

Cinema Daily^{US}

Media Guide 2023.12



Copyrights © 2023 Cinema Daily US

[CinemaDailyUS.com](https://www.cinematodayus.com) is a high-value destination for the most desirable of audiences spanning cross-generation and willing to spend. It is a hub for affluent buyers who consumers with high household incomes. They are people who go out, spend on entertainment and restaurants.

CinemaDailyUS.com is a media resource that serves the broad audience of cinema-goers, film and television viewers, fans of pop culture, and collectors of memorabilia.

We publish articles every day on many aspects, including film festivals, reviews, and interviews with directors. This an affluent audience one which has money to spend and active forward-thinking buyers. This audience is both male and female, early adopters and high value spenders.

The site offers unique content you can see only here, ranging from interviews top reviews, trend stories and up-to-date news stories.

By including on-the-spot comments from outstanding filmmakers from around the world, CinemaDailyUS.com present the views of newly emerging artists whose viewpoints may not be generally known but are forward thinking creators which finding new audiences on an on-going basis.

Given that CinemaDailyUS primarily cover film, television and related media, a portion of our audience are in theater visitors. Those individuals by their very nature are high value consumers who spend on food, transportation, accessories and more. They are high dollar spenders who not only view the media but also collect goods related to whether it's t-shirts, memorabilia or related food items.

Audience

Affluent consumers, with incomes over \$100,000 in assets, are a highly educated, optimistic segment valuing quality, exclusivity, and personalized experiences. They are often driven by social status, seeking brands that offer prestige and convenience. They are increasingly using concierge services and looking for, or curating, unique, high-end experiences.

Demographics: They skew older and are often married. They are driven by a desire for status and exceptional service. They prioritize quality and craftsmanship over cost, but are willing to engage in "bargain hunting" for specific items.

They are often early adopters and technophiles. They frequently seek to bypass long waitlists and demand high-touch, personalized service.

Strategies for Attracting Affluent Buyers: They focus on exclusivity with an interest in limited-edition products or unique, bespoke experiences. Emphasize Storytelling: Highlight the craftsmanship, heritage, and unique, high-value story behind products. Targeted Marketing: Utilize digital platforms to reach this segment, but ensure messaging is sophisticated and, where possible, personalized.

Asian Focus

Helmed by a Japanese editor-in-chief living in NYC, he and his team of experienced multinational writers update articles every week on the latest films based on their exclusive interviews with people in the industry. Since the blockbuster hit “Crazy Rich Asians” in 2017, Asian films have become highly visible. In 2023, films with Asian actors and actresses almost swept all the Academy Awards. As a result, CinemaDailyUS.com offers a showcase for Asians in the movie industry.

CinemaDailyUS.com has also become a media resource on the latest film trends with a focus on Asian releases. Cinema Daily USA's Asian film-focused approach appeals to a highly engaged audience. This further enhances the site's specialized approach to covering cinema-related media.

YouTube Promotion

As CinemaDailyUS.com has grown, it has expanded beyond text and photos by also featuring various correspondents producing video reviews, interviews and commentary which has been placed on the site and other media such as Instagram, Facebook, X and Youtube.

As our YouTube presence has grown we have reached a tipping point we can now monetize our Youtube Channel. And that offers an opportunity for you, our advertisers and potential advertisers, to join us as we celebrate the world of the moving image.