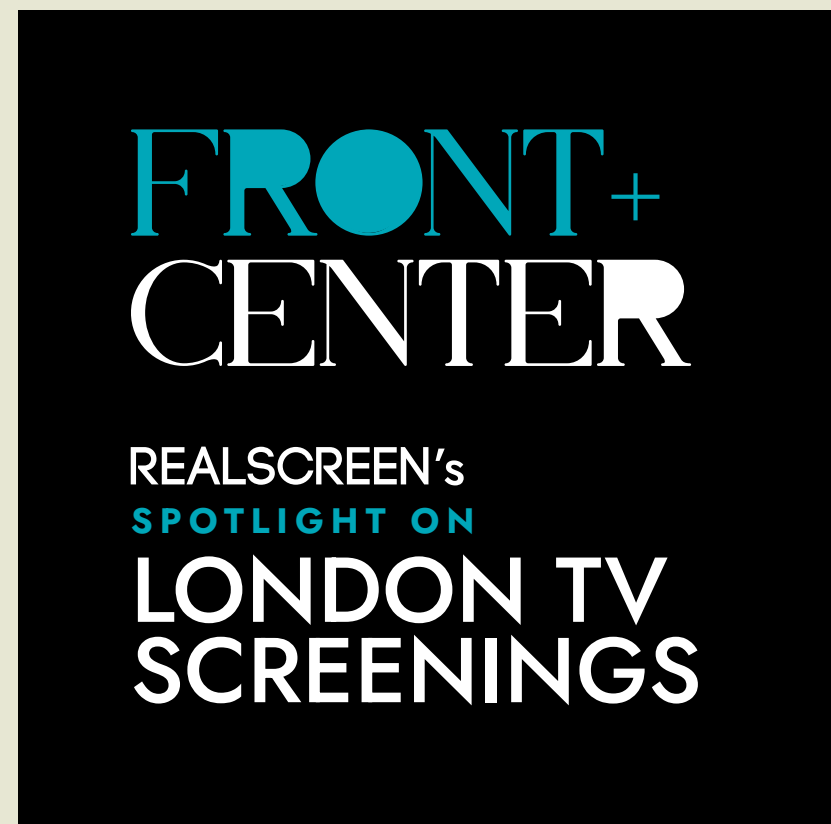
RATE CARD

PREMIUMS	CPM
Sponsored Content	Inquire
Interstitial	Inquire
Site Wrap	\$95
Wallpaper	\$85
SIZE	
Half Page	\$40
Wide Leaderboard	\$40
Inline Banner	\$40
Medium Rectangle	\$40

Prices are per insertion.
Rates are in USD and
are net.

There will be \$50
production charge
for any files that are
submitted unfinished
or in formats other than
those listed above.
Additional designer
time is \$50/hr.

SPONSORED OPPORTUNITIES



Reach key factual buyers around the globe with this exclusive opportunity to put an unscripted spotlight on the titles you're showcasing in London.



Maximize your exposure by spotlighting up to six programs in Realscreen Daily and on realscreen.com + digital promotion at MIPCOM.



Reach a global audience of industry professionals actively engaged in unscripted and non-fiction entertainment with the Global 100 sponsorship opportunities.



Amplify your brand exposure among unscripted and non-fiction decision-makers with exclusive Factual Under 40 sponsorship opportunities.




Make sure your company is on the radar of key decision-makers in by spotlighting your credentials, range of services, and / or projects you've collaborated on.

Different packages available. Reach out to us for more details.

REALSCREEN DAILY

REALSCREEN


Leaderboard 964w x 90h



Half Page
300w x 600h

Content Climate: NBCU's Sharon Vuong and Cori Abraham on cross-platform commissioning

