Love and the Summer of Soul Helped Launch a Tremendous Year for Music Documentaries

The New Awards Landscape

Goldene Globes Turmoil Opens the Door for the SAG Awards and Critics Choice Awards

Special Section

Exploring the Year in Nonfiction Film with Todd Haynes, Edgar Wright, Stanley Nelson, Matthew Heineman and Many More

2022 General Presentation
MEET THEWRAP

A UNIQUE SUCCESS STORY IN THE WORLD OF DIGITAL MEDIA. THE ONLY INDEPENDENT VOICE COVERING THE BUSINESS OF ENTERTAINMENT.

THEWRAP news inc. is a multi-platform news organization. TheWrap.com is the leading independent entertainment website covering the business of Hollywood, media and technology.

Launched in 2009 by award-winning journalist Sharon Waxman, Founder & CEO, TheWrap's independent voice, metabolism for breaking news and investigative stories make TheWrap.com a key destination for producers, directors, studio & network executives, agents, managers and talent. Our tentpole events galvanize the industry and connect us to a worldwide audience of influential decision-makers.
In 10 high quality, glossy editions, TheWrap Magazine features award-winning photography, analysis during awards season of the top Film + TV contenders, Cannes collector’s edition, Film School Guide and Top Innovators + Women Change Makers lists. Sent to over 20K voting members in the academies and guilds and sent digitally to 95K TheWrap.com subscribers.

TheWrap produces best-in-class events including TheGrill, a two-day, thought leadership summit in October and Power Women Summit, a 2-day inspirational and aspirational event in December. Events and sponsorships can be customized including webinars and panels with on-site activations and experiences.

Our social media footprint of 32M extends our readership reach and advertiser messages.

Is a membership-based product read by C-suite and high-level industry executives. With a community of almost 9,000 subscribers, WrapPro provides exclusive data, charts, and analysis that help executives navigate constantly changing market trends.

TheWrap.com is the leading independent entertainment website delivering award-winning industry coverage. Our digital suite includes breaking news, investigative journalism, analysis and over 15 newsletters.
NOMINATED IN 2022 FOR 14 NATIONAL ARTS AND ENTERTAINMENT JOURNALISM AWARDS, THEWRAP IS THE ONLY INDEPENDENT VOICE COVERING ENTERTAINMENT, MEDIA AND TECHNOLOGY FOR INDUSTRY LEADERS.

TRAFFIC SOURCES

24% DIRECT
47% ORGANIC SEARCH
22% REFERRAL
7% SOCIAL

SOURCE: COMSCORE

*TheWrap won the best online news website at the L.A. Press Club’s SoCal Journalism Awards in 2009, 2012 and 2018. The site also won a National Entertainment Journalism Award for best online film/TV/theater feature in 2017, as well as top prizes for feature and entertainment photography and Sharon Waxman's WaxWord blog in 2016. TheWrap was named one of the "100 Most Important Online Publishers" in 2010 by OMMA, the magazine of online media, marketing and advertising. Sharon Waxman was highlighted as one of The Top 100 Women Entrepreneurs of 2020 by Inc. Magazine.
AS A GROWING COMMUNITY OF INDUSTRY INSIDERS, WrapPRO MEMBERS ENJOY EXCLUSIVE CONTENT, FULL VIDEO ACCESS, PREMIUM EVENTS, AND MORE.

IN-DEPTH COVERAGE
- 10+ exclusive members-only stories a week
- Entertainment industry analysis and deep-dive features
- Daily WrapPRO newsletter covering the latest industry news

AWARD-WINNING WRITERS
- Sharon Waxman, Founder of TheWrap and author of WaxWord
- Awards Editor Steve Pond’s weekly take on awards season

VIP BENEFITS
- Access to exclusive Film + TV awards screenings
- Access to invite-only events

EXCLUSIVE VIDEO
- Premium series TechTalk + Pro roundtables
- Access to TheWrap events industry video panels (TheGrill)
## Demographics

