2017 Media Kit

Overview & Benefits  2
Products            3
Audience           4
Reach & Engagement  5
Content             6
National CineMedia (NCM) is America’s Movie Network.

As a leading Millennial network in the U.S., NCM is the connector between brands and movie audiences.

Owned & operated by the three largest U.S. circuits:

NCM delivers brands an **unmatched, uncluttered, and un-skippable ad environment** in movie theaters.

Surround movie audiences with your message in high-traffic lobby areas – and beyond with cross-platform digital opportunities.

Benefits:

- **MUST SEE, FIRST RUN**
  - never in re-runs, non-DVR-able content

- **THE BIGGEST BUZZ**
  - leading into the weekend

- **LARGER-THAN-LIFE**
  - 50-foot HD screens with surround sound

- **HIGHLY ENGAGED**
  - audience

For More Information: 1.800.SCREE1 | ncm.com/contact-us
Advertising so effective, you’ll want a sequel.

As a leading Millennial network in the U.S., NCM is the connector between brands and movie audiences.

**Big Screen Ads:**

Cinema ads typically receive higher recall scores than other traditional media.

Movie theaters don’t have a fast forward button. Showcasing your ad on the big screen will engage your target audience more effectively, more creatively, and generate more response.

**Lobby Promotions:**

Lobby promotions, combined with an on-screen buy increases recall by an average of 9%.

Reinforce your on-screen campaign in high-traffic lobby areas. We offer sight, sound, and motion on HD screens, as well as handouts, signage, sampling, demos…and more!

**Cross-Platform Digital Ads:**

Purchase intent doubles among people seeing ads on-screen and through NCM digital video.

Capitalize on the buzz of the movie conversation beyond the theater! Reach NCM’s unique movie-going audience on all of their personal devices, including smartphones, desktops, laptops, tablets, and on Facebook.

For More Information: 1.800.SCREEN1 | ncm.com/contact-us

Sources: 1) NCM Custom Tests Dec '07-Feb'16 2) Insight Express, April 2014; Based on Integrated Campaign for an Automotive Advertiser.
NCM Moviegoers (vs. U.S. Population)

They’re Affluent…
- Median household income: $81.7K
- Median value of owned home: $263,427

…and Educated
- Bachelor’s degree or higher

NCM Moviegoers are Influencers Across Key MRI Categories

- New Technology: INDEX 199
- Shopping: INDEX 160
- Mobile/Cell Phones: INDEX 181
- Restaurants: INDEX 171
- Household Furnishings: INDEX 171
- Education: INDEX 131
- Automobiles/Automotive Products: INDEX 126
- Healthcare: INDEX 139

Source: 2016 GfK Spring Study, Base = A18+. NCM Moviegoers defined as attending 1+ Movies/Month and visited an AMC, Cinemark/Century or Regal Cinema in the past 12 months, indexed against Total US Pop 18+. For More Information:
1.800.SCREEN1 | ncm.com/contact-us
Targeted Reach

NCM’s pre-show is seen…

- **BY 750+ MM** Moviegoers Annually
- **ACROSS** 189 DMAs
- **IN 1,600+** Theaters
- **ON 20,000+** Screens

Offering advertisers an unparalleled opportunity to reach coveted audience segments.

Incredible Engagement

76%

Ads in NCM’s pre-show have a recall of 76%


28% NCM + TV

Engagement doubles among audiences exposed to ads on both NCM and TV

Source: Nielsen Brand Effect (NBE) Jan 2011-Sept 2016 A18-49. Nielsen Brand Effect measures ad effectiveness for NCM (FirstLook) and TV by asking panelists questions about the creative they viewed in each medium.

For More Information:

1.800.SCREEN1 | ncm.com/contact-us
Premium Digital Video Content

Align your campaign with the world’s best content

“...it has become extremely hard to pick a limited list of favorites”

Note: Movie release dates and titles subject to change without notice.
Contact Your Account Director for More Info
Call 1.800.SCREEN1 or visit ncm.com/contact-us