

thriller horror sci-fi & more



**fantasy<sup>39</sup>.**  
**filmfest**

**media kit 2025**



## 39th edition

The 39th Fantasy Filmfest takes place as an eight-day festival in seven cities and features:

- › the popular “Fresh Blood Award” for newcomer films
- › the “Fear Good Award”, presented for the second time by a seven-member jury, for European (co-)productions
- › the renowned and endowed short film competition “Get Shorty”, presented by our media partner Filmstarts

## latest

Last year’s Fantasy Filmfest opened with James Watkins’ *Speak No Evil*. Founded in 1987, the Fantasy Filmfest is one of the world’s most significant genre film festivals and the only one of its kind in Germany. Since 2005, it has been complemented by the “Fantasy Filmfest Nights”, held annually in spring in the same venues. A third event was added in 2015 with the “Fantasy Filmfest White Nights”, which typically take place in January across all festival cities.

7 cities:

- › **Berlin** › **Frankfurt**
- › **Hamburg** › **Cologne**
- › **Munich** › **Nuremberg**
- › **Stuttgart**

**65,000 visitors**









Print run:

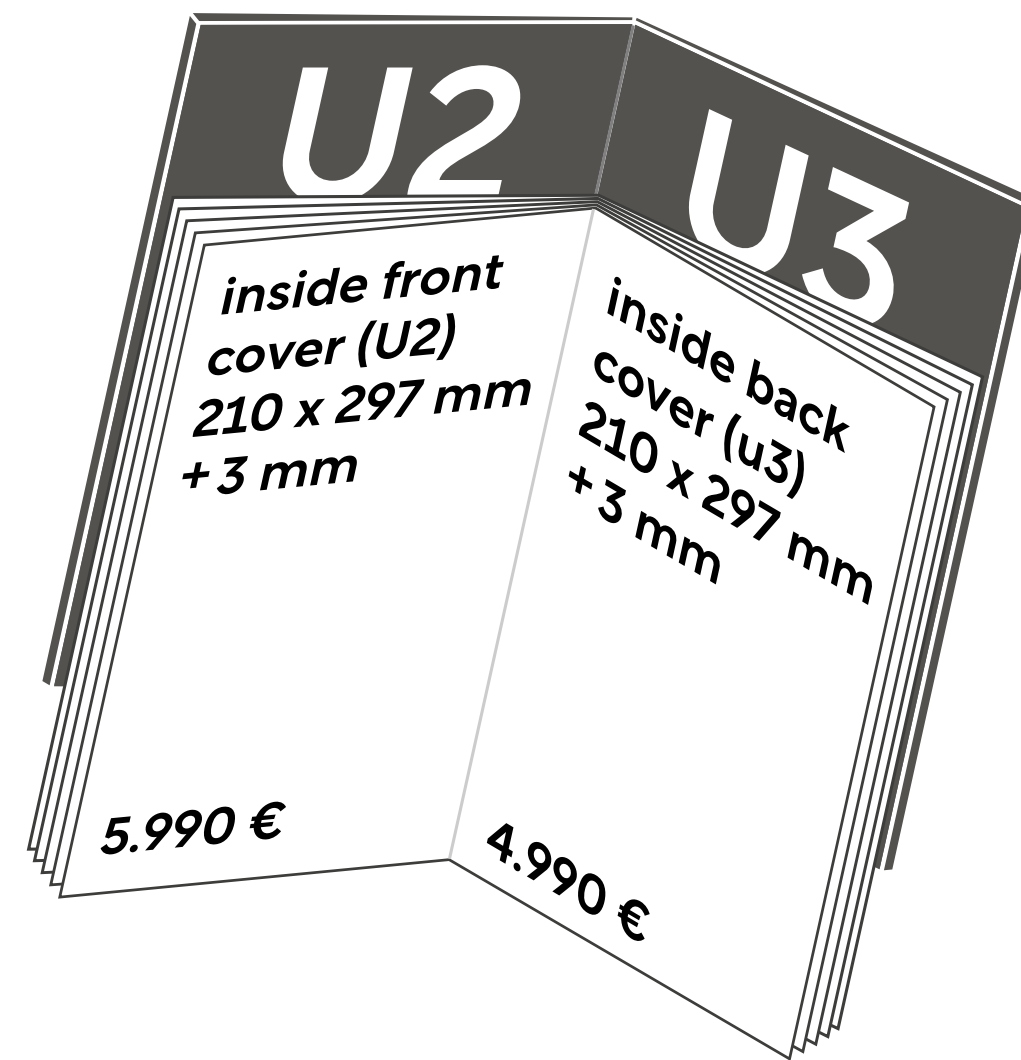
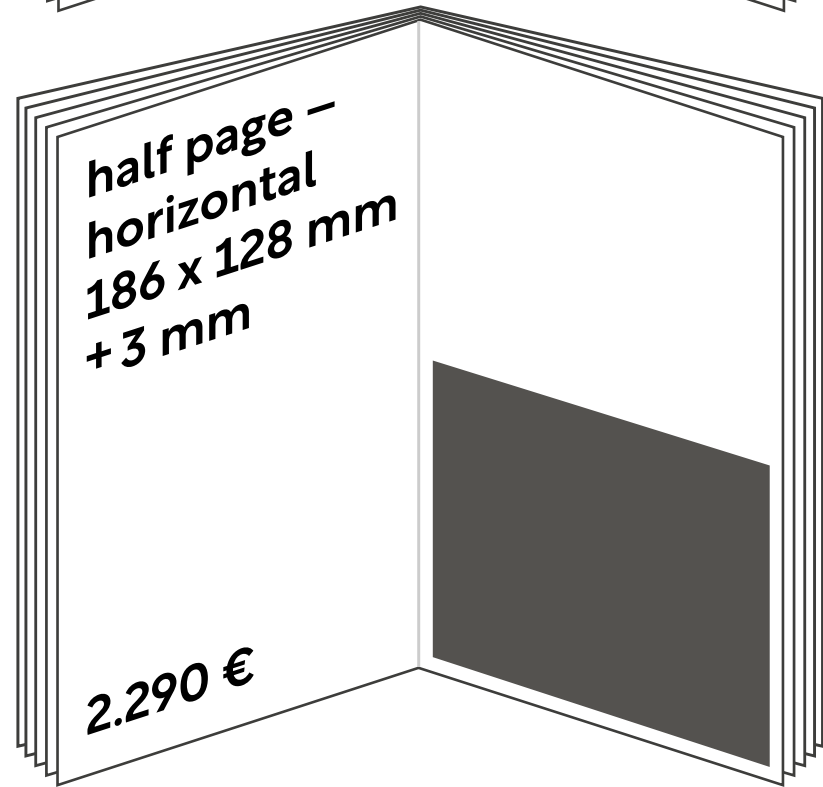
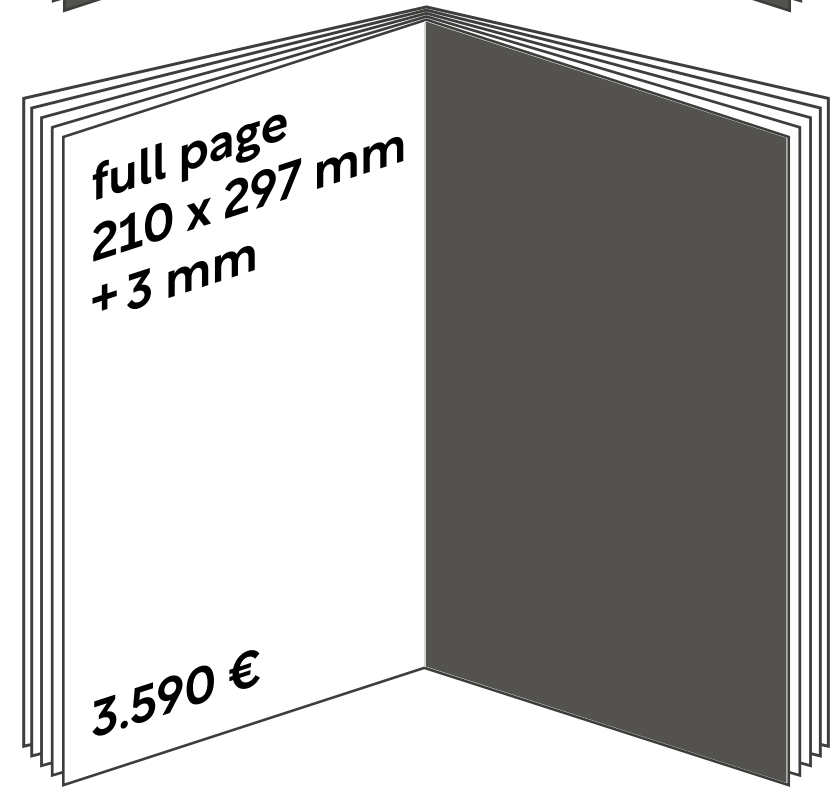
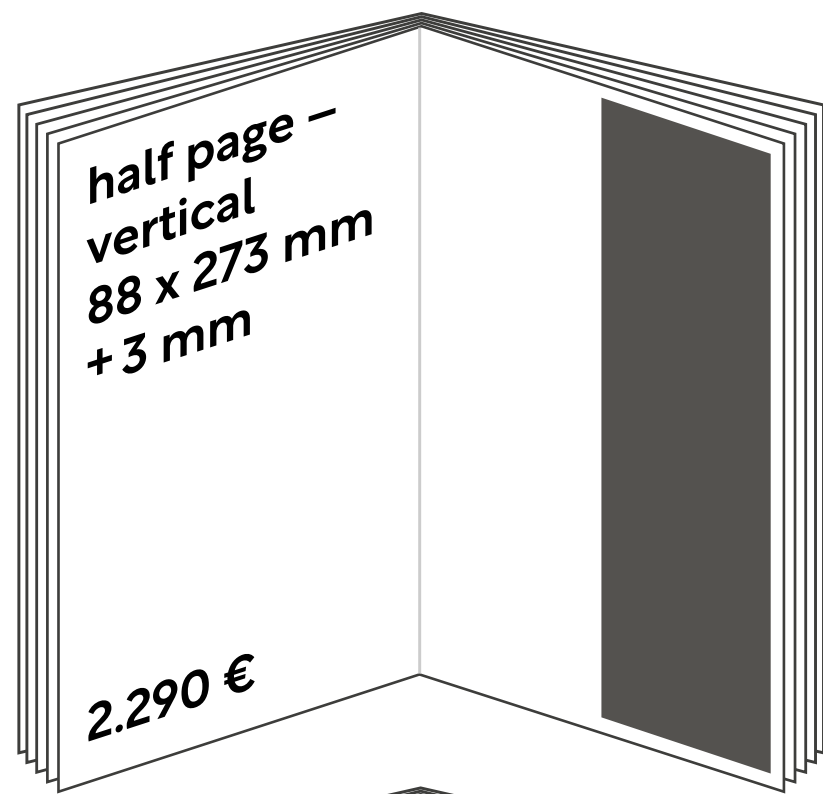
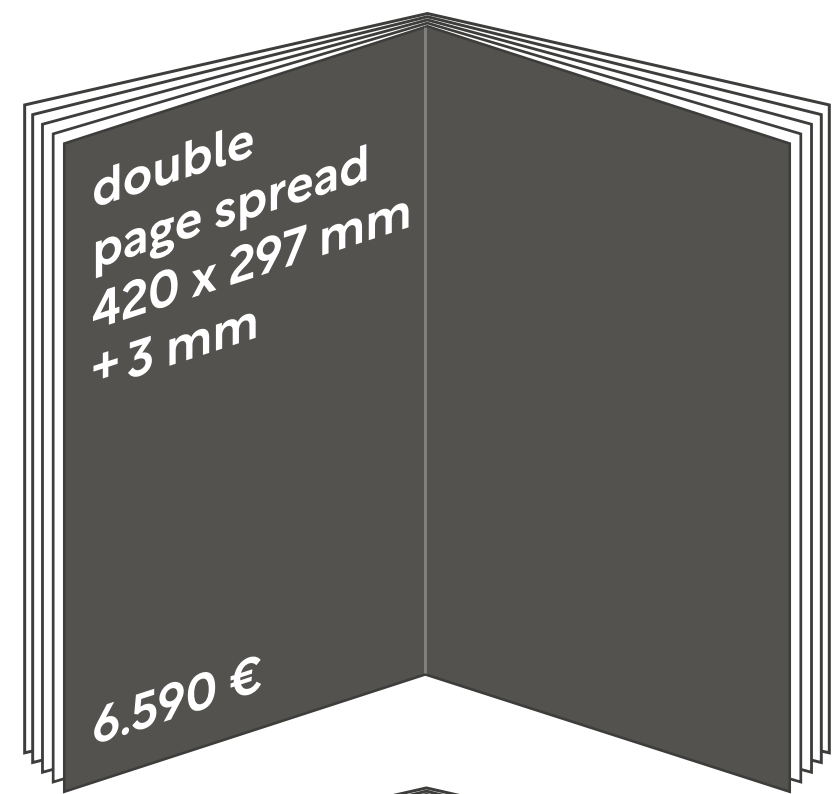
**58.000** Copies



