



Magnet Media Launches Digital Marketing Programs Serving Film & Television Community

NEW YORK, NY--(Marketwire - March 1, 2010) - Magnet Media, Inc. unveiled today a new suite of digital marketing services for companies releasing film and television properties. With a focus on driving tune-ins and ticket sales, the company is offering entertainment marketers accountable, innovative solutions across a spectrum of digital platforms.

"Last year saw hundreds of magazines and newspapers shut their doors and as a result, print advertisers are witnessing significant diminishing returns. On TV, with the increase in on-demand and time-shifted viewing, there's been a downturn in traditional television spot viewership. Both mediums were staples of demographically relevant, national campaign exposure but today are far less effective than even just two years ago," said Magnet Media CEO, Megan Cunningham. "Film and television promotion departments need to reach the right people at the right time and in huge numbers; a need perfectly suited to large scale digital marketing campaigns. Digital promotion offers a built-in reward system that's cost-effective, highly targeted and accountable to results."

As experts in branded entertainment, and social media marketing, Magnet Media focuses on campaigns reaching "beyond the banner." With a 10-year track record working with the biggest brands in technology -- Apple, Microsoft, HP and Adobe included -- Magnet Media has overseen product launches, executed national brand awareness campaigns, engaged millions of web users and delivered meaningful results. The company is a longstanding member of the entertainment community serving in a multi-year capacity as The Official New Media providers of the National Association of Broadcasters and The Sundance Film Festival. Additionally, the company has created promotional content for filmmakers and television creators such as Morgan Spurlock, Alan Ball, Brian De Palma, Michel Gondry, Errol Morris, Mike Leigh and many others through its popular podcast series On the Circuit.

Magnet Media is currently accepting new account inquiries for its branded entertainment, social media marketing and narrative extension programs. Committed to promotional partnership, not just media placement, Magnet Media guarantees results on new programs and is offering limited free consultation for select new clients. For more information on Magnet Media and its services visit www.magnetmediafilmsinc.com.

About Magnet Media

Magnet Media is a digital media marketing services firm serving the world's top technology, media and entertainment brands. With a ten-year history at the forefront of digital technology, Magnet Media is uniquely equipped to manage every marketing and communications need from concept and creation to promotion and distribution.



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About Zoom In Online

Zoom In Online (ZIO) is Magnet Media's Webby Award honored independent digital content network covering film, TV, music, photography and design. Each of the network's channels are updated daily with professionally produced video shows, podcasts, news stories and blog posts.