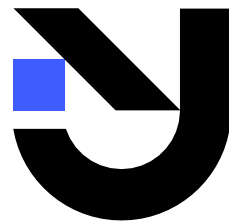


**MEDIA KIT
2025**



**THE EUROPEAN
ANIMATION
JOURNAL**

**BRIDGING BORDERS: CONNECTING
EUROPEAN ANIMATION WITH THE
GLOBAL INDUSTRY**

EAJ ADDED VALUES

The European Animation Journal stands out from other trade publications for the following reasons

- It is the first publication **to deal vertically with the rich world of European animation**, as no one else has done in the past
- It aims **to bridge** the European Animation Industry **with the rest of the world**
- It has **an extensive network of partner events** and a rich **database of industry professionals worldwide**
- Its content is curated by a **European team of journalists**, giving voice to individual protagonists of the rich European animation community
- All news and insights are delivered through its **network of media**, from website to newsletter, from social pages to magazine, to give maximum exposure to each novelty and insight
- Thanks to the publishing house's expertise, the world of animation will be brought into **contact with ancillary and related worlds** such as publishing, licensing and toys.





ALL NEWS WEBSITE

A website updated daily on the main industry news from all over Europe and the rest of the world.



EAJ E-NEWS

Weekly newsletters sent to a rich database of leading industry professionals in Europe and worldwide.



THE EUROPEAN ANIMATION JOURNAL

SOCIAL MEDIA

The main news have their own voice on EAJ's social profiles - Facebook, Instagram, and LinkedIn.

THE MAGAZINE

A publication, in print and digital format, to report the main insights on European animation directly with the protagonists of this world, and much more.

After the Winter Issue was released at Cartoon Movie, and the Summer Issue was launched at Annecy Festival, the Fall Issue is set to debut at MIPCOM. A Special Insert on Cartoon Forum is also scheduled for publication in September.

THE CONTENT OF EAJ

The sections EAJ develops online and in the magazine are numerous and have the **ambition to cover the main topics** of the industry. With a team of journalists working in the main European territories, EAJ talks about:

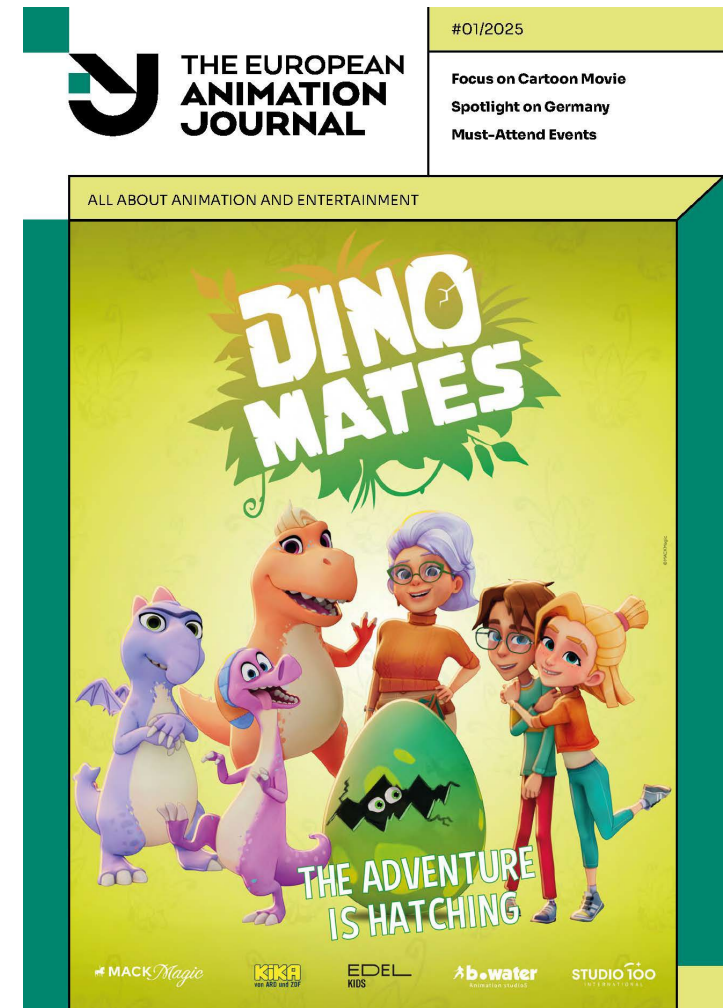
- Leading tv and film producers on the European market
- Novelties and upcoming productions
- Industry trends
- Production characteristics in the different European territories
- Distributors and agents in Europe
- Animation schools
- Direct access to European and international festivals and markets
- European broadcasters and streamers
- Animation talents (directors, animators, etc.)
- Spotlight on a specific European territory
- Beyond animation. IPs building and crossovers with publishing, toys and licensing industries