Inline Double 630w x 166h



Medium Rectangle
300w x 250h

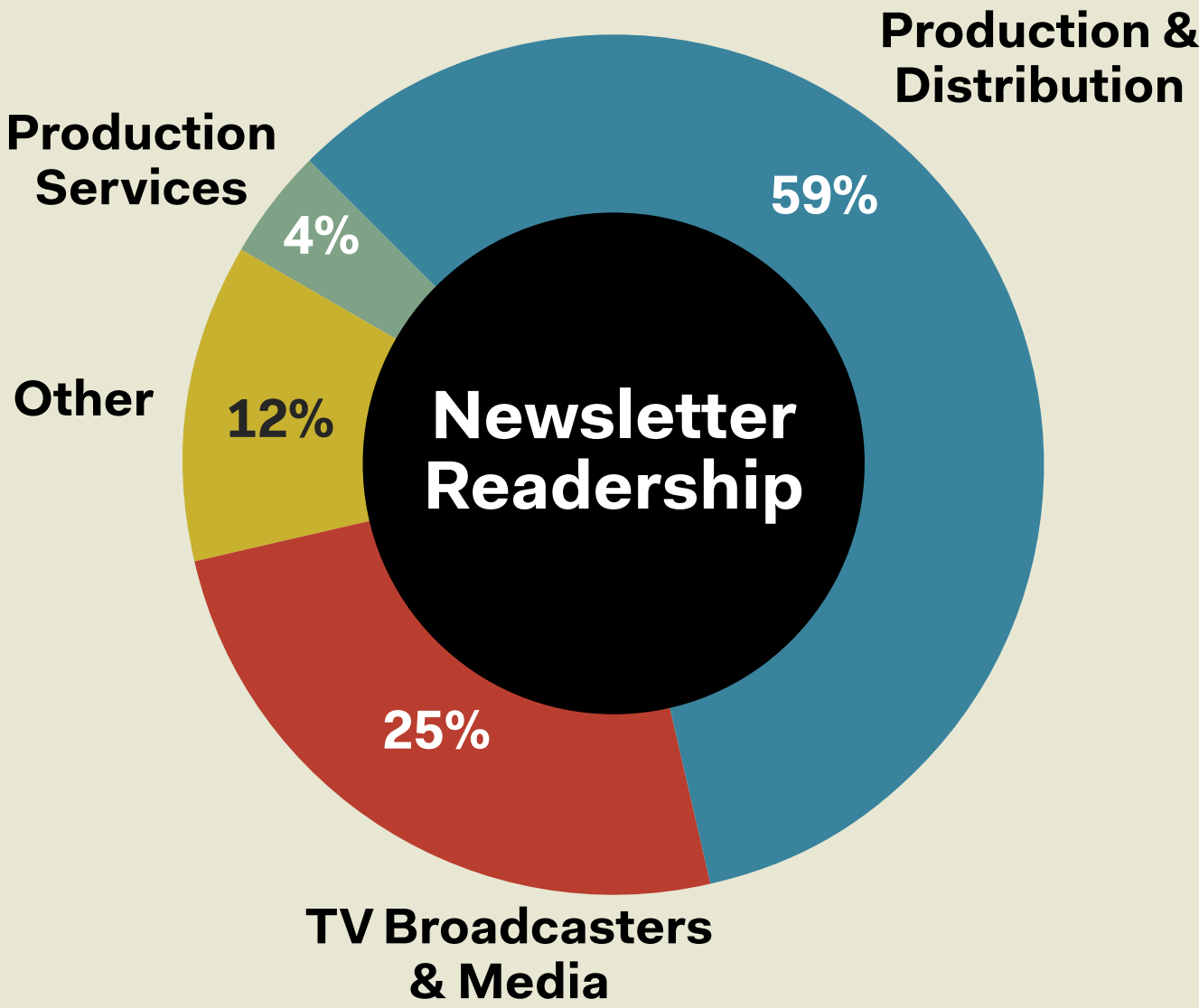
PEOPLE/BIZ

MIPCOM attendance down from past two years, but more exhibitors than 2023

Banner 1 630w x 90h

20,000+
SUBSCRIBERS RECEIVE
THE NEWSLETTER DAILY
MONDAY TO FRIDAY

45%
AVERAGE OPEN RATE



RATE CARD	1-6	7-24	25+
	issues	issues	issues
Sponsored Content	Inquire		
Leaderboard* 964w x 90h	\$650	\$600	\$550
Half Page* 300w x 600h	\$650	\$600	\$550
Inline Double* 630w x 166h	\$550	\$490	\$430
Banner 1 & 2* 630w x 90h	\$475	\$435	\$380
Medium Rectangle 300w x 250h	\$430	\$425	\$380

Prices are per insertion. Rates are in USD and are net.

There will be \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr.