### Audience Size
- **Monthly UV's**: 9.4MM
- **Monthly PV's**: 13MM

### Income
- **Median HHI**: $117,000
- **Average HHI**: $119,000

### Gender
- **Male**: 53%
- **Female**: 47%

### Home Ownership
- **6% Comp**: 6% Comp
- **265 Index**: Comp Index
- **Own 2+ Homes (Second Mortgage)**

### Education
- **22% Comp**: 22% Comp
- **127 Index**: Comp Index
- **Graduated College**

### Age
- **53**: Median Age

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<td>136 Index</td>
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<td>A 35-44</td>
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<tr>
<td>A 45-54</td>
<td>8.5%</td>
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<td>24.1%</td>
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THEGRILL

THEWRAP PRODUCES BEST IN CLASS MUST ATTEND EVENTS THAT BRING THOUGHT LEADERS AND HIGH LEVEL EXECUTIVES TOGETHER TO DISCUSS A WIDE RANGE OF SUBJECTS THAT ENGAGE ATTENDEES AROUND THE WORLD.

For over a decade, TheWrap’s Grill event series has led the conversation on the convergence between entertainment, media and technology, bringing together newsmakers to debate the challenges and opportunities facing content in the digital age. TheGrill delivers a unique series of curated discussions, industry panels and virtual networking activations that explore the ever-changing media landscape.

This two-day event in October is fueled by an invite-only audience limited to WrapPRO members and C-Suite attendees, including both virtual and in-real-life networking.
# THEGRILL

## By the Numbers

<table>
<thead>
<tr>
<th>Total Registration:</th>
<th>Event Reach:</th>
<th>Event Streams:</th>
<th>Event Attendees:</th>
</tr>
</thead>
<tbody>
<tr>
<td>600 RSVPS</td>
<td>425K Impressions</td>
<td>18,750 Views</td>
<td>49 Speakers &amp; Moderators</td>
</tr>
</tbody>
</table>

Attendance from 10+ countries and the following companies:

AGBO • AUDIBLE • BONGO PICTURES • BRON STUDIOS • CBSVIACOM • CANDLE MEDIA • CITY NATIONAL BANK • COLUMBIA • DISCOVERY+ • ENDEAVOR • FAZE CLAN • FOX • GUNPOWDER & SKY • IMAX • KNOWN MODERN MARKETING • LANDMARK • LOS ANGELES TIMES • MGM • MICROSOFT • NBCUNIVERSAL • NYU • NETFLIX • PANTAYA • PARADIGM • RIAA • ROKU CHANNEL • SBC GLOBAL • SONY • TAKE TWO INTERACTIVE • UCLA • USC • WME • WARNER BROS. • WARNERMEDIA • WASSERMAN
For two days in December, The Power Women Summit brings together the largest gathering of the most influential women in these industries. Now in its 5th year, the virtual and in-person event aims to empower and educates women in their professional careers, personal lives, with workshops, mentorship programs and networking.

WRAPWOMEN is TheWrap’s platform to accelerate the vision of women who are building towards a more equitable and diverse world.
# Power Women Summit

## By The Numbers

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Registrations</td>
<td>3,625</td>
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<tr>
<td>Speakers</td>
<td>50+</td>
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<tr>
<td>Mentors</td>
<td>20+</td>
</tr>
<tr>
<td>Mentees</td>
<td>250</td>
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<tr>
<td>Total Event Impressions</td>
<td>4.3MM</td>
</tr>
<tr>
<td>Reach for #PowerWomenSummit</td>
<td>3.2MM</td>
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<tr>
<td>Stream Impressions</td>
<td>1MM</td>
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<tr>
<td>Engagements</td>
<td>276K</td>
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</table>

### Attendees from the Following Companies:

- 3 Arts Entertainment
- A+E Networks
- ABC
- AFI
- AMC Networks
- Adobe
- Amazon Music
- Amazon Studios
- Apple TV+
- Audible
- Bad Robot
- Barstool Sports
-CAA
- CBS
- CNN
- Disney+
- DreamWorks Animation
- Endeavor Content
- EPIX
- FX Networks
- Final Draft
- First Look Media
- Forbes
- Fox Entertainment
- Google
- HBO
- Lionsgate
- NBCUniversal
- Netflix
- Propagate
- Spotify
- ViacomCBS
- Walt Disney Studios
- WarnerMedia
Alongside WrapWomen and WrapPRO, TheWrap has launched an interactive webinar series that brings industry leaders together to discuss today’s challenges and tomorrow’s opportunities.