THE MAGAZINE

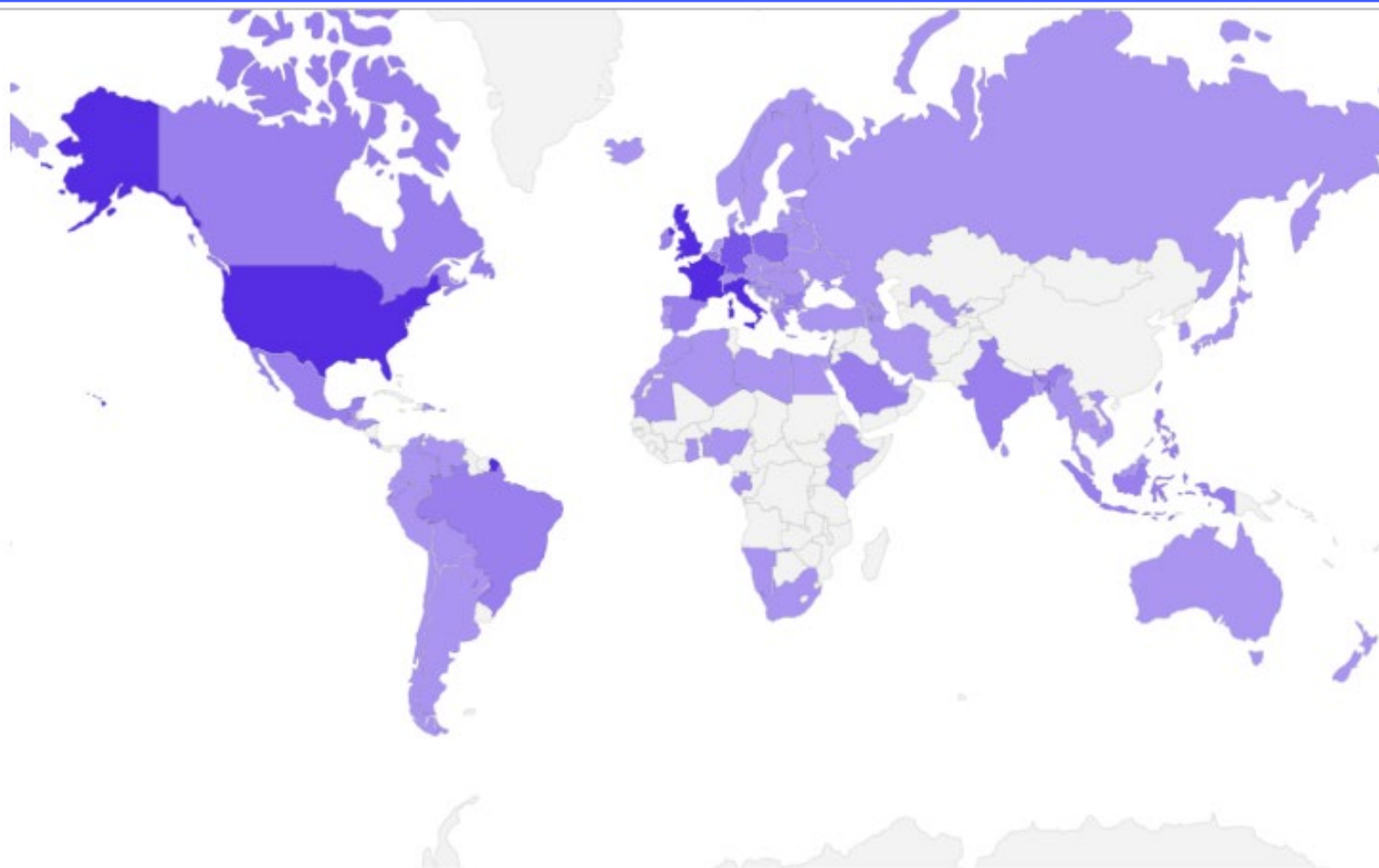
In both its digital and print formats, The European Animation Journal **has quickly become an indispensable tool** for staying at the forefront of the European and international animation industry.

With its exclusive content and in-depth analytics, **each issue is a collector's item** for professionals, talents and enthusiasts in the field.

The digital launch of the latest issue of EAJ – the fourth since its debut last year – has reached +2,500 international readers in only one day, with an average read time of 6 minutes. Moreover, the publisher printed thousands of copies to cover the major events of the season, with a special exposure at the Annecy Animation Festival and Market.