REALSCREEN DAILY

ADVERTORIAL

Feature Article in Realscreen Newsletter (650 words max)
Produced by Realscreen's freelance writer

NEWSLETTER TAKEOVER

Ownership of all Newsletter Ad Units
(total of 4) on a selected date
Dates subject to availability.



UNITS: 1 Leaderboard + 1 Half Page
+ 1 Inline Banner + 1 Banner
1 day: **US\$2,760**
5 days: **US\$12,000**



Realscreen Daily: 1 week, 5 Half Page ads
(Medium Rectangle for mobile)

realscreen.com: 30,000 guaranteed Half Page ad impressions
over 4 weeks on selected dates
(Medium Rectangle for mobile)

RATE: **US\$7,000**

BREAKING NEWS SPONSORSHIP



UNITS: 1 Leaderboard
(Medium Rectangle for mobile)
3 months: **US\$5,700**
6 months: **US\$10,300**
12 months: **US\$18,600**

EMAIL BLASTS

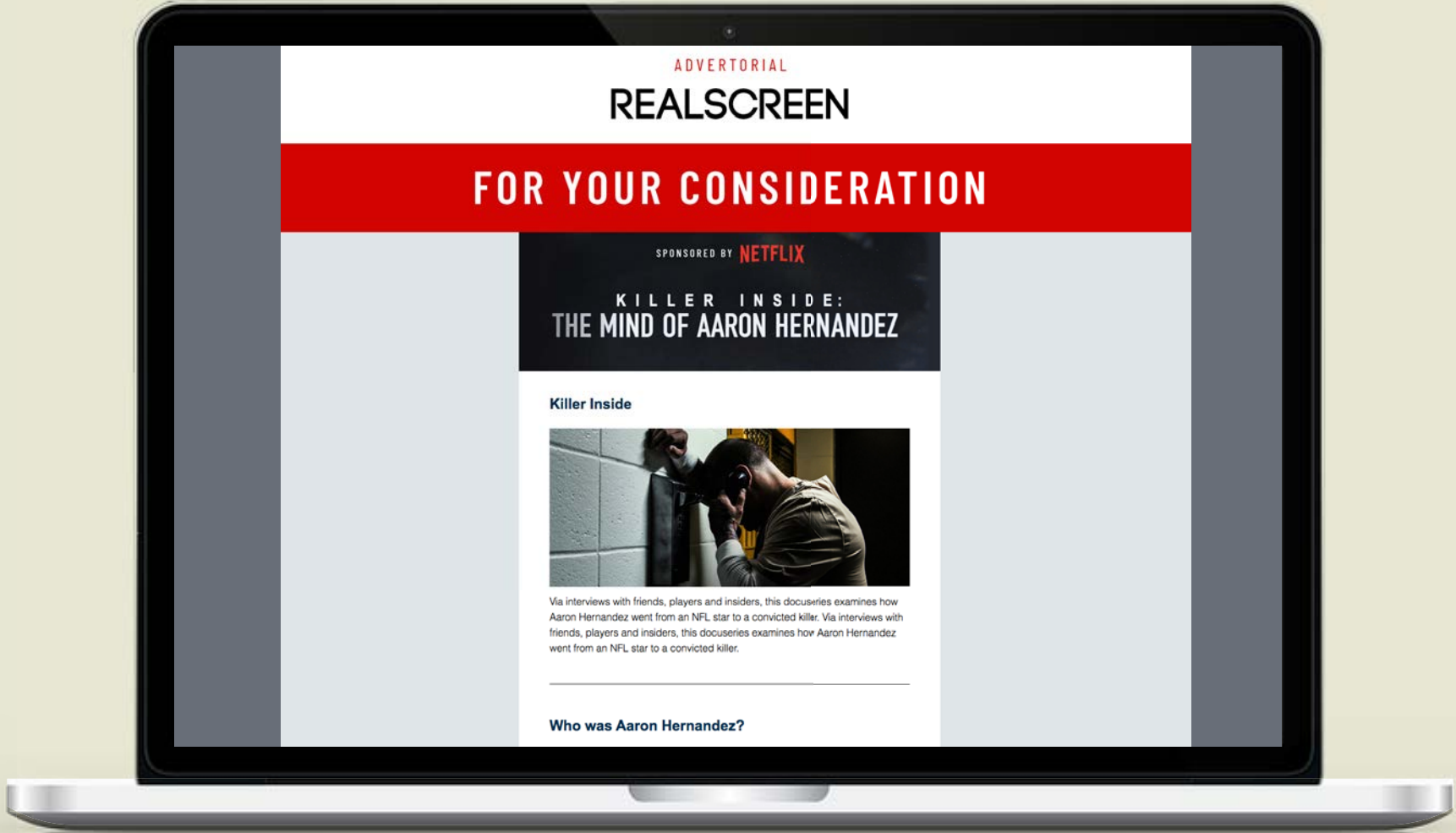
Realscreen sends exclusive email blasts to its expansive database of email subscribers who can be tapped via advertising with us. Our email blasts are optimized for both desktop as well as mobile devices to reach as many users as possible.

