

CGW

COMPUTER GRAPHICS WORLD

2023 MEDIA KIT





OUR AUDIENCE IS ENGAGED ON EVERY LEVEL

ABOUT CGW

CGW is the only publication exclusively serving the CG industry for over 40 years. We deliver the latest news and coverage of new technology and techniques in visual effects, animation, game design, virtual production, CAD, medical imaging, AR/XR/VR, motion graphics, and beyond.

PRINT & DIGITAL EDITIONS

CGW continues to deliver a print edition – an exceedingly rare product but one that is highly valued by many of our readers. In addition, we serve up a robust digital edition that takes advantage of the wide-ranging digital offerings currently available for an ultra-enhanced experience containing videos, links, keywords, story extras, and more. Don't miss out on the chance to use these elements to your advantage with this digital marketing opportunity, or sponsor a story. Even better, sponsor a digital issue and let the industry know you are a major player in the market.

CGW.COM

CGW.com targets just the audience you want to reach: Digital content and digital media professionals involved in the creation and production of a project as well as their business and technical management.

INDUSTRY NEWSLETTERS

Enhanced reporting on industry updates, training, jobs, careers, events, product releases, user stories, web exclusive articles, and more.

TRADE SHOWS

NAB, SIGGRAPH, GDC, E3. CGW has all the major industry events covered. Bonus distribution helps you reach attendees at each of these shows and more.

EDUCATION

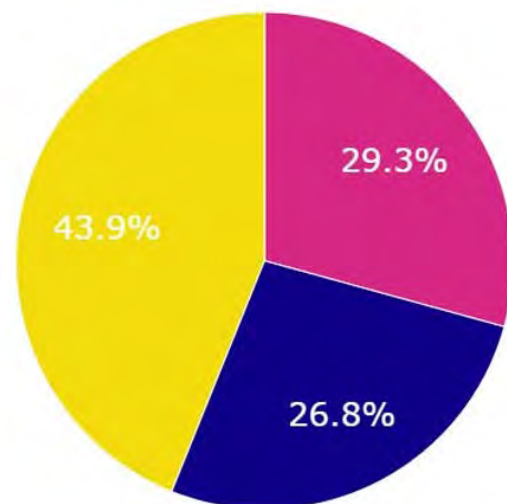
CGW reaches our student and educator subscribers with comprehensive coverage on schools and programs including animation, VFX, game design, computer graphics, and more. We also publish two special "Education & Careers" digital editions each year.

PODCASTS

Extend your reach with CGW's new Industry Insider podcast series. Sponsor informative and compelling video interviews and discussions spanning a wide range of relevant and timely topics. Podcast sponsorships are an excellent way to connect and engage with CGW's audience on a variety of platforms.

SOCIAL MEDIA

We have the social media community covered. Likes, Tweets, Views, and Followers. #CGWMagazine



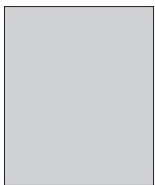
● Social Media ● Print ● Digital Reach

TOTAL AUDIENCE: 77,000

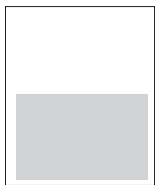
PRINT RATES & SPECIFICATIONS

PRINT RATES & SPECIFICATIONS

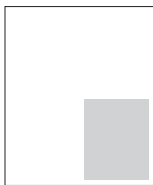
AD SIZE	SPECS w x h	1X	3X	6X	FAR FORWARD FIRST HALF OF BOOK	COVERS OR BEFORE TABLE OF CONTENTS
FULL PAGE	Trim Size: 8 x 10 3/4" Bleed: 8 1/4 x 11"	\$4000	\$3800	\$3600	\$325 Premium	\$995 Premium Freq. Preferred
1/2 PAGE	7 x 4 7/8"	\$2835	\$2650	\$2590		
1/4 PAGE	3 5/8 x 4 7/8"	\$950	\$920	\$975		
1/6 PAGE	3 5/8 x 3 1/4"	\$620	\$695	\$660		
1/8 PAGE	3 5/8 x 2 3/8"	\$540	\$520	\$505		
BUS. DIRECTORY Listing with website		\$180	\$170	\$160		



Full Page (1)
Trim Size: 8 x 10 3/4"
Bleed: 8 1/4 x 11"