The Global Reach of EAJ Digital Issue



Top 10 countries

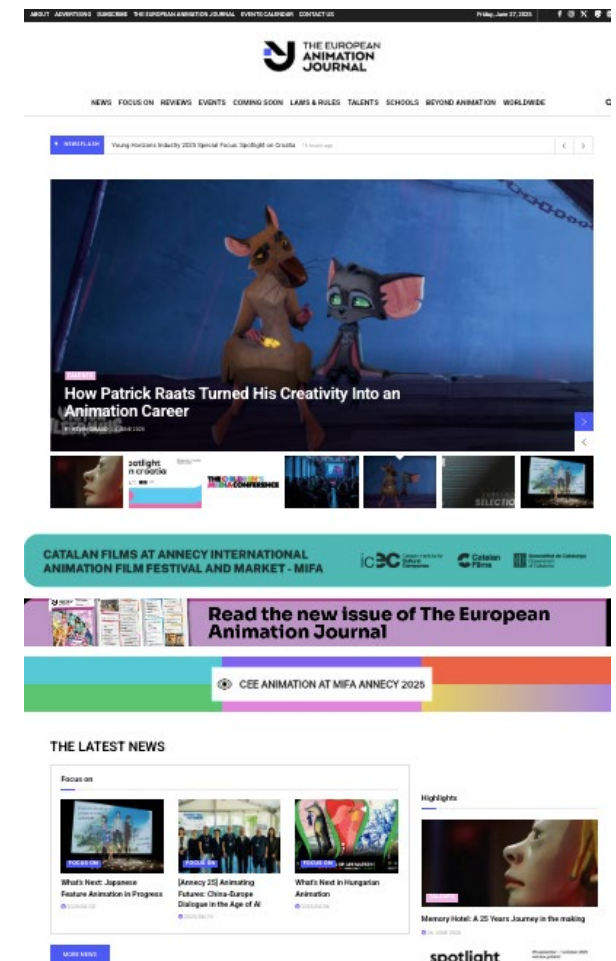
United States of America	730	Hong Kong	143
France	460	Poland	118
United Kingdom	443	Spain	108
Italy	341	Greece	81
Germany	234	India	80

WEBSITE & SOCIAL MEDIA

Every day, the main news of the industry are published online on **The European Animation Journal's website** and posted on the magazine's social media pages, creating a virtuous circle that allows for maximum promotion of each news item. **Every day more 500 readers enjoy our online content!**

The online news publication service is free, and every professional can share their updates with our editorial team by writing to european.animation@brands-media.com

Every week we reach **+10K** readers online and through our social media pages!



EAJ E-NEWS

Every week, over **5,000 subscribers** enjoy the top industry news through the **EAJ newsletters**.

From reportages to event previews, from exclusive insights to the latest novelties, our newsletters covers everything unmissable to stay constantly updated on the European animation buzz.

The EAJ weekly newsletters share an average increase of 100+ subscribers per month.

LinkedIn

Mailchimp

The screenshot displays the website of The European Animation Journal (EAJ) and its LinkedIn profile. The website header features the EAJ logo and the tagline "EVERYTHING ABOUT EUROPEAN ANIMATION AND ENTERTAINMENT". A newsletter sign-up section is visible, with a "Dear reader," greeting and a preview of the newsletter content, including a "20 YEARS OF TeamTO" graphic. The LinkedIn profile shows the EAJ page with 1,163 followers and a post titled "[EXCLUSIVE] Interview with Véronique Encrenaz". The post includes a video thumbnail for "40 mifa" and a text excerpt about the MIFA festival's 40th anniversary. The post is dated "4 giugno 2025" and is attributed to "Cristina Angelucci".

SOME FIGURES ABOUT THE REACH OF OUR NEWSLETTERS AND WEBSITE

NEWSLETTER PERFORMANCE

Over 50% opening rates for each weekly newsletter release.
Below the top 5 territories and a global map of our reach

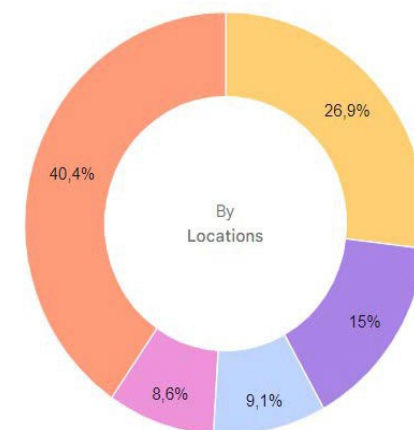
USA	2,269	75.7%
France	294	9.8%
Sweden	98	3.3%
United Kingdom	58	1.9%
Italy	51	1.7%



Channels Locations Devices

WEBSITE AND SOCIAL MEDIA PERFORMANCE

Every week **+10K** readers enjoy our news and exclusive content through our website and social media pages, with a constant increase of **+100 followers** per month.