Online Views of Program Guide PDF: 18,000



# ad formats (print)



Format: A4 (210 x 297 mm) Color Profile: ISO Coated v2 300% Printing: Offset  
Bleed: +3 mm each side

Publication Date: August 15, 2025

Print Material Deadline: August 7, 2025





**online**

**website**

**newsletter**

**social media**





# website

fantasyfilmfest.com

## 1 million impressions

in the 90 days around and during the festival

## 150,000 monthly impressions

outside the festival season

## newsletter 6,000 recipients

Sent 4–5 times a year – Open rate: 55–60%

Ad placements available:

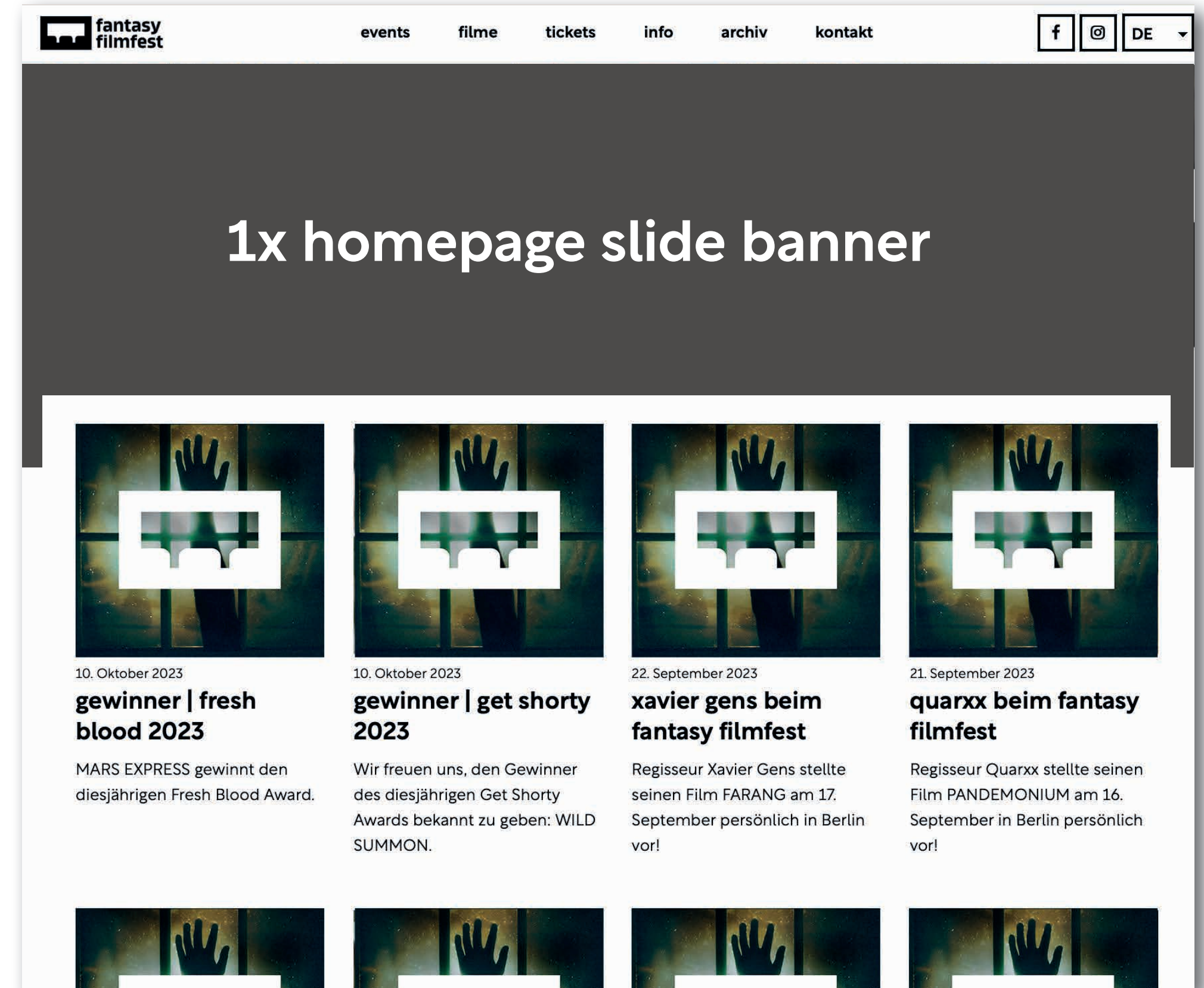
1x news banner

1x homepage slide banner

Monthly fixed placements

Price upon  
request

Monthly  
fixed placements



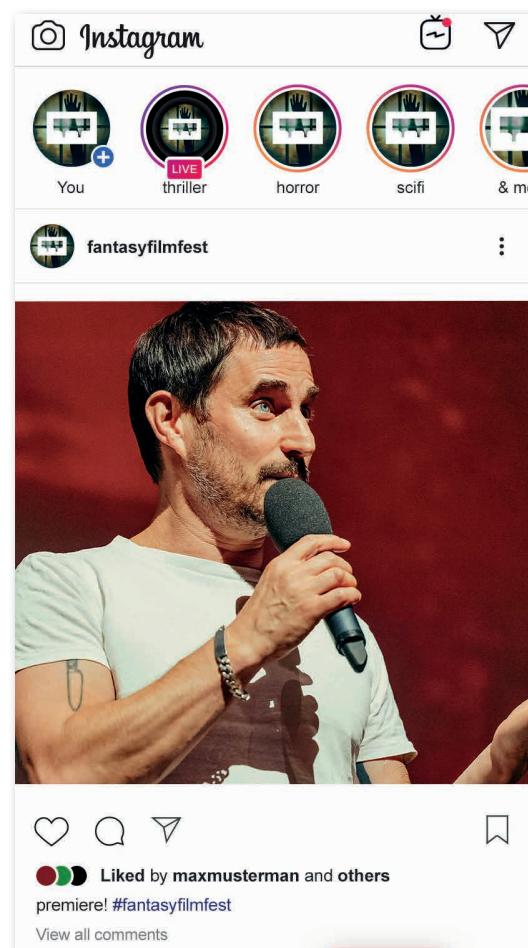
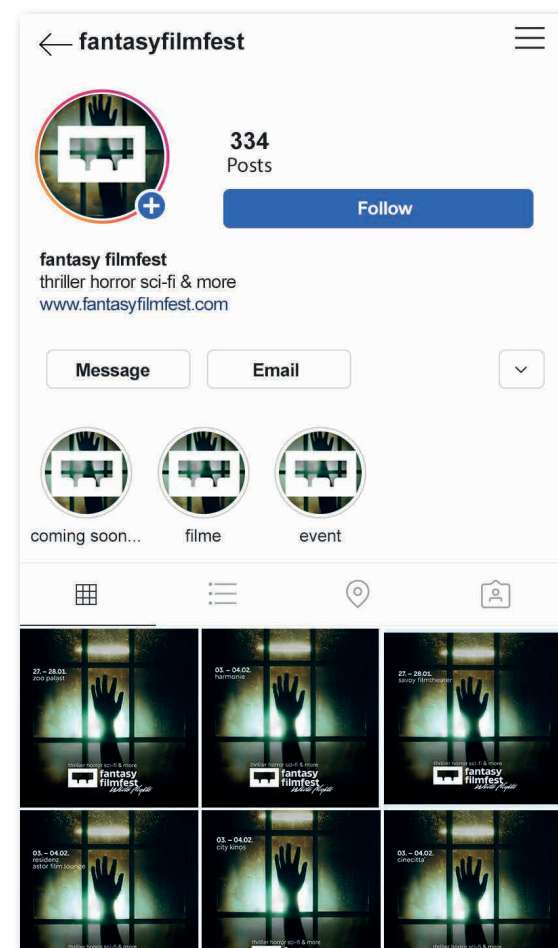