1/2 Page Horizontal
7 x 4 7/8"



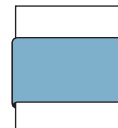
1/4 Page
3 5/8 x 4 7/8"



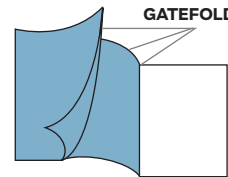
1/6 Page
3 5/8 x 3 1/4"



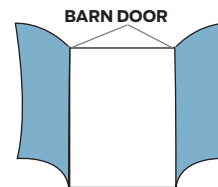
1/8 Page
3 5/8 x 2 3/8"



BELLYBAND



GATEFOLD



BARN DOOR



Buy a Cover Banner and showcase your company for the entire industry to see. There is one Cover Banner per issue. Be sure to book ahead.

COVERS AND PREMIUM POSITIONS

AD SIZE	SIZE
FULL PAGE SPREAD	16 x 10 3/4"
BACK COVER BLEED	8.25 x 11"
CENTER SPREAD	16 x 10 3/4"
GATEFOLD SPREAD	Contact us for special pricing and planning
COVER WRAP	Contact us for special pricing and planning

4-, 6-, 8-PAGE SPREADS/SELF MAILERS/GATEFOLDS/POSTERS/BELLYBANDS/BIND-INS PRICING UPON REQUEST

**contact your rep for pricing and availability*

TRADE SHOWS & PACKAGE DEALS:

Let us help you maximize your marketing budgets with a package that includes print, digital, direct email and more.

For more information, or to reserve advertising space, contact your regional sales representative:

MARI KOHN | Director of Sales | 818.472.1491 | mkohn@postmagazine.com

WILLIAM RITTWAGE | COP Communications Publishing Division | Publisher/Owner | brittwage@copcomm.com | 818.291.1111

RATES & SPECIFICATIONS

STANDARD PLACEMENTS SPECS W X H 1 MONTH 6 MONTHS 12 MONTHS

CGW.COM SPONSORED CONTENT

YOUR NEWS OR STORY, YOU CAN SUBMIT OR REQUEST EDITORIAL ASSISTANCE	350 - 400 words and image and links	\$1650	\$1400	\$1200
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EMAIL & NEWSLETTERS

E-NEWSLETTER BANNERS	468 x 60 – bi-monthly includes 2 mailings per month	\$2000	\$1800	\$1600
*CUSTOM NEWS SEGMENT	350 - 400 words and image and links included in the bi-weekly mailing	\$1650	\$1400	\$1200
HTML E-BLAST	Dedicated email blast sent to entire email list \$4995 – flat rate			

BANNERS, COVER WRAPS & TAKEOVERS

HOMEPAGE TAKEOVER	640 x 480 Interstitial pop-up	\$995
WALLPAPER COVER WRAP	1600 x 850 single image	\$2850
SPONSORED VIDEO CENTER PAGE	Sponsored video on the homepage	\$2850
SIDEBAR BANNER	300 x 250 image on all content pages	\$1750

DIGITAL EDITION OF CGW

FULL PAGE	2250 x 2943	\$1900
1/2 PAGE	2250 x 1471	\$1250
1/4 PAGE	1087 x 1462	\$875
2-PAGE SPREAD	5100 x 3243	\$2600
OPENING POP-UP	1000 X 600 banner	\$2600
SIDEBAR BANNERS	160 X 600	\$1875
SQUARE	350 x 250	\$1450
KEYWORD	-	\$300 per word
SOCIAL MEDIA	-	\$300 per article up to 3 widgets

Positioning based on availability Pricing is based on SOV and 30-day rates*

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GENERAL INFO

Documents should be formatted to adhere to our specifications. *CGW* cannot be responsible for the quality of reproduction if the guidelines are not met. Please note, the digital ad sizes are identical to the print issue of the magazine. **If your ad was submitted for the print issue, it does not need to be resubmitted for the digital issue unless you are revising the content.**

MEDIA

All ad submissions must be hi-res (300 dpi) JPG files at 100%.

COLOR

All artwork must be 4-color process, standard CMYK (cyan, magenta, yellow, black) or grayscale. RGB, index and LAB colors are not acceptable. Files with PMS colors will not be accepted. PMS colors must be converted to CMYK. We suggest a rich black be constructed of 30C/30Y/30M/100K for boxes and panels. Black text should always be 100% black.

