

* Editorial pitches must be made at minimum
4 weeks prior to ad reservation date.

** Editorial Focus And Advertising Close
Dates Are Subject To Change

2017 EDITORIAL CALENDAR

JANUARY. FEBRUARY

Ad Reservation: January 24
BONUS DISTRIBUTION: GDC

Special focus: Game development; game engines

* This game development issue will look at the cutting-edge techniques used in creating today's top titles. It will also offer a detailed look at today's top game engines.

MARCH. APRIL

Ad Reservation: March 21
**BONUS DISTRIBUTION:
NAB, FMX**

Special focus: VFX on TV; Workstations & Monitors

* Amazing visual effects are being created for television—discover how studios are pushing boundaries while working with challenging deadlines and budgets. Also, animators need reliable, solid equipment to get the job done; this includes the latest workstations and monitors.

MAY. JUNE

Ad Reservation: May 1
BONUS DISTRIBUTION: E3

Special focus: Modeling tools; Webisodes

* Modeling is a mainstay in the CGI realm. Here we examine various 3D modeling software used by artists. Also, audiences are tuning in to entertainment offered through non-traditional channels. Find out how animators are tapping into this alternative market and how it affects their creative process.

JULY. AUGUST

Ad Reservation: June 30
**BONUS DISTRIBUTION:
SIGGRAPH, IBC, COMIC-CON**

Special focus: Animation developments;
Education & Recruitment; VR

* As theater-goers become immersed in summer blockbusters, we take you behind the scenes of the season's biggest visual effects and animated films. And while students are on summer break, animation and VFX schools are in full swing preparing for a successful year, while recruiters are busy filling positions with new graduates as well as seasoned professionals. Learn a thing or two that can help you with your career. Also, virtual reality is still going strong—what you need to know about this growing medium.

SEPTEMBER. OCTOBER

Ad Reservation: August 28

Special focus: Animated short films; Motion capture

* For years, animated short films have delighted audiences—and while they may be short in length, they are filled with unique technical challenges. In addition, motion capture has become a standard tool for animators—read about the latest cutting-edge offerings.

NOVEMBER. DECEMBER

Ad Reservation: November 15
**BONUS DISTRIBUTION:
AWARDS SHOWS**

Special focus: Awards outlook; Workstations & GPUs;
Education special

* As awards season approaches, we look at the year's most promising work in visual effects and animation. Also, we examine the new offerings by workstation vendors and GPU manufacturers. In addition, we reveal how schools are making their students industry-ready.

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