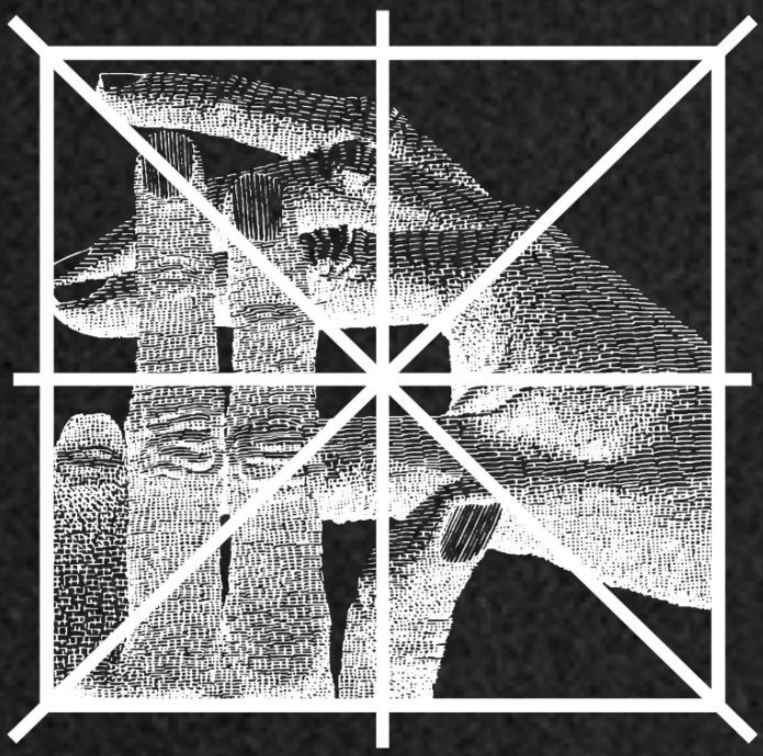


TAMPERE
FILM FESTIVAL

MEDIA KIT

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TAMPERE FILM FESTIVAL

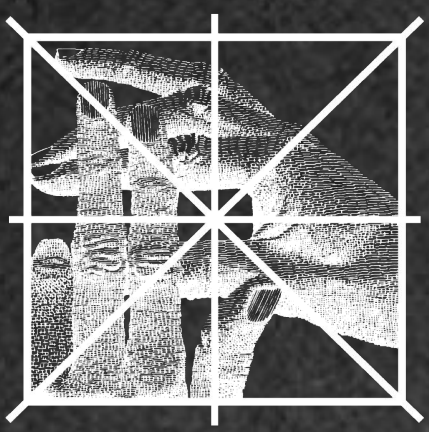
Five days | Over 100 screenings | 400 Films | Events | Discussions

TAMPERE FILM FESTIVAL

- One of the three largest short film festivals in Europe and the biggest short film event in the Nordic countries
- The first international film festival was held in 1970, and this year marks the 57th edition
- Each year, the event attracts thousands of film enthusiasts, over 800 audiovisual and film industry professionals, and during the festival week, films are watched more than 10,000 times

CORE TARGET AUDIENCE

- Urban adults aged 25–50 who are highly educated, socially aware, and interested in film and culture
- Visitors from the Pirkanmaa and Uusimaa regions, and abroad



PRINT VISIBILITY

FESTIVAL BROCHURE | FLYER

The eye-catching brochure concisely presents the core information about the festival visit – what, where, and when. The brochure is distributed to businesses, particularly in the Tampere city centre and surrounding neighbourhoods. In addition, it is available at all Tampere Film Festival ticket sales points and event venues. A print run of 2,000 copies will be produced in Finnish and 1,000 copies in English.

ADVERTISING SPACE

e.g. Fold-out page 150 x 210 mm

from 2,300 € + VAT 25.5 %

DELIVERY OF MATERIALS
xx.02.2027

Published	**wk 8 | 2027**
Print run	**2,000 | 1,000 pcs**
Language	**FI | EN**
Format	**PDF**

INDUSTRY FLYER

The brochure aimed at film industry professionals is distributed during the festival week at event venues and the Guest Info.

ADVERTISING SPACE

from 300 € + VAT 25.5 %

DELIVERY OF MATERIALS
xx.02.2027

Published	**wk 10 | 2027**
Print run	**300 pcs**
Language	**EN**
Format	**PDF**

DIGITAL VISIBILITY

Digital advertisements gain extensive visibility during the festival in cinemas, events, venues, and across the festival's own channels.

Reach a wide audience of film enthusiasts and industry professionals effectively!

WEBSITE www.tff.fi

Make an impact where people primarily look for information.

The website receives an average of 100,000 visits per month.

PARTNER PAGE FEATURE

1,000 € + VAT 25.5%

NEWSLETTER

A total of approximately 1,300 subscribers, of which about 950 are Finnish and 320 international.