# @instagram

## 7,000 followers

Avg. monthly post reach:

# 30,000 accounts



[instagram.com/fantasyfilmfest](https://www.instagram.com/fantasyfilmfest)

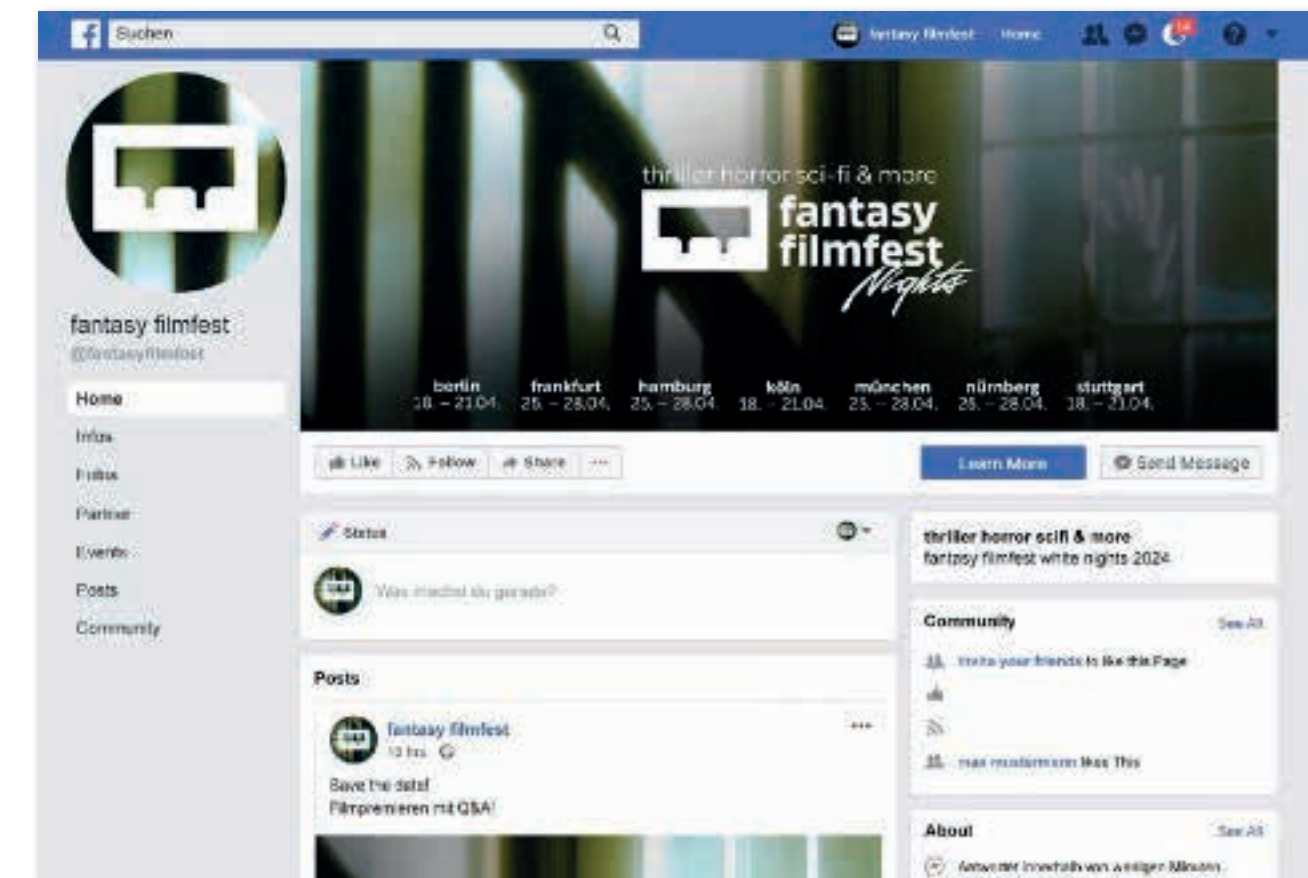
Branded ad  
campaigns  
possible

# facebook

## 20,000 active users

8–13% organic interaction rate

Our active Facebook community discusses movies, program announcements, and entertainment news with us all year long. We post several times a week with images, info, and exclusive videos. It's our primary channel for fan communication – casual in tone, just like at the cinema.



