

\* Dates are tentative  
\* Editorial pitches must be made at minimum  
4 weeks prior to ad reservation date.  
\*\* Editorial Focus And Advertising Close  
Dates Are Subject To Change

# 2018 EDITORIAL CALENDAR

## JANUARY. FEBRUARY

**Ad Reservation: January 25**  
**BONUS DISTRIBUTION: GDC**

**Special focus:** game development—game engines; education & training

\* This game development issue will look at the cutting-edge techniques used to create projects involving real-time animation. The issue will also look at how schools are training the next generation of artists and animators.

## MARCH. APRIL

**Ad Reservation: March 6**  
**BONUS DISTRIBUTION:  
NAB; FMX, GTC**

**Special focus:** VFX on TV; virtual reality

\* Amazing visual effects are being created for television—discover how studios are pushing boundaries while working with challenging deadlines and budgets. Also, see how virtual reality is challenging content creators.

## MAY. JUNE

**Ad Reservation: May 14**  
**BONUS DISTRIBUTION: E3**

**Special focus:** superheroes; creating creatures

\* Superheroes come in various sizes and shapes – and genres. This issue looks at the superheroes invading the big screen, and the superheroes behind the incredible work. In addition, we examine the challenges of bringing realistic CG creatures from the past to life.

## JULY. AUGUST

**Ad Reservation: July 9**  
**BONUS DISTRIBUTION:  
SIGGRAPH; IBC; COMIC-CON**

**Special focus:** visual effects; education & recruitment

\* As theater-goers become immersed in summer blockbusters, we take you behind the scenes of the season's biggest visual effects and animated films, highlighting the technologies in these tentpole 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.

## SEPTEMBER. OCTOBER

**Ad Reservation: September 17**

**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 19**

**Special focus:** awards outlook; workstations & GPUs

\* 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.

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