



# ADVERTISING RATES

## International Film Festival Rotterdam 2026



55th International Film Festival Rotterdam  
29 January – 8 February 2026





# International Film Festival Rotterdam

International Film Festival Rotterdam (IFFR) presents a leading international film festival and year-round programme and actively supports new and adventurous filmmaking talent through its co-production market CineMart, its Hubert Bals Fund, Rotterdam Lab and other industry activities. The 55th edition of the festival takes place from Thursday 29 January to Sunday 8 February, 2026.

## Visitor profile

IFFR connects makers and visitors. The IFFR audience is loyal, active and involved and has an appetite for art, culture, and entertainment.

The audience reach is international, national and local; public, industry and education audiences are engaged, growing and diversifying; members are invested in us, and IFFR is accessible to all.

## Important dates

- IFFR programme schedule: Friday 9 January, 2026
- Ticket sales start: Thursday 15 January, 2026
- IFFR 2026: Thursday 29 January – Sunday 8 February, 2026

## Releases and channels

IFFR programme guide  
IFFR catalogue  
IFFR screens  
Newsletter (IFFR Pro Industry)

Newsletter (Tiger Alert)  
IFFR.com  
IFFR screening rooms

## IFFR 2025 IN FIGURES

**279,824** in-person visits

**29,056** online visits

**2,353,513** unique sessions on IFFR.com

**1,220,760** unique website visitors

**19,400** newsletter subscribers

**62,000** Instagram followers

## Contact details

[publicity@IFFR.com](mailto:publicity@IFFR.com)





# IFFR programme guide

The entire festival schedule is described in the IFFR programme guide, which is distributed in a large national circulation. The IFFR programme guide can be found in cinemas, catering, and cultural institutions throughout the Netherlands. They are also available at all festival locations and are distributed online via *de Volkskrant* newspaper. Advertisements therefore remain visible and relevant throughout the entire festival period.

## Print-run

72,000 copies distributed in major cities: public space, cinemas, catering and at the festival.

## Online distribution

The digital version of the programme guide is distributed via the online edition of *de Volkskrant* newspaper on 17 January. During the weekend, this newspaper reaches 1,041,000 readers. It is also sent to 463,000 recipients of *de Volkskrant* newsletter.

## Publication date

Monday 12 January, 2026

## Size

56 pages

## Language

Dutch\*

*\*6,000 copies in English, distributed throughout the festival*

## Booking deadline

Wednesday 24 December, 2025

## Deadline for submission of material

Wednesday 31 December, 2025

## Specifics

High-res PDF, CMYK, ISOUncoated\_VIGC\_47L\_220\_v2.icc, full colour

## Formats and rates

1/1 page	205 x 285 mm	€7,500
1/2 page landscape	205 x 140 mm	€5,500
1/4 page portrait	100 x 140 mm	€3,000



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# IFFR cinema screens

Greeting audiences on the cinema screen as they enter the room and wait for the film to start is the dashboard: a dynamic alternating collection of content that helps create a festival vibe before regular screenings. This includes, for example, a 'coming up' timetable, information on other events, films and programmes at the festival and more. It offers entertainment and interaction while the audience eagerly awaits their screening and thus stimulates extra sales. Advertisements on the dashboard have a wide reach and are seen by at least 21,300 visitors a day.

## Duration ad

The dashboard is visible for at least 15-20 minutes before each regular screening.

The ad (still image) is displayed at least every 2-3 minutes in a loop of a maximum of 12 other advertisements.

## Locations

KINO, LantarenVenster, Pathé Schouwburgplein, Oude Luxor, Theater Rotterdam Schouwburg, Cinerama, de Doelen.

## Submission date

Friday 23 January, 2026

## Capacity per day

- Monday-Thursday: average of 20,000 visitors
- Friday-Sunday: average of 24,000 visitors

## Formats and rates

Format: 1080 x 1080px jpg

Rates per day: €2,500



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# IFFR screens at festival locations

During the festival, various information screens will be displayed at the official festival locations. Visitors frequently consult these screens because information about the films, locations and showtimes rotate on them. These are an important means of communication and an eye-catching opportunity for advertising.