BRANDED EMAIL BLAST



Dates subject to availability.
RATE: **US\$8,200** each

FYC ADVERTORIAL



Six Branded Emails
Option to add on additional emails for **US\$5,500** each
Dates subject to availability.
RATE: **US\$27,500**

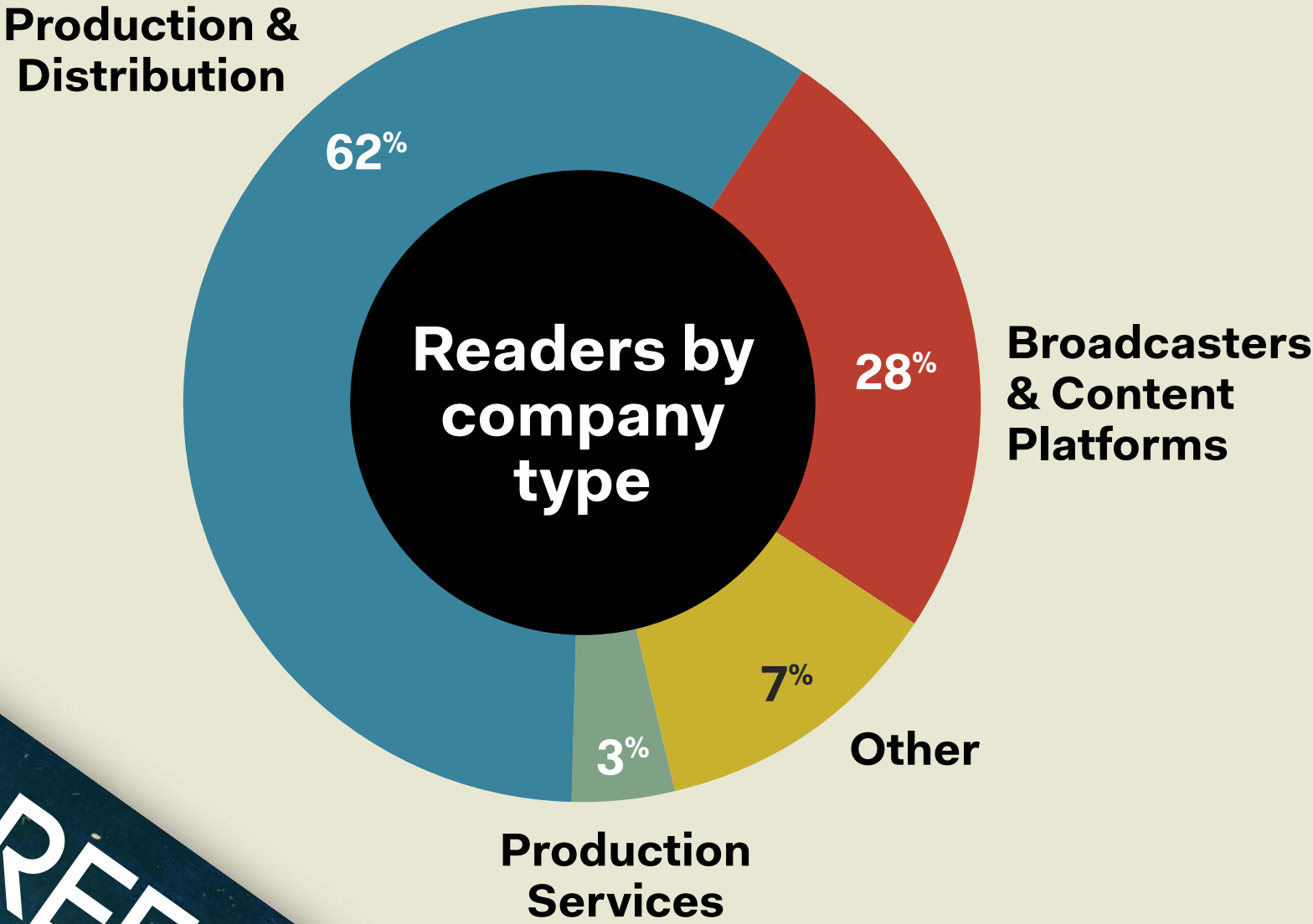
REACHES
22,000+
INBOXES

AVERAGE
OPEN RATE
8,000+
USERS

MAGAZINE

Each of *Realscreen*'s issues includes timely, analytical and thoughtful content about the business of non-fiction and unscripted entertainment, and the executives who are shaping its future.

6500+
CIRCULATION



RATE CARD

PAGE SIZE	1x Per Year	2x Per Year	4x Per Year
OUTSIDE FRONT COVER	Available Upon Request For Event Bonus Distribution		
PREMIUM POSITIONS	Available Upon Request		
DOUBLE PAGE SPREAD MULTIPLE (2 OR MORE SPREADS IN SAME ISSUE)	7,000	6,500	6,000
DOUBLE PAGE SPREAD	7,500	7,000	6,500
OUTSIDE BACK COVER	5,500	4,500	4,000
FULL PAGE MULTIPLE (2 OR MORE SINGLE PGS. IN SAME ISSUE)	4,000	3,500	3,000
FULL PAGE	4,400	3,900	3,500
1/2 HORIZONTAL / VERTICAL	2,700	2,450	2,200
1/4 PAGE	1,850	1,650	1,550

SOCIAL MEDIA

Realscreen's social media platforms engage an audience of industry leaders, content creators, and decision-makers, helping your brand reach the heart of the global unscripted and non-fiction community.

