

# BRAND PROFILE

## THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

A brand focused on bringing the international commercial production community together for dialogue, debate and discussion about creativity and the global business of commercial production.

### WHAT MAKES OUR BRAND SO UNIQUE

- Our focus is commercials (whether for broadcast, cinema, online, mobile or other digital platforms);
- A truly international perspective;
- An especially strong readership in both North America and the UK;
- Immensely popular conferences and workshops complement our print and electronic media.

### PRINT MEDIA

- **'boards Magazine**  
 The leading industry publication about the international business of commercial production. An edgy attitude and comprehensive coverage. Published 10 times a year and read by over 13,000 agency producers, creatives and production and post-production company executives. Keeps readers informed about emerging talent, business practices and trends.
- **Annual Boards Little Black Book of Directors**  
 Sponsored profiles of some of the world's most important international directing talent; distributed to the Boards circulation list, as well as at events including the Cannes Lions International Advertising Festival.

### EVENTS

- **Boards Summit**  
 The largest conference in the world focused on the international business of commercial production. Takes place annually in New York City and brings together some of the biggest thinkers and most respected creatives in the business of commercial production.
- **Boards U**  
 A full-day professional development event for agency producers and creatives about the art and process of commercial production. Brings together some of the world's most respected commercial production and post-production companies to help develop and advance the careers of agency producers, creatives, account executives and clients involved in the purchase, creation and production of filmed content for advertising.
- **Boards Creative Workshops**  
 An annual series that brings the names, notoriety and networking of the Boards Summit to major advertising centers outside of New York. First workshops produced in Toronto, San Francisco, Chicago, and L.A.
- **First Boards Awards**  
 An annual celebration of the international industry's top emerging talent in the categories of director, editor, composer, designer, animator, motion graphics and broadcast design. Awards are announced at a party usually held in April in New York or L.A. Winners are then profiled in 'boards magazine.

### ELECTRONIC MEDIA

- **Boards website**  
 A destination for the international commercial production community to find the best and latest commercial work, people moves and industry information.
- **Boards Online newsletter**  
 A weekly online newsletter showcasing the previous week's best commercial work and web films, people moves, industry headlines and news.

### THE COMPANY BEHIND BOARDS

'boards is a brand of Brunico Communications Ltd., which also publishes two other industry-leading and international titles: KidScreen, about reaching children through entertainment; and Realscreen, about the best in non-fiction. Together with Brunico Marketing Inc., a wholly-owned subsidiary, it also produces the KidScreen Summit in New York, the Realscreen Summit in Washington, D.C, and numerous marketing and entertainment industry conferences in Toronto.

### CONTACT

500- 366 Adelaide Street West  
 Toronto, Ontario  
 Canada M5V 1R9

Tel: 416-408-2300 or  
 1-877-262-7371

Email: [sales@brunico.com](mailto:sales@brunico.com)  
 Web: [www.boardsmag.com](http://www.boardsmag.com)