IMAGES

Resolution for all artwork should be 300 dpi at 100%. Minimum resolution is 150 dpi at 100%. Any artwork under 150 dpi is considered low resolution. Low-resolution materials (including 72 dpi images from the Internet) may appear bitmapped or blurry and are not acceptable for reproduction.

FONTS

All fonts must be embedded and converted to outlines. Reversed type must be no smaller than 8 point.



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VIDEO AD SUBMISSION GUIDELINES

GENERAL INFO

Digital ads are hyperlinked to the URL of your choice. Advertisers can add a video to their digital ad. Your full-page ad can be designed to include a video, such as the example above left (leave 4" in height for clearance); or you can add an additional half-page to your order so your video runs adjacent to your full-page ad (below right).

COST TO ADD VIDEO

\$800 extra

MAX LENGTH

Max file size for all formats is **50 megabytes**, which translates to approximately 5:45 minutes.

DESIGN NOTE

The space within the ad for your video should be left blank. The ratio of a video that is the width of the page sits 4" high, so leave a clearance space that is 8.5 x 4" (2550 x 1200 pixels) for the video.

FILE SUBMISSION

Press-ready files may be delivered via email to **Production@cgw.com**.

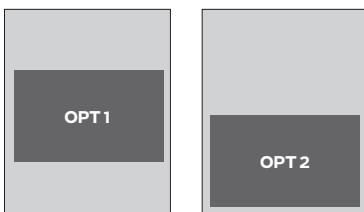
FILE FORMAT, ASPECT RATIO, FRAME RATE

- Aspect Ratio: 16 x 9
- Frame Rate: 23.976 fps
- Format: While FLV is preferred, you can upload your video in these formats: mp4, mpg, mpeg, mov, ogv, ogg, wmv, avi and flv. The converted FLV video file will be displayed on the desktop and our system converts from flv to mp4 file for view on mobile devices that do not support FLASH.

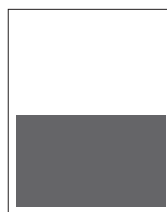
NOTE: Your uploaded videos are converted using the following specs:

- » Audio codec: AAC
 - » Video codec: h264
 - » Video bitrate: 400k
 - » flv container: flv
 - » mp4 container: mp4
 - » mp4 size: 480 x 320
- Audio: Upload your audio in mp3 format only. mp3 is viewable on both desktop and mobile platforms.
 - Animations: Upload your animations in SWF format only. ActionScript 3.0 only. NOTE: SWFs are viewable on desktop platform only, not mobile
 - Your video will be set to auto play; for maximum exposure, we recommend that there be little to no black leader at the top of the video.

FULL PAGE AD + VIDEO EXAMPLES:



1/2 PAGE VIDEO:



FULL PAGE AD + 1/2 PAGE VIDEO:



KEY:



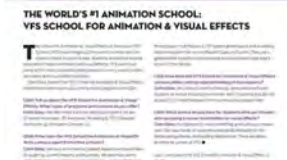
Max Length: Max file size for all formats is 50 megabytes

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ADDITIONAL ADVERTISING OPPORTUNITIES



*WORD COUNTS

- Full Page, 800 words + image
- Half Page, 450 words + image
- Quarter page, 230 words + image

All images for print need to be at least 300 dpi

PODCASTS

Sponsorships are now available for CGW's new Industry Insider podcast. Connect with CGW's audience by sponsoring an upcoming episode or series. Each episode features in-depth conversations with industry experts in the fields of VFX, animation, game design, virtual production, and much more. **Contact our sales team for custom sponsorship options and rates.**

EDUCATION & CAREERS

Reach CGW's 18,000+ student circulation with a placement in our "Education & Careers" bonus digital issues. Each issue includes extensive coverage of innovative new educational programs and degrees, top-notch advice from recruiters, in-depth career profiles, and more. **Contact our sales team to request custom advertising options and rates.**

EDITORIAL SPONSORSHIPS

Promote your VFX, animation, or game design studio with a custom editorial sponsorship package from CGW. Connect with our readers with specialized editorial content on all CGW platforms, in-depth podcast interviews, customized newsletters, and more. **For more information, contact Managing Editor Kendra Ruczak: 818.291.1168 | kruczak@cgw.com**

SPONSORED CONTENT

CASE STUDIES / ANNOUNCEMENTS

Submit your company's case study, news (expansions, new hires, new divisions, etc.), or product announcement as a press release or news item. Include at least one image (headshot, logo, product shots, etc.) with your submission.