The WrapWomen Foundation is a charitable foundation and leading force in creating a more equitable world for women in entertainment, media and technology. Created in the wake of the #MeToo movement, the foundation provides a platform to combat sexual harassment and promote gender equity through media and live events that support the mission of the foundation.

Is a premier new source for the next generation of women in media and entertainment dedicated to empowering them. Edited and moderated by Emily Vogel, the WrapWomen newsletter, published 2 times a month and the Unwrapped podcast airing monthly, covers topics from entertainment news, advice, commentary, insights into career, lifestyle and current trends.

WRAPWOMEN WEBINARS

WRAPWOMEN NEWSLETTER + UNWRAPPED PODCAST

WRAPWOMEN FOUNDATION
SCREENINGS & PODCASTS

SCREENING SERIES

For over a decade TheWrap’s awards screening franchise has been known as the best in class Screening Series. It has been revamped and refreshed, pivoting during COVID to deliver enlightening video conversations. Screenings are now in person and streamed live connecting voters to talent, showrunners and crafts professionals showcasing awards-worthy work. With top-notch production quality, we deliver scalable audience attendance. TheWrap is your reliable partner that will deliver results for your Movies and TV shows.

THEWRAP-UP & UNWRAPPED PODCAST

TheWrap’s award-winning original podcast that provides an insider’s look at the top stories in Hollywood - hosted by Sharon Waxman, Founder of the Wrap. New episodes are released every Friday.

PAST GUESTS: SARAH PAULSON, QUESTLOVE, EVA LONGORIA, JEREMY STRONG, OLIVIA MUNN, LESLIE ODOM JR., HANNAH WADDINGTON, ALEXANDRA DADDARIO, DIANE KRUGER AND MORE.
EMMY PHASE 1 VIDEOS

CLICK TO WATCH
CUSTOM CONTENT

ORIGINAL 5 MINUTE VIDEO CUT WITH LIVE INTERVIEWS AND CLIPS IN COLLABORATION WITH THE CLIENT.

2 EMAIL BLASTS SENT OUT TO 105K THEWRAP.COM DIGITAL SUBSCRIBERS

2 SOCIAL POSTS

HOUSED ON THEWRAP.COM HOME PAGE WITH CURATED HOW I DID IT VIDEOS

PACKAGE: $50K
From Sundance to Cannes from Telluride to Toronto, TheWrap is at the forefront of the industry’s most important film festivals. We give readers insight into all of the movies in competition, looking for distribution, Q&A’s with filmmakers and talent, live video conversations at our on-site studios. With breaking news, extensive movie reviews, newsletters and a wide social following we deliver comprehensive festival coverage to the industry and consumers who can’t get enough of movies.

Interview & Portrait Studio

TheWrap's award-winning photography from our portrait studio and extensive cast and filmmaker video interviews at the festivals gives readers exclusive content and insider coverage found nowhere else. Content is then pushed out in breaking news, galleries and newsletters and is housed on TheWrap.com

Influencer Dinners

The Wrap hosts exclusive dinners that curate high-level thought leaders, influential executives and innovators in entertainment media and technology. These invite-only events allow this illustrious group to engage in exclusive off the record conversations, share insightful ideas and close creative deals.
OVER 20,000 ISSUES ARE SENT OUT BY FIRST CLASS MAIL TO INDUSTRY EXECUTIVES’ HOMES AND OFFICES AND ARE ALSO PUSHED OUT DIGITALLY TO 95K SUBSCRIBER LIST OF VOTING MEMBERS.
IN 10 PRINT EDITIONS, THE WRAP’S AWARD-WINNING MAGAZINES SHOWCASE EXCLUSIVE HIGH-END PHOTOGRAPHY AND ILLUSTRATIONS WITH INSIGHTFUL FEATURE STORIES AND TOP LISTS INCLUDING WOMEN CHANGE MAKERS, INNOVATORS PLUS TOP FILM SCHOOL EDITIONS.

