



Australia:101



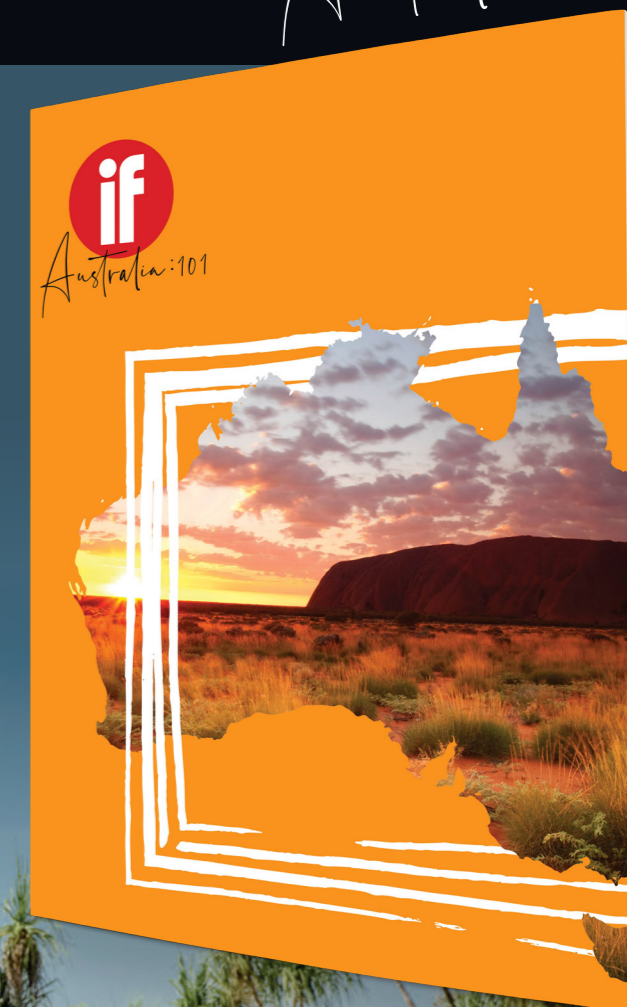
IF MAGAZINE'S LOCATION PUBLICATION, AUSTRALIA: 101, PITCHED AT INTERNATIONAL MARKETS

Thanks to many factors including the management of the pandemic, Australia is emerging as a safe shooting destination. With talented crews, a low dollar, and new \$400 million location incentive fund, all the ingredients are there for an upswing in international production. With production in the US likely to be slow to restart, Hollywood and other international productions are casting their eyes abroad and Australia is poised to become a prime production destination. To that end, IF will be publishing Australia: 101, a digital publication

where we'll break down for international producers and executives Australia's federal and state based incentives, talent pool, infrastructure, diverse locations and showcase businesses keen to collaborate. Forty per cent of IF's traffic originates from overseas markets. Australia: 101 will be distributed to this extensive international database, helping connect Australian screen businesses to international productions.

The stats at a glance:

Average monthly users	65,525
AU traffic	63%
US traffic	18%
NZ/South East Asia traffic	12%
UK traffic	7%



Enquiries

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1 x Double page editorial spread in **Australia: 101**

1 x full page advertisement in **Australia: 101**

Photo gallery in **digital publication**

1 x inclusion in the **Production Book**

Inclusion of video in **Australia: 101**

Investment \$3000



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