[facebook.com/fantasyfilmfest](https://www.facebook.com/fantasyfilmfest)

Price upon  
request



**on-site**

**trailer screening**

**cinema slide**

**roll-up +**





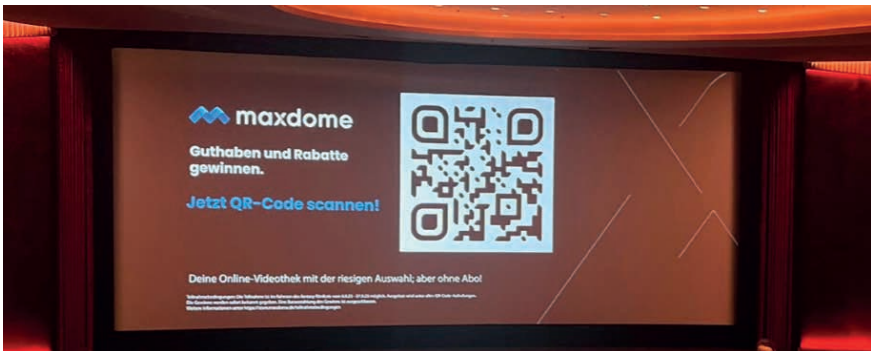
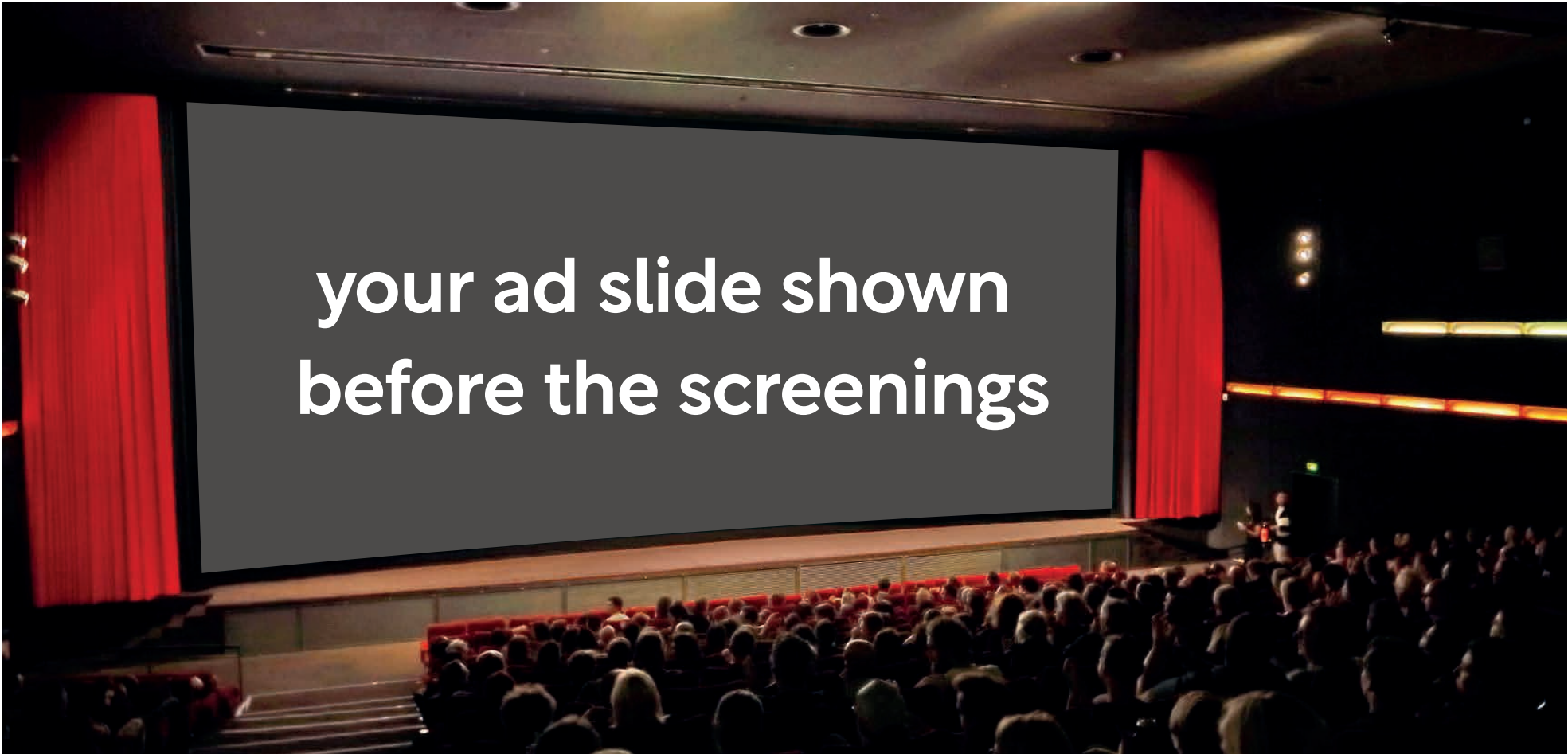
trailer screening

# 35 screenings

During 35 screenings in each of the 7 cities  
Average cinema capacity: 300 seats  
Your trailer shown before the film (frequency depends on trailer length)