ALL ADS IN THE DIGITAL EDITION WILL BE LINKED TO AN ADVERTISERS FYC SITE.
2022 MAGAZINE PUBLISHING CALENDAR

AWARDS PREVIEW
DATE: JANUARY 19

OSCAR NOMINATIONS GUIDE
DATE: FEBRUARY 23

DOWN TO THE WIRE
DATE: MARCH 14
SPACE: FEBRUARY 21
MATERIAL: MARCH 3

CANNES DIGITAL EDITION
DATE: MAY 15
SPACE: APRIL 29
MATERIAL: MAY 3

EMMY RACE BEGINS
DATE: MAY 26
SPACE: MAY 9
MATERIAL: MAY 16

EMMY MOVIE/MINIS
DATE: JUNE 8
SPACE: MAY 23
MATERIAL: MAY 31

EMMY COMEDY/DRAMA
DATE: JUNE 15
SPACE: MAY 31
MATERIAL: JUNE 6

EMMY DOWN TO THE WIRE
COMEDY-REALITY/DOCS
DATE: AUGUST 8
SPACE: JULY 22
MATERIAL: JULY 28

EMMY DOWN TO THE WIRE DRAMA
LIMITED SERIES/MOVIES
DATE: AUGUST 15
SPACE: JULY 29
MATERIAL: AUGUST 4

FILM SCHOOLS/THEGRILL RECAP
DATE: OCTOBER 30
SPACE: OCTOBER 14
MATERIAL: OCTOBER 20

THE RACE BEGINS(SONGS/SCORE)
DATE: NOVEMBER 9
SPACE: OCTOBER 27
MATERIAL: OCTOBER 31

DOCS/CRITCS CHOICE/SAG PREVIEW
DATE: NOVEMBER 30
SPACE: NOVEMBER 16
MATERIAL: NOVEMBER 21

INTERNATIONAL STAND ALONE/
POLY BAGGED WITH DOCS
DATE: NOVEMBER 30
SPACE: NOVEMBER 16
MATERIAL: NOVEMBER 21

BELOW THE LINE CRAFTS/POWER
WOMEN SUMMIT/CHANGEMAKERS LIST
DATE: DECEMBER 21
SPACE: DECEMBER 8
MATERIAL: DECEMBER 12

AWARDS PREVIEW
DATE: JANUARY 9, 2023
SPACE: DECEMBER 21
MATERIAL: DECEMBER 26

ISSUE DATES & DEADLINES
ARE SUBJECT TO CHANGE
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<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>Awards &amp; International Screening Series</td>
<td>January - March 2022</td>
<td>Guild members, industry leaders, WrapPRO members and TheWrap subscribers</td>
</tr>
<tr>
<td>Sundance Film Festival: Interview &amp; Portrait Studio</td>
<td>January 2022 (Virtual)</td>
<td>Film talent, producers and directors</td>
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<tr>
<td>EmmyWrap Magazines</td>
<td>May, June and August 2022</td>
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<td>Emmy Screening Series</td>
<td>May - August 2022</td>
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<td>CannesWrap Magazine</td>
<td>May 2022</td>
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<tr>
<td>Toronto International Film Festival: Interview &amp; Portrait Studio</td>
<td>September 2022</td>
<td>Film talent, producers and directors</td>
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<td>TheGrill Conference</td>
<td>October 2022</td>
<td>200 top media, entertainment and tech executives and industry leaders</td>
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<tr>
<td>TheGrill: Innovators List</td>
<td>October 2022</td>
<td>Industry disruptors and change-makers announced and celebrated with a virtual roundtable discussion at TheGrill</td>
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<td>College Magazine</td>
<td>October 2022</td>
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<td>Power Women Summit: Changemakers List</td>
<td>December 2022</td>
<td>Celebrating changemakers who have navigated the changing business and entertainment landscape.</td>
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<td>OsCarWrap Magazines</td>
<td>November, December, January and February 2022-2023</td>
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THANK YOU

LYNNE SEGALL, CHIEF REVENUE OFFICER
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