The newsletter is published roughly once a month, and more frequently around the festival. Finnish and English versions of the newsletter are released.

Sponsored content 600 €

Banner ad 300 €

+ VAT 25.5%

DIGITAL VISIBILITY

TRAILER ON THE BIG SCREEN

Reach the entire cinema audience with your trailer, shown alongside the festival's artistic programme. VAT 25.5% will be added to all prices.

5 pcs	**1,200 €**
10 pcs	**2,100 €**
15 pcs	**2,850 €**
20 pcs	**3,600 €**

DIGITAL ADVERTISING SCREENS

Finnkino Cine Atlas
2,200 € + VAT 25.5%
Totem display

Finnkino Cine Atlas
3,500 € + VAT 25.5%
Large media screen

Industry Centre
600 € + VAT 25.5%
1–3 Media displays

Images of the Finnkino screens are on the last page of the media kit.

DIGITAL VISIBILITY

ADVERTISE ON A SCREENING TICKET

Reach festival guests easily with an advertisement placed on their movie tickets!

NOTE! Logos/advertisements will only appear on tickets purchased from the online store.

AD OR A LOGO ON A SCREENING TICKET

From 1000 € + VAT 25.5%

SOCIAL MEDIA

Reach 12,500 followers on Instagram and 15,000 on Facebook through TFF!

In the 2025 festival month, we reached 325,000 views on Instagram and 68,000 on Facebook.

FACEBOOK & INSTAGRAM

From 600 € + VAT 25.5%

MATERIAL GUIDELINES FOR DIGITAL ADS

AD SCREENS **DL xx.2.27**

Cine Atlas totem screen

Still images: 1080 x 1920 px

Format: jpef, jpeg2 or png (24-bit)

Video files: Mp4 or QuickTime Movie

Codec: H.264 (Frame rate 24 / 25 fps)

Resolution: 1080 x 1920 px

Bitrate: VBR 10 Mbps

Cine Atlas big media screen

Still images: 1920 x 1080 px

Format: jpg ja png (24-bit)

Video files: MP4 or
QuickTime Movie

Codec: H.264 (Frame rate 24/25)

Resolution: 1920x1080

Please note: Displayed in the lobby without audio

Industry Centre

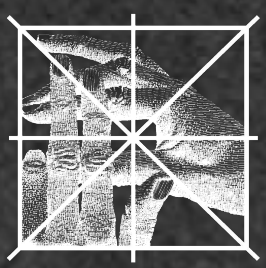
Still images: 1920 x 1080 px

Format: jpg

Video files: 1920 x 1080 px (16:9)

Format: Mp4

Please note: Displayed in the lobby without audio



MATERIAL GUIDELINES FOR DIGITAL ADS

TRAILER **DL .x.27**

Duration: max. 20 seconds

Aspect ratio: 1920 x 1080 px (16:9)

Audio: 5.1 / 2.0

Codec: H.264 or Pro Res 422

Frame rate: 23,976 / 24 / 25 / 29,97 / 48 / 50 / 60 fps

(no interlaced material)

NEWSLETTER

Still images: min. 550 x 275 px, max. 1100 x 550 px

Horizontal images only

Format: jpg or png

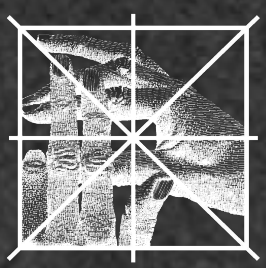
AD ON A SCREENING TICKET **DL x.2.27**

Logos in vector format: ai, eps, pdf, or svg

Photos: jpg or png

Width max 600 px, height adjustable.

Since the background is black, the logo should be either white or colorful with sufficient contrast against the black.



ACTIVATIONS – Other collaborations

During the festival, it is also possible to collaborate more extensively in screenings, events, and competitions.

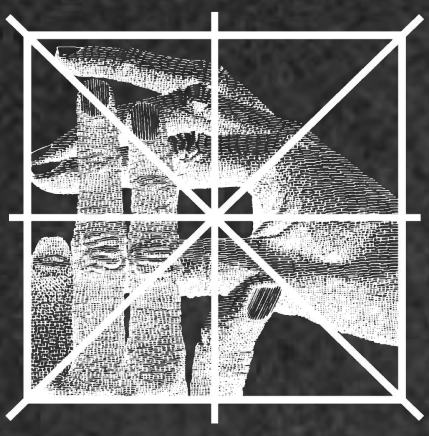
Be prominently visible where the action happens!

- Prize sponsor from **1,500 €**
- “Company recommendation“ screening **1,600 €**
- Screening partnership
- Event partnership
- Product sponsorship

INDUSTRY CENTRE

Brand activation at the event from **600 €**

- Own campaign space
- Opportunity to distribute marketing materials



TOTEM DISPLAY



LARGE MEDIA SCREEN