● Italy ● France ● United States ● United Kingdom ● Others

A RICH NETWORK OF PARTNER EVENTS

The European Animation Journal can boast **strategic media partnerships** at an international level for the industry, such as **ANNECY ANIMATION FESTIVAL** and **MIFA**, the unmissable appointments organised by **CARTOON MEDIA** (including Cartoon Forum, Cartoon Movie, etc.) and **MIPCOM**, and many RX Global events, as ASIA TV FORUM, MIP AFRICA, MIP CANCUN, etc.

Moreover, EAJ promote events such as **STUTTGART ANIMATED WEEK, SHARJAH ANIMATION CONFERENCE, CHILDREN'S MEDIA CONFERENCE, MIA MARKET, ANIMAR, CINANIMA, CEE ANIMATION, YOUNG HORIZONS INDUSTRY, EUROPEAN FILM AWARDS**, just to name a few.

The experience and the international network developed by BM allow a widespread presence of the magazine at the main events in the ANIMATION, ENTERTAINMENT, PUBLISHING, LICENSING and TOY.

OUR GOALS

1. **To broaden** our vision on a more international stage by building a bridge between the European and Global Animation, **serving as its "official voice" globally.**
2. **To expand EAJ events network**, achieving maximum exposure in Europe and internationally through its publications in both digital and print formats.
3. To support the industry by **collaborating with major institutions and associations.**
4. To **distribute complimentary copies** (both digital and print) of the magazine releases **to major European broadcasters, streaming platforms, and other relevant entities**, to promote European productions more effectively to final buyers and commissioners.

MAGAZINE

THE FALL EDITORIAL CALENDAR

Cartoon Forum - Special Pocket Guide

Editorial Deadline - 25 August

ADV Deadline - 1 September

Digital Release - 8 September

Hard Copy Release - 15 September

Bonus Distribution: CARTOON FORUM
and the events attended in the Fall season!

October 2025 (Fall Issue)

Editorial Deadline - 15 September

ADV Deadline - 22 September

Digital Release - 6 October

Hard Copy Release - 13 October (MIPCOM)

Bonus Distribution as Media Partner: ... *and other events we will announce soon!* MIA, CARTOON BUSINESS, CARTOON SPRINGBOARD, CINANIMA, CEE ANIMATION, ASIA TELEVISION FORUM, MIP CUNCUN

ADV PACKAGES AVAILABLE

Cartoon Forum Pocket Guide

*A special **Pocket Guide** will outline the highlights, special initiatives, and a selection of projects pitched at **Cartoon Forum**, one of the main European Animation Events of the fall season. The Pocket Guide will be in a compact format and distributed at the event, with a digital launch scheduled for the week preceding it. If you would like to gain special exposure at this event, please see the **ADVERTISING OPTIONS** available below.*

COVER OR BACK COVER – Euro 2.000

1 Cover / 1 Back Cover + 1 Full Advertising Page

EDITORIAL AND FULL AD PAGE – Euro 1.000

1 Full Editorial Page + 1 Full Advertising Page

EDITORIAL AND HALF PAGE – Euro 500,00

1 Full Editorial Page + ½ Half Advertising

ONLY EDITORIAL – Euro 300,00

Up to 1 Page dedicated editorial content

A discount of 20%
if combined with
the **Fall Issue**
and/or **Digital**
Options

ADV PACKAGES AVAILABLE

Fall Edition (MipCom release)

The Fall Issue will outline the main novelties, trends, and insights in the animation industry, both in Europe and globally. This edition will maintain its traditional large format and will be released ahead of MIPCOM, with a strong presence at industry events taking place from October through December, concluding at the Asia TV Forum.

Below are the advertising options still available.

DOUBLE SPREAD ADV PAGE PACKAGE - € 1.800,00

-Double Spread ADV Page + Editorial up to 4 pages

SINGLE FULL ADV PAGE PACKAGE - € 1.200,00

-Single Full ADV Page + Editorial up to 2 pages

HALF PAGE ADV PACKAGE - € 700,00

-Half ADV Page + Editorial up to 1 page and half

**A discount of 20% if
combined with the
Cartoon Forum
Pocket Guide and/
or Digital Options**



ONLY DIGITAL OPTIONS

WEBSITE CUSTOMIZATION - € 1.000,00

- Highlighted News
- Sponsored Newsletter (banner on the first half + cover story)
- Dedicated Social Media Post and LinkedIn Newsletter

HOME PAGE SIDEBAR BANNER - € 500,00

- Highlighted News
- Dedicated Social Media Post and LinkedIn Newsletter

INTERNAL PAGES SIDEBAR BANNER - € 300,00

- Highlighted News
- Dedicated Social Media Post and LinkedIn Newsletter

SPONSORED NEWSLETTER - € 300,00

- Banner on the top of the newsletter
- Highlighted News as Cover Story
- Dedicated Social Media Post and LinkedIn Newsletter

A discount of 20% if
combined with the
Cartoon Forum
Pocket Guide and/
or **Fall Issue**

CONTACT US!

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