## cinema Slide

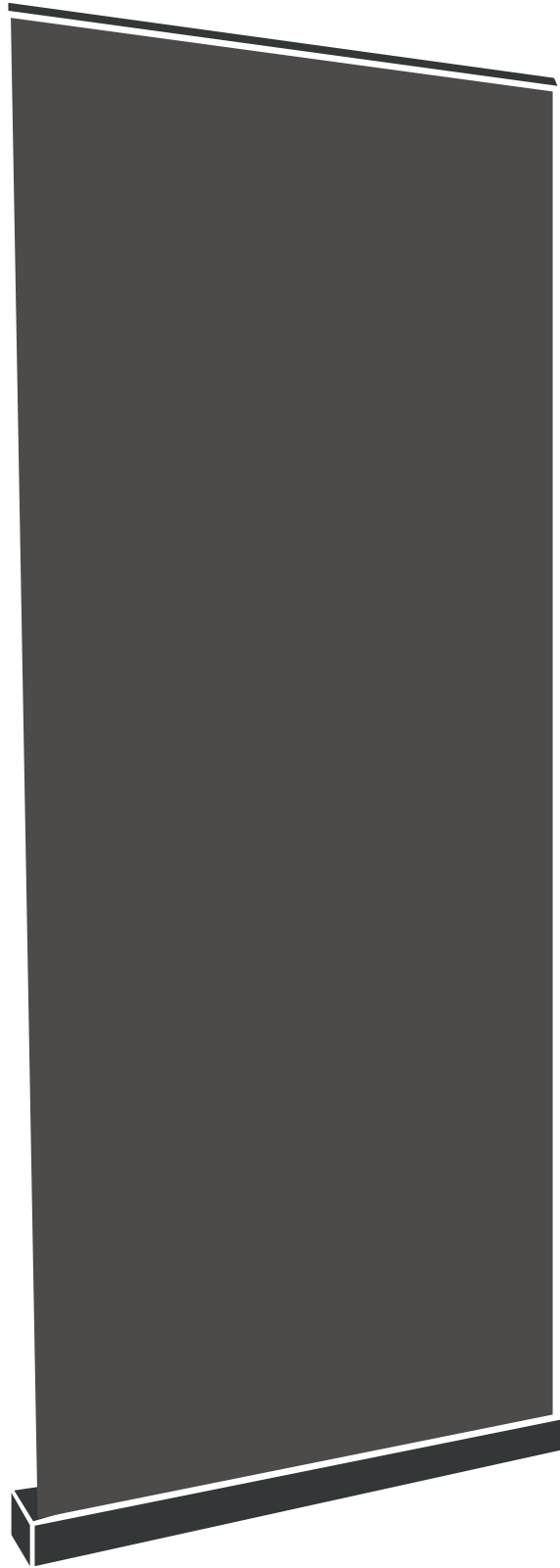


Price upon request

Price upon request



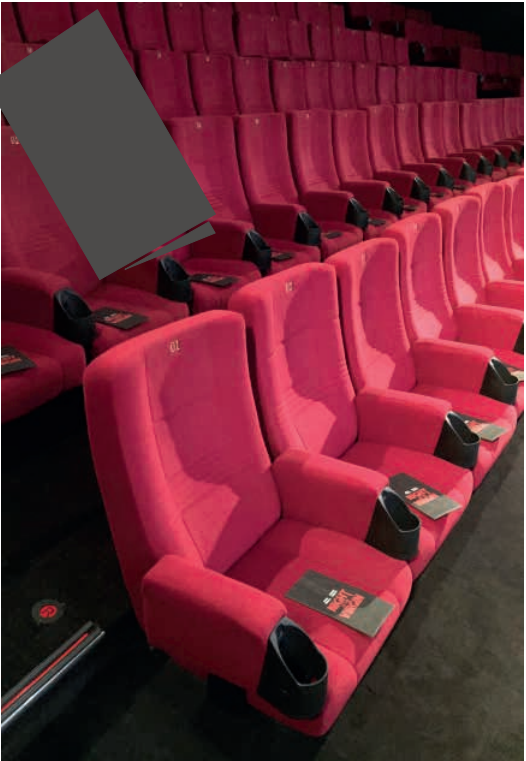
# roll-up displays



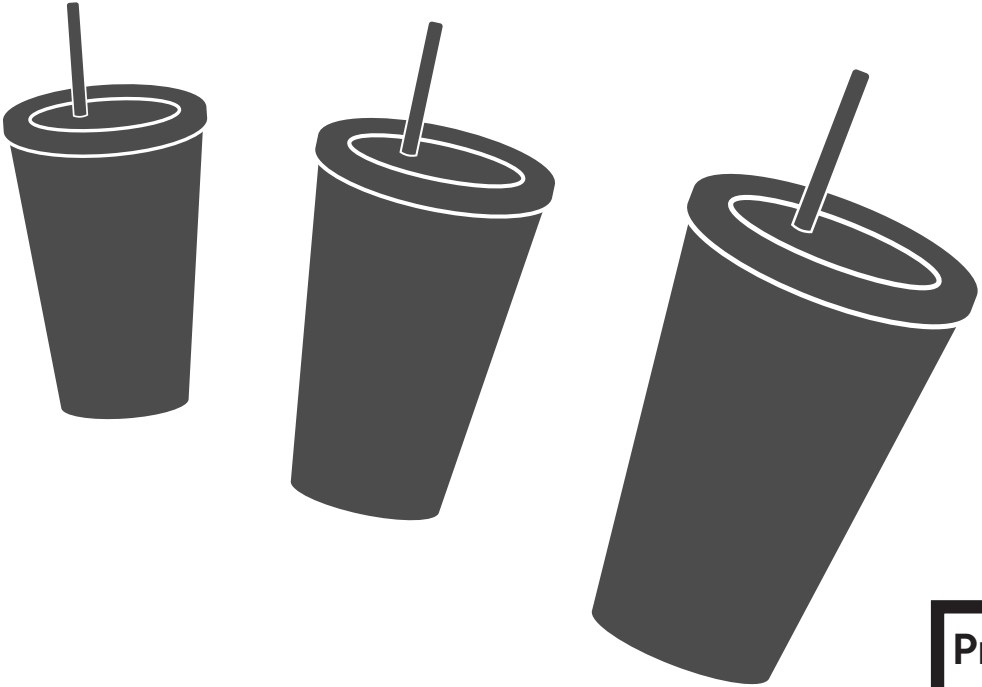
Roll-ups in cinema foyers

Price upon request

# sampling & distribution



Product/sample distribution at venues



Price upon request



# raffle prizes



Price upon request

# cross promotion



## Toypllosion convention

Every customer receives a