THE PHYSICAL MEDIA ADVOCATE

The trusted magazine for physical media news and film criticism/commentary

SOMEONE'S FAVORITE PRODUCTIONS

Advertising Information Sheet

2026

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01

Craig Rogers of Deaf Crocodile:

"For physical media buyers, by physical media buyers. *The Physical Media Advocate* knows its audience because they ARE the audience. Chock full of insightful articles and release announcements each and every issue."

02

Travis Foley of Odyssey Movies:

“Not only do I use *The Physical Media Advocate* to promote my business, but I am also a subscriber because it is an essential tool for me to stay relevant with my business. It provides a unique platform that connects businesses with dedicated physical media fans while keeping professionals informed about the latest trends. The insights and exposure it offers make it an invaluable resource for anyone working in the industry. For me, it’s an essential part of staying visible, informed, and competitive.”

03

Joel Fisher of Scarecrow Video:

“The magazine for physical media fans by physical media fans. From film and disc reviews to deep dives into a myriad of subjects by a wide assortment knowledgeable contributors, all lovingly laid out and including fantastic eye-catching original cover art, every issue delivers a real old school tactile reading experience. In the time we’ve carried TPMA, we’ve seen it develop quite a loyal following.”

CONTACT US NOW

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Ryan Verrill, Editor-in-Chief

The trusted magazine for physical media news and film criticism/commentary

Background Information

Every issue of *THE PHYSICAL MEDIA ADVOCATE* features the following contents:

- Highlights of film festivals, live events, Q&As, and conventions
- Exclusive interviews with filmmakers, distributors, artists, film historians, and much more
- Feature articles on boutique distribution companies, filmmakers, films, and personal reflections on topical subjects
- Film reviews ranging from short takes to long-form critical analysis
- Home video and soundtrack album release date lists
- Staff recommendations and curated highlights of contemporary news in the film and home video industries
- Deep dive highlights of boutique Blu-ray companies and a spotlight on related non-disc physical media like books, music, and the like
- Tributes to passing filmmakers with special spotlights of their overlooked work
- Activities, giveaways, games, and more!

The Audience and Demographics of TPMA are:

- Engaged audiences that are involved with online communities and are strong word of mouth consumers of film and physical media
- Known buyers, eager to make connections with trusted brands
- Most readers are middle to upper middle class, skewing ~75% male
- Audience eager to learn more information about (and willing to support) film books, home video releases, fundraising campaigns, and industry-related goods like memorabilia/toys/posters

The Circulation of TPMA includes:

- Global distribution, made print-on-demand via Amazon
- Sold in 20+ locations including many brick and mortar stores across the US, one each in Canada and the UK, plus some online retailers
- Paperback subscription available through Patreon
- Monthly issues (including 2-3 themed issues each year) plus special event offshoot issues
- Every issue is available both physically and digitally, allowing for embedded links and analytics tracking for advertisers
- Social media reach over 50k with unique visitors over 250k each month

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Advertising Rate Card and Specs

All prices in USD

Ad Spots Available	Ad Sizes	1 Issue Rate	2 Issue Rate	3 Issue Rate
¼ Banner (Vertical or horizontal)	2.5" X 11"	$125	$225	$300
½ Page (Vertical or horizontal)	5.5" X 11"	$225	$400	$575
Full Page	8" X 11"	$400	$750	$999
Outside Back Cover	5.5" X 11"	$500	N/A	N/A

THE PHYSICAL MEDIA ADVOCATE

Deadline and Tech Specs

- Reservation deadline: 10th of the previous month
- Submission deadline: 20th of the previous month
- Publication date: In general, all issues are set to print from the first to the fifth of each month
- Trim size is exact as listed above. No need to consider bleed as we handle that in the layout setup. What you submit is exactly what will print.
- High-resolution (300 dpi), print-optimized PDF, with all copy and images embedded.

Email your ad files to ThePhysicalMediaAdvocate@gmail.com. For files too large to email, please send to https://someonesfavoriteproductions.filemail.com

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