@REALSCREEN



6.2K



2.1K



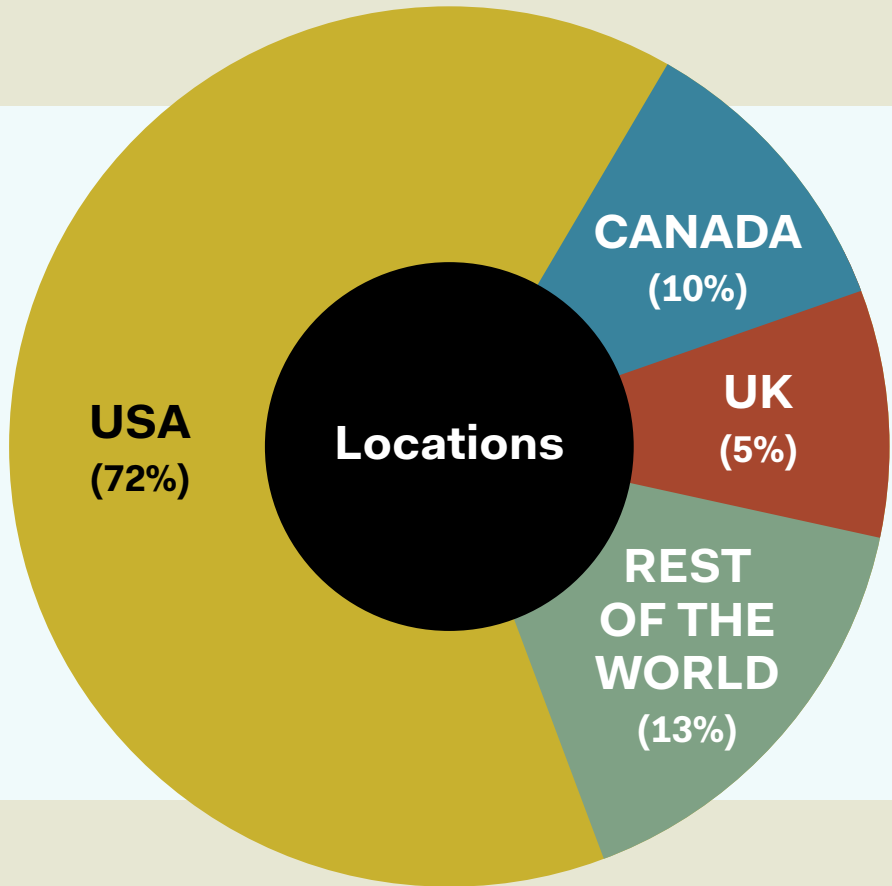
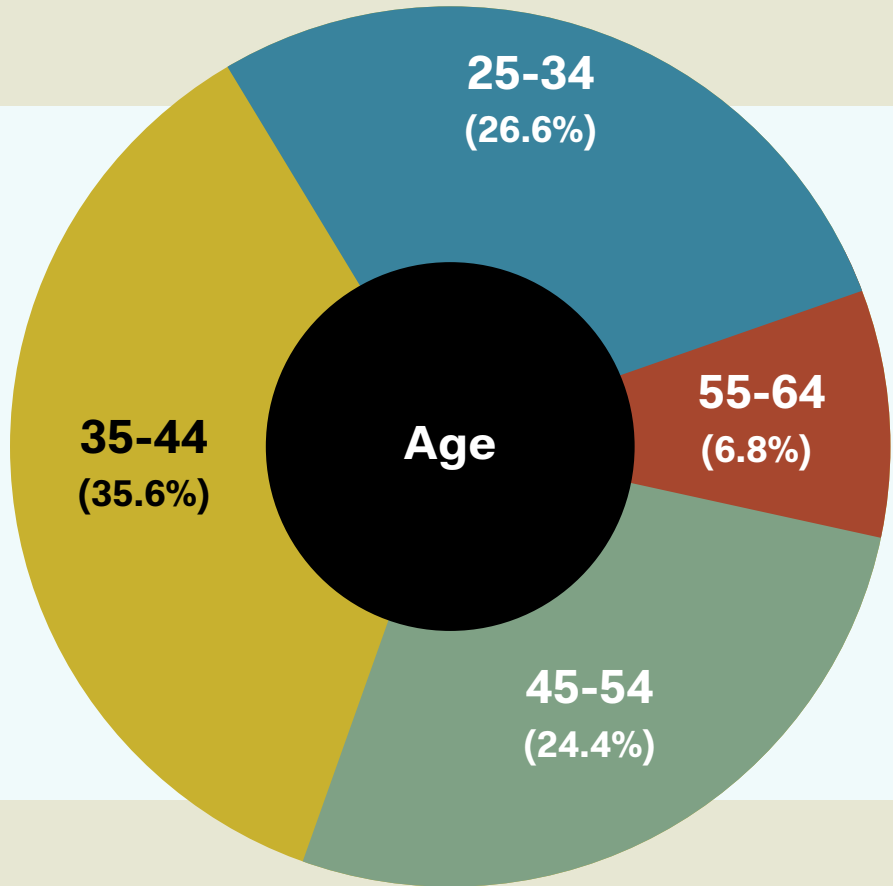
13.5K



