

# PREMIERE

mobile



## Premiere Mobile + Hollywood, Anytime, Anyplace

Accessible from any internet-enabled phone at <http://m.premiere.com> or through **Verizon**, **Cingular**, **Sprint**, **Boost** and **Virgin** carrier portals, **Premiere Mobile** is a fully branded mobile website updated daily with:

- **Movie News:** 3 daily items + articles
- **Movie and DVD Reviews:** plot, credits, ratings, gallery

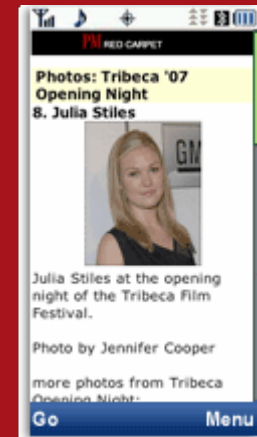
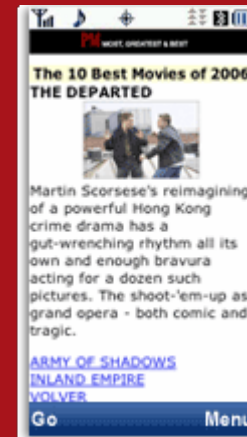


**PREMIERE**  
mobile

- Red Carpet coverage (picture galleries) of premieres and festivals



- Most, Greatest, and, Best: the lists
- Box office, polls, etc...



# Premiere Mobile + Audience

+ Male	55%
+ Female	45%
+ Age 18-34	52%
+ Age 18-44	84%
+ Single	77%
+ Married	23%

## Employment

+ Student	14%
+ Professional	28%
+ Technical	7%
+ Managerial	4%
+ Skilled Trade	22%
+ Unemployed	24%

## Mobile Internet Use

+ At least 1x/day	59%
+ At least 1x/week	88%



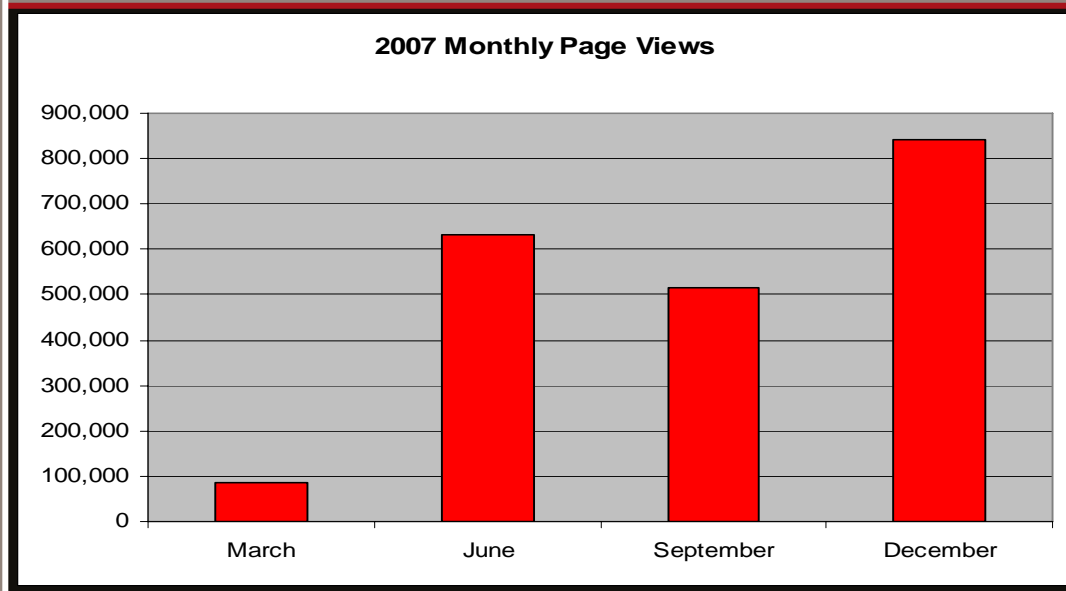
**PREMIERE**  
mobile

# Mobile Performance

Strong growth underscores attractiveness of Premiere brand and editorial to mobile users

Engaged audience responds strongly to graphical banner campaigns

- High click-through rates: 4-7%



# Promotional Calendar

These promotions drive spikes in traffic as users seek out HFM editors' expert coverage

- **Q1 '08**

- Golden Globes
- Sundance Film Festival
- Oscars
- Tribeca Film Festival

- **Q2 '08**

- Cannes Film Festival
- Summer Movie Guide

- **Q3 '08**

- Toronto Film Festival
- Women in Hollywood



**PREMIERE**  
mobile

# Mobile Advertising Opportunities

## Graphical banner ads on all editorial pages

- Banner specs per Mobile Marketing Association
- The series of banners is adapted to multiple phones sizes
- Text message under banner up to 16 characters

**305x64**

**AD BANNER**

Click here

**215x34**

**AD BANNER**

Click here

**167x30**

**AD BANNER**

Click here

**112x20**

**AD BANNER**

Click here

**96x16**

**AD BANNER**

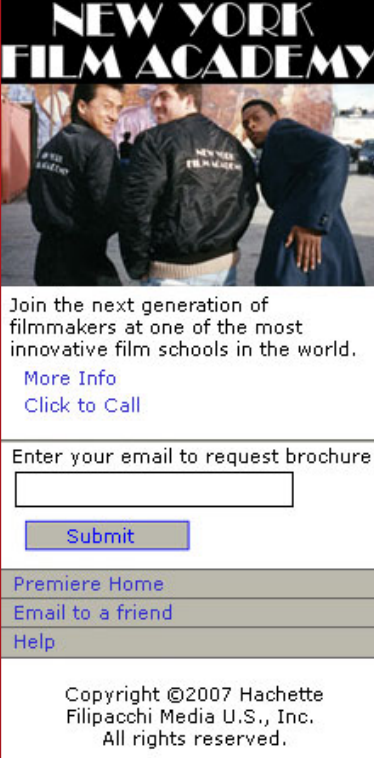
Click here




**PREMIERE**  
mobile

## Additional capabilities provided by HFM

- Mobile micro-site build-out:  
Creating campaign destinations for advertising clients
- Brand awareness research survey: Applying unique tool to assess campaign effectiveness



**NEW YORK  
FILM ACADEMY**



Join the next generation of filmmakers at one of the most innovative film schools in the world.

[More Info](#)  
[Click to Call](#)

Enter your email to request brochure

[Premiere Home](#)  
[Email to a friend](#)  
[Help](#)

Copyright ©2007 Hachette  
Filipacchi Media U.S., Inc.  
All rights reserved.

**PREMIERE**  
mobile

The logo consists of a black rectangular box. Inside the box, the word "PREMIERE" is written in a large, bold, red, serif font. Below it, the word "mobile" is written in a smaller, white, lowercase, sans-serif font. A thin red horizontal line extends from the right side of the box across the entire width of the page.

**PREMIERE**  
mobile

Hollywood. Anytime. Anyplace.

<http://m.premiere.com>