Fantasy Filmfest flyer in their shopping bag + flyer stands across the event (Print run: 50,000)



## Comic Con convention in cooperation with Heo

Ad banners and screenings at the Summer Breeze Festival



Price upon request



**We're happy to help and  
answer any questions at  
any time!**

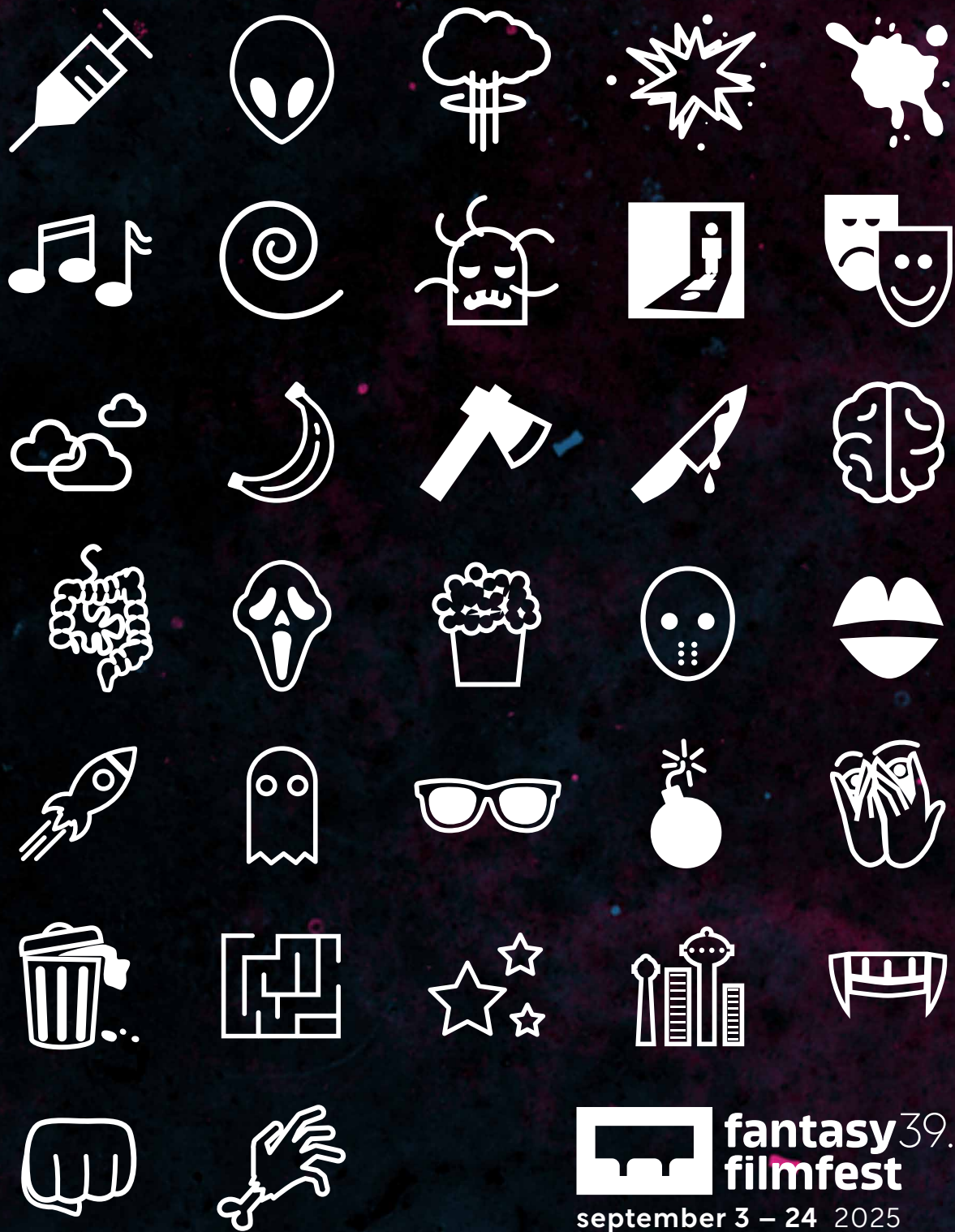
**interested in advertising  
at the fantasy filmfest?**



**contact**

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