5.5K



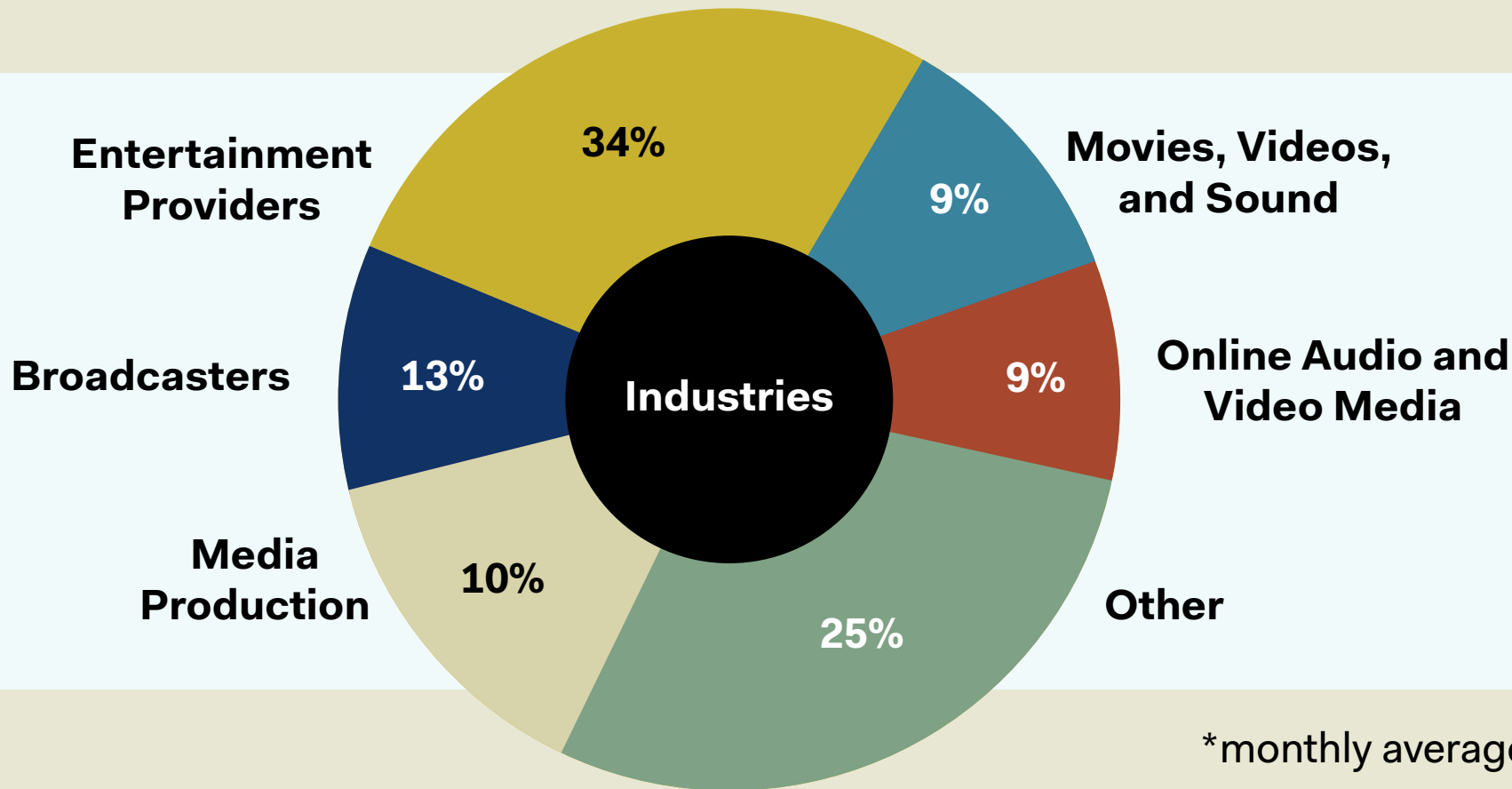
