



ADVERTISING RATES

International Film Festival Rotterdam 2027



International Film Festival Rotterdam
28 January – 7 February 2027

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 56th edition of the festival takes place from 28 January to 7 February 2027.

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 8 January, 2027
- Ticket sales start: Thursday 14 January, 2027
- IFFR 2027: Thursday 28 January - Sunday 7 February, 2027

Releases and channels

IFFR programme guide
IFFR catalogue
IFFR screens
Newsletter (IFFR Pro Industry)
Newsletter (Tiger Alert)
IFFR.com
IFFR screening rooms

IFFR 2026 IN FIGURES

267,072	In-person visits
27,613	online visits
2,591,092	unique sessions on IFFR.com
1,390,474	unique website visitors
18,100	newsletter subscribers
72.244	Instagram followers

Contact details

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 January 16. During the week-end, this newspaper reaches 1,041,000 readers. It is also sent to 463,000 recipients of *the Volkskrant* newsletter.

Publication date:

Monday 11 January, 2027

Size:

56 pages

Language:

Dutch*

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

Booking deadline:

Wednesday 23 December, 2026

Deadline for submission of material: Wednesday 30 December, 2026

Specifics:

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 21,000 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, Theater Rotterdam, Cinerama, de Doelen.

Submission date

Friday 22 January, 2027

Capacity per day

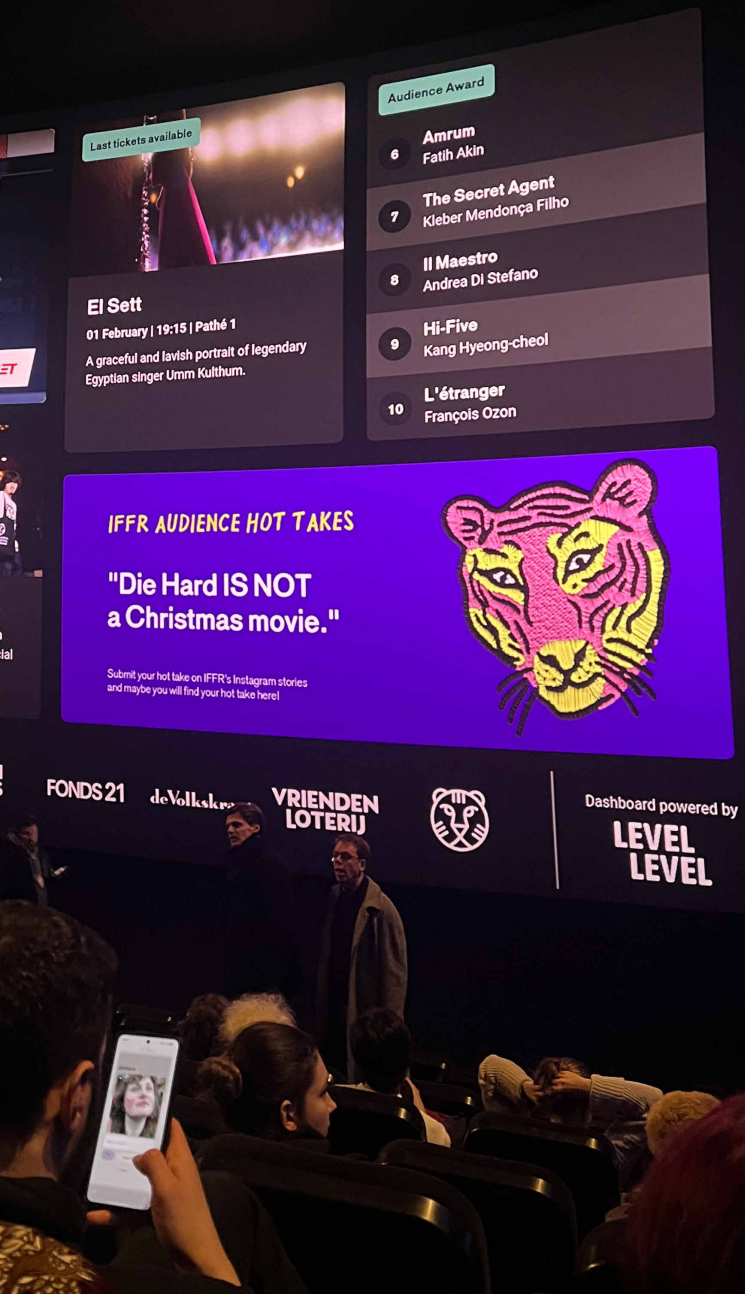
- Monday-Thursday: average of 22,500 visitors
- Friday-Sunday: average of 25,000 visitors

Formats and rates

Format:	1080 x1080px 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.

Duration ad

10 seconds in a loop of maximum 10 slides
Display at least every 3 minutes

Locations

Cinerama, KINO, LantarenVenster, Pathé Schouwburgplein, Theater Rotterdam, de Doelen (several screens).

Deadline for submission of material Friday 22 January, 2027

Formats and rates

Duration

1/1 screen 1920 x 1080 jpg
1/2 screen 960 x 1080 jpg

1 day

€ 800
€ 450

1/2 day

€ 495
€ 295



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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.

Print-run	600
Publication date	Thursday 28 January, 2027
Size	350 pages
Language	English – also the advertisements
Booking deadline	Monday, 4 January, 2027
Deadline for submission of material	Friday, 8 January, 2027
Specifics	High-res PDF, CMYK, printed on 120 grams wood-free offset

Formats and rates

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.

Subscribers	18,100 (Tiger Alert) + 24,700 (IFFR Pro Industry)*
Publication date	From January 27 to February 7, daily. In December and January every week
Language	Tiger Alert (NL) IFFR Pro Industry newsletter (ENG)
Deadline for submission of material	One week before publication
Specifics	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 August 2026*

Rates per advertisement per mailing

Tiger Alert before or during the festival	€ 600
Newsletter Pro Industry before or during the festival	€ 600
Combi deal Tiger Alert before and during the festival	€ 900
Combi deal Newsletter Pro Industry before and during the festival	€ 900



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IFFR.com

The IFFR website also offers a good opportunity to advertise. With 2,591,092 unique sessions visits and 1,390,474 unique website visitors during IFFR 2026, 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	€ 2050
B = Horizontal banner / Big Leaderboard on content pages - 970 x 90 px	€ 1050
C = Square banner on news and blogs overview page - 350 x 350 px	€ 550



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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



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