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FILM MARKETING AND DISTRIBUTION

An Independent Filmmaker's Guide

by JONATHAN SADLER

THE BOOK

Breaking into the world of independent filmmaking is one thing - getting your film seen is another.

In this essential guide, you'll discover how to navigate the often overlooked, yet critical, aspects of marketing and distribution, ensuring your project reaches the audience it deserves.

From crafting an effective publicity campaign on a tight budget to understanding the evolving digital landscape of VOD platforms, this book is packed with real-world insights and practical advice. Learn the importance of securing optimal cinema support, leveraging festival circuits strategically and mastering the art of audience engagement in a competitive market.

Featuring expert interviews with filmmakers and industry professionals, *Film Marketing and Distribution: An Independent Filmmaker's Guide* offers a candid look at the challenges and opportunities awaiting independent filmmakers. Whether you're releasing your first feature or your third, fourth or fifth, this guide provides you with the tools to stand out in a crowded industry.

If you've poured your heart into making your film, this is the book that will help you get it seen.

JONATHAN SADLER

Jonathan Sadler has been marketing filmed entertainment content since 1999, first at Universal Pictures as a senior product manager, before spending over 5 years at Momentum Pictures as home entertainment marketing director. He has since headed up marketing & PR at Revolver Entertainment, Warner Music International and Arrow Films, as well as spending 2 years within creative agencies serving the entertainment industry. Sadler has launched or worked on the re-release of iconic films such as *Amelie*, *American Beauty*, *The Mummy*, *Lost in Translation, Cinema Paradiso, Heathers, Anuvahood, Edie, The Hunt, Donnie Darko* and *Love is All You Need* and on the TV side, *The Killing*, *The Bridge*, *Narcos*, *Gomorrah* and *CSI*. He lives in Hertfordshire.

MARKETING & SALES POINTS

A masterclass in navigating the ever-evolving landscape of film marketing and distribution; this guide is both a map and a survival kit for filmmakers at every stage of their journey

Grounded by real-world understanding of the unique challenges and opportunities faced by independent filmmakers – from navigating distribution platforms and theatrical windows, to festival circuits and creative marketing strategies – *Film Marketing and Distribution* offers a one-stop resource that covers the full spectrum of film release strategies

With razor-sharp insights and practical advice, Sadler demystifies complex industry terms and strategies, empowering filmmakers to take control of their work from creation to release

Tackles contemporary issues like AVOD, PVOD and algorithmic curation, ensuring the guide remains relevant in today's rapidly changing digital landscape

Perfect for media students and emerging creatives as well as experienced filmmakers looking to take the next step in their career. For readers of *The Business of Media Distribution* by Jeffrey Ulin and *Short Film Distribution* by David Lorenz

PRAISE FOR *FILM MARKETING AND DISTRIBUTION*

'An indispensable guide for anyone beginning or furthering their expertise inthe highly skilled craft of identifying, understanding and communicating withyour audience through the media' - **Chris Bird, MD of Amazon Prime Video**

'This exhaustive book is film marketing 101. A must-read' - **Rob Wilkerson, former CEO of Target Media**

'An invaluable resource for independent filmmakers looking to get their work seen in a market that's more crowded - and more unpredictable - than ever' - **Eddie Cunningham, President at Studio Distribution Services**

'An invaluable peak behind the curtain at the business of getting films seen. A definitive guide on the process from finished film to getting "bums on seats"' - **Zak Brilliant, Head of Sales & Distribution at Met Film Group**

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