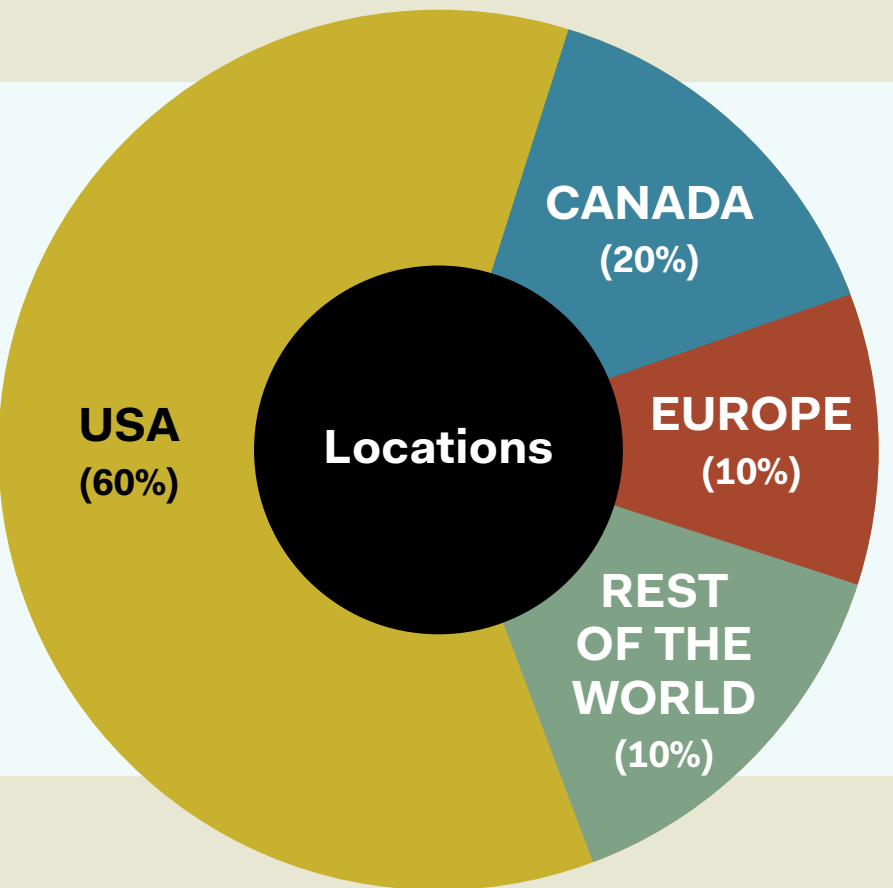
16,000+
Engagement
5,500+
Reach