USER REPORTS

Submit a user report written from a first-person perspective or a Q&A with an interviewer. Give a brief background of the company and describe the ways in which the technology was utilized. Include at least one image (headshot, logo, product shots, etc.) with your submission.

RATES (editorial support or writer available for a flat fee of \$500)

Includes a fully designed and copy-edited final proof for approval, online posting, and link to the article in 1 e-newsletter.

PRINT & DIGITAL

2-PAGE SPREAD	\$4300
FULL PAGE	\$2850
1/2 PAGE (horizontal or vertical)	\$1970
1/4 PAGE	\$900

DIGITAL

2-PAGE SPREAD	\$2100
FULL PAGE	\$1625
1/2 PAGE (horizontal or vertical)	\$1400
1/4 PAGE	\$400

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Q1

PRINT/DIGITAL ISSUE

SPECIAL FOCUS: ACADEMY AWARDS

- Academy Awards: Top animation & VFX
- Game Design: Cutting-edge workflows
- Omniverse: Digital twins for industrial design
- Industry Trends: New storage technology

Reservations Due: 2/3/23, Materials Due: 2/10/23

BONUS DIGITAL ISSUE

DIGITAL ANIMATION RETROSPECTIVE

- Inside the groundbreaking digital animation titles that revolutionized the film industry
- Featuring articles from CGW's archives

Reservations Due: 1/20/23, Materials Due: 1/27/23

PODCAST TOPICS

Visual Effects, GDC 2023, The Omniverse

Q3

PRINT/DIGITAL ISSUE

SPECIAL FOCUS: SIGGRAPH / EMMYS

- SIGGRAPH 2023: 50th Anniversary
- Emmy Awards: Top animation & VFX
- Animation: Groundbreaking new pipelines
- AI: New applications for post production

Reservations Due: 7/7/23, Materials Due: 7/14/23

BONUS DIGITAL ISSUE

EDUCATION & CAREERS (FALL/WINTER)

- New educational programs and degrees
- Advice from recruitment experts
- Career Spotlights: Animation & CAD

Reservations Due: 9/15/23, Materials Due: 9/22/23

PODCAST TOPICS

SIGGRAPH 2023, AI, 3D & NFT Artists

** Editorial topics and advertising close dates are tentative and subject to change*

Q2

PRINT/DIGITAL ISSUE

SPECIAL FOCUS: NAB

- NAB Show 2023: Silver Edge Award winners
- Virtual Production: Taking XR to the next level
- VFX: Out-of-this-world workflows
- Animation: Experimental hybrid techniques

Reservations Due: 6/12/23, Materials Due: 6/16/23

BONUS DIGITAL ISSUE

EDUCATION & CAREERS (SPRING/SUMMER)

- New educational programs and degrees
- Advice from recruitment experts
- Career Spotlights: Game Design & VFX

Reservations Due: 5/12/23, Materials Due: 5/19/23

PODCAST TOPICS

NAB Show 2023, Education, Game Design

Q4

PRINT/DIGITAL ISSUE

SPECIAL FOCUS: HOLIDAY FILMS / AWARDS

- Holiday films: Blockbusters & awards contenders
- 2023 Technology Awards: The year's top new tech
- VFX Report: Top industry trends from 2023
- Digital Artistry: 3D and motion design showcase

Reservations Due: 12/4/23, Materials Due: 12/8/23

BONUS DIGITAL ISSUE

VISUAL EFFECTS RETROSPECTIVE

- Highlighting the pivotal VFX moments that transformed film and television
- Featuring articles from CGW's archives

Reservations Due: 10/20/23, Materials Due: 10/27/23

PODCAST TOPICS

Animation, Virtual Production, VIEW Conference

EDITORIAL CONTACT **KENDRA RUCZAK** | Managing Editor | 818.291.1168 | kruczak@cgw.com

Contact our editor to request editorial sponsorship opportunity details or submit coverage pitches.

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