<b>Duration ad</b>	10 seconds in a loop of maximum 10 slides Display at least every 3 minutes
<b>Locations</b>	Cinerama, KINO, LantarenVenster, Pathé Schouwburgplein, Theater Rotterdam Schouwburg, Oude Luxor, de Doelen (several screens).
<b>Deadline for submission of material</b>	Friday 23 January, 2026

## Formats and rates

<b>Duration</b>	<b>1 day</b>	<b>1/2 day</b>
1/1 screen 1920 x 1080 jpg	€750	€495
1/2 screen 960 x 1080 jpg	€450	€295







# IFFR catalogue

The catalogue contains the entire festival programme and will be given upon arrival at the festival to film professionals. The catalogue is also for sale in the festival shop and will be sent to various IFFR partners and distributors.

The catalogue is the reference work for this festival edition.

<b>Print-run</b>	600
<b>Publication date</b>	Thursday 29 January, 2026
<b>Size</b>	350 pages
<b>Language</b>	English – also the advertisements
<b>Booking deadline</b>	Wednesday 24 December, 2025
<b>Deadline for submission of material</b>	Wednesday 31 December, 2025
<b>Specifics</b>	High-res PDF, CMYK, printed on 120 grams wood-free offset

## Formats and rates

<b>Duration</b>	
1/1 page 17 x 24 cm portrait + 3 mm bleed	€1,500
1/2 page 17 x 12 cm landscape + 3 mm bleed	€750



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# IFFR Tiger Alert & IFFR Pro Industry Newsletter

The Tiger Alert is IFFR's most read newsletter. Subscribers receive festival news, programme reveals, movie tips, discounts and more. The IFFR Pro Industry Newsletter is IFFR's most subscribed newsletter. Film professionals receive updates on festival events, agenda highlights and essential information.

<b>Subscribers</b>	19,400 (Tiger Alert) + 23,050 (IFFR Pro Industry)*
<b>Publication date</b>	In December and January every week From January 26 to February 8, daily.
<b>Language</b>	Tiger Alert (NL) IFFR Pro Industry (ENG)
<b>Deadline for submission of material</b>	One week before publication
<b>Specifics</b>	510 x 306 px (displayed as 255 x 153 px), 72 dpi, max. 25 kb. jpg, png, or gif (no flash) + url

\*IFFR Pro Industry Newsletter contains a maximum of 2 advertisements.

*\* Measured in September 2025*

## Rates per advertisement per mailing

Tiger Alert before or during the festival	€500
Newsletter Pro Industry before or during the festival	€500
Combi deal Tiger Alert before and during the festival	€750
Combi deal Newsletter Pro Industry before and during the festival	€750



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# IFFR.com

The IFFR website also offers a good opportunity to advertise. With 2,353,513 unique sessions visits and 1,220,760 unique website visitors during IFFR 2025, our website is able to generate a lot of traffic. The advertisement is placed on a suitable page within IFFR.com; the location can be the homepage (limited availability), a news or blog overview, or a general content page. You can give preference to the type of page and the subject of the page.

## Views

Approx 5,000 guaranteed (fluctuates per page)

## Publication date

In consultation

## Language

Dutch + English

## Deadline for submission of material

At least 1 week before placement

## Specifics

Still image: JPG

## Formats and rates

A = Horizontal banner / Big Leaderboard on Homepage - 970 x 90 px	€800
B = Horizontal banner / Big Leaderboard on content pages - 970 x 90 px	€550
C = Square banner on news and blogs overview page - 348 x 348 px	€500



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# Packages

Looking to combine several offerings? Simply reach out to us and we'll be happy to create a custom package that fits your budget and goals. We'll work with you to find the right mix of advertising opportunities that delivers the visibility you're looking for.

Whether you want to combine on-site presence with digital reach or mix different advertising formats, do not hesitate to reach out, we're here to create the perfect package adapted to your budget.

Contact us at

[publicity@IFFR.com](mailto:publicity@IFFR.com)



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