INTERESTS:
Film and TV,
Media Production,
Creative Agencies



9,000+
Engagement
5,000+
Reach



*monthly average

REALSCREEN SUMMIT

THE WORLD'S LARGEST
UNSCRIPTED GATHERING

1300+

Delegates

20+

Countries

1000+

Curated meeting
opportunities

40+

Keynotes, panels &
buyer briefings





The Realscreen Awards pay tribute to outstanding content from around the world at the industry's global celebration of excellence in non-fiction and unscripted entertainment.

600+
entries

15+
countries

23
categories

100+
jurors



DIALOG

Diversity | Inclusion | Accountability | Learning | Opportunity | Growth

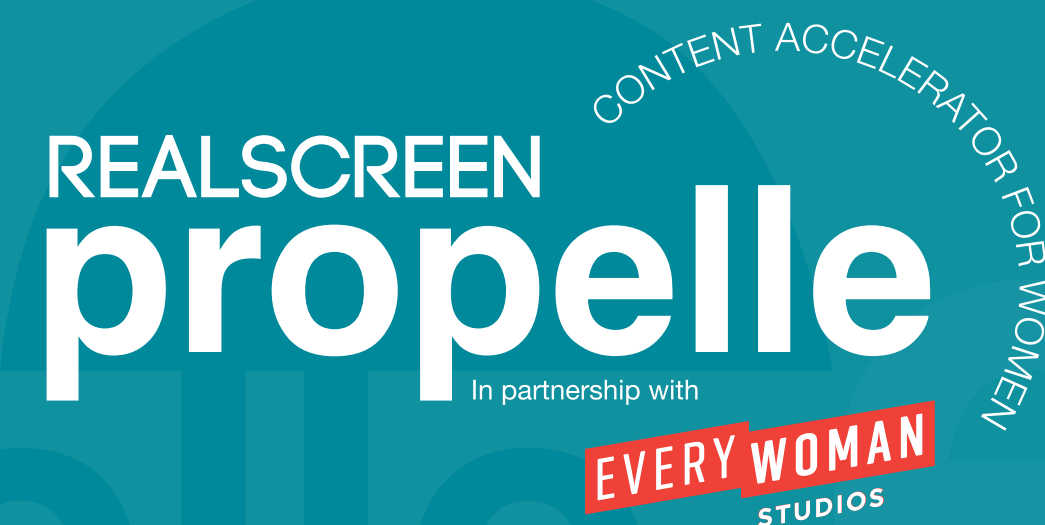
REALSCREEN + NATPE

The DIALOG Mentorship Program is a transformative initiative designed to foster connections for mid-level executives who are Black, Indigenous, and People of Color (BIPOC) in programming and production.

FOUNDING PARTNERS



Formagination is a leading international TV format competition that for over a decade has served as a unique launching pad for extraordinary creativity, turning great ideas into successful TV shows like '**Sex Tape**', '**Marry Me Now**' and '**Date in Reverse**'.



Propelle is a women-focused accelerator program aiming at developing the careers of up-and-coming women creators by pairing them with women-owned production companies and women CEOs for project workshopping and mentoring.

PROGRAM PARTNER



Summit Showdown is a live pitch competition, where producers and content creators from anywhere in the world vie for the opportunity to win a **US\$20,000 development deal**, all centered around the theme of Pitch for Good.

PRESENTED BY



REALSCREEN

JOEL PINTO

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