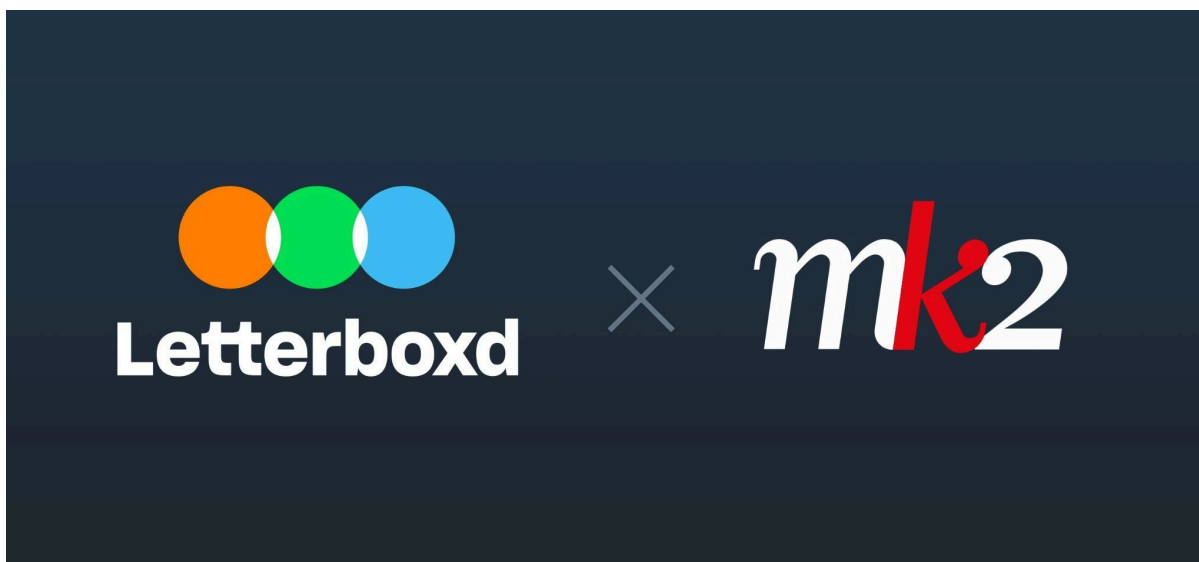


MK2+ BECOMES EXCLUSIVE LETTERBOXD ADVERTISING SALES PARTNER IN FRANCE

The partnership between every film lovers favourite app and the cinematic cultural institution marks an exciting move as Letterboxd expands its global reach



High resolution images [here](#)

BERLIN - 13th February 2025: [Letterboxd](#) and mk2 are excited to announce that they are partnering, as [MK2+](#) becomes the exclusive advertising sales partner in France for Letterboxd.

The partnership opens up opportunities to local distributors and brands who are seeking out Letterboxd's highly engaged film-loving audience. mk2 will work closely with Letterboxd during this phase of exponential growth and both companies look forward to expanding the partnership in the [number-one cinema-going country in Europe](#), as they seek out new opportunities to directly engage with and foster local Letterboxd members.

"We are now at over 18 million members worldwide, and having a footprint in cinema-obsessed France aligns with our core mission to build a thriving global community with film discovery at its heart." says CEO Matthew Buchanan from New Zealand where Letterboxd was founded and is headquartered.

"France is our second-largest non-English-speaking country after Brazil and mk2's deep local expertise, excitement for what this partnership could be and most of all love of film, made it a no-brainer for us at Letterboxd HQ."

The sales partnership is led by Head of Business David Larkin on the Letterboxd side and Thibault Jacques, newly appointed Head of MK2+, will be the first point of contact for French advertisers interested in Letterboxd.

Elisha Karmitz, CEO of mk2 said of the partnership, "Letterboxd has built a global community where cinema is an ongoing conversation. As its exclusive advertising sales partner in France, MK2+ extends this vision by connecting brands with cinephiles through high-quality, editorially driven campaigns. As a natural extension of our powerful media ecosystem, we provide advertisers a unique gateway to a passionate and highly engaged audience."

Letterboxd has become "the go-to destination for serious film fans" ([The Wrap](#)) where its global community of over 18 million film lovers rate, review and share their movie-watching activities. Described in 2024 by [LA Times](#) as "an unstoppable force" its fans include [Ayo Edebiri](#), [Paul Mescal](#), [Olivia Rodrigo](#), [Charli XCX](#) and [Chappell Roan](#)—with [Martin Scorsese](#) as its most followed member. Letterboxd's regular interview segment, Four Favorites, has become a [now seminal](#) part of any promotional movie tour and its 2024 annual [Year in Review](#) was accompanied by the announcement of a 50% increase in members in 2024 alone.

With its deep-rooted expertise in cinema, mk2 has built a unique ecosystem where film lives beyond the screen. From its iconic theaters, Cinema-Hotel, cinema events and digital medias, the group continues to shape the future of film culture. MK2+, the next-gen advertising arm of mk2 group, works as a trusted partner for distributors, brands, and cinephiles. mk2 shares Letterboxd's vision of a vibrant global film community, offering premium opportunities to connect with audiences through thoughtful cinema-driven advertising experiences.

ENDS

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ABOUT LETTERBOXD

Founded in 2011 and headquartered in New Zealand, [Letterboxd](#) is a global community of film lovers who rate, review and share their movie-watching activities. They include everyday film fans, award-winning directors, performers, cinemas, studios and festivals. Letterboxd's mission is to help its community discover films that they will love and the now iconic [Letterboxd Four Favorites](#) is one example of this. Follow Letterboxd

on [TikTok](#), [X \(formerly Twitter\)](#), [Bluesky](#), [Instagram](#), [YouTube](#) and [Facebook](#) and keep up to date on the films Letterboxd's community loves over at [Journal](#).

ABOUT mk2

Founded in 1974, [mk2](#) is one of Europe's leading independent cinema groups, operating a network of prestigious theaters, a renowned film production and international distribution company (*Anatomy of a Fall*). [MK2+](#), its in-house creative and media agency, focuses on curated content and innovative cultural experiences. MK2+'s ecosystem includes, [TROISCOULEURS](#), a media dedicated to cinema and culture; [mk2 Institut](#), a space for debate and transmission; [mk2 Curiosity](#), a streaming platform showcasing exclusive and heritage cinema; and [Hotel Paradiso](#), the first cinema-hotel, where every room transforms into a private screening space, redefining the way audiences experience film.

Through its expertise in cinema programming, audience engagement, and premium advertising formats, MK2+ ensures that brands and distributors can reach dedicated filmgoers in meaningful ways, both in theaters and online.