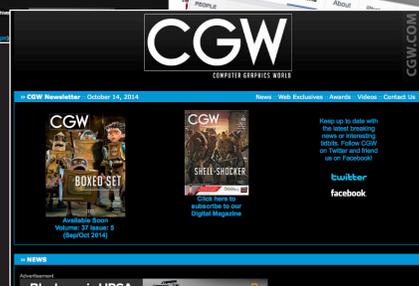


CGW

COMPUTER GRAPHICS WORLD

2017 MEDIA KIT



PRINT

41,000 MONTHLY SUBSCRIBERS still prefer the printed edition, and **60% of them pass along their issue and keep copies in the studios for their clients to see.**

Every issue of CGW contains compelling stories about the latest cutting-edge computer graphics techniques and technologies across multiple disciplines, such as film and visual effects, computer games, the Web, CAD, architecture, science, medicine, visualization, simulation, and more.

ONLINE ADVERTISING

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.

EMAIL

BI-MONTHLY “NEWS & NETWORKING” E-NEWSLETTER

Enhanced reporting on industry updates, training, jobs, career, events, product releases, Web-only feature articles, and application stories.

Circulation: 35,000 opt-in subscribers

PURCHASING INFLUENCE

Our readers are responsible for purchasing the following studio equipment and hardware.

SOFTWARE

Modeling/Rendering/Animation	26,820
Illustration/Painting/Image Editing	27,989
Compositing/Special Effects/Digital	
Video Editing	20,102
Stock Film/Footage Libraries	10,983
Game Development Tools	9,027
Web Design/Authoring/Streaming Media	19,334
Model and Image Libraries	13,504
Industrial Design	7,036
3D CAD	11,101
Sound/Audio	14,369
Digital Asset Management	9,708

HARDWARE

Workstations	28,939
Displays/Monitors	23,772
Graphics Accelerator Boards	21,457
Digital Video Boards	15,033
Video Editing/Compositing Systems	14,818
Digital Storage Systems	13,590
Video Server	8,828
Sound/Audio	15,148
Tablets	16,426
High Resolution Color Printers	15,400
Digital Video Cameras	18,535
Digital Still Cameras	20,144
Film Scanners	9,738

* 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.

EDITORIAL CONTACT KAREN MOLTENBREY | Chief Editor | 603.432.7568 | karen@cgw.com

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

LISA NEELY Senior Sales/Business Development Executive 818.660.5828 | lneely@copcomm.com

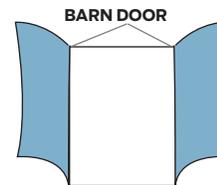
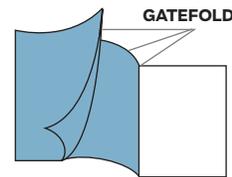
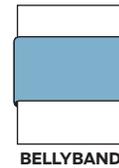
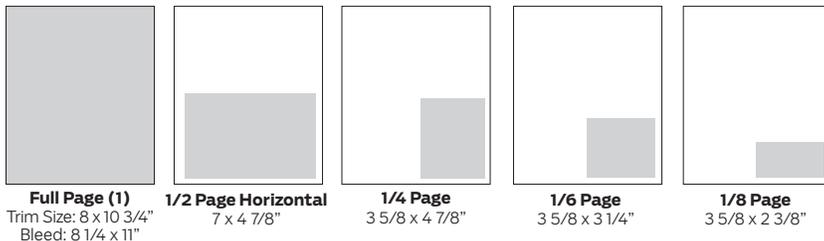
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William Rittwage Publisher/Owner 818-291-1111 brittwage@copcomm.com

2017 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"	\$3450	\$3310	\$3205	\$325 Premium	\$995 Premium Freq. Preferred
1/2 PAGE	7 x 4 7/8"	\$2435	\$2350	\$2290		
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		



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

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.

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

**contact your rep for pricing and availability*

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2017 ONLINE RATES & SPECIFICATIONS

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STANDARD PLACEMENTS	SPECS W X H	1 MONTH	6 MONTHS	12 MONTHS
ONLINE PLACEMENTS WWW.CGW.COM				
TOP LEADERBOARD	728 x 90	\$2200	\$1980	\$1205
*CUSTOM NEWS SEGMENT	350 - 400 words and image and links included in the bi-weekly mailing	\$1450	\$1200	\$1025
SQUARE	350 x 250	\$1450	\$1200	\$1025
NEWSLETTERS - BI-MONTHLY TO OVER 42,000 SUBSCRIBERS				
E-NEWSLETTER BANNERS	468 x 60 or 160 x 300 – bi-monthly includes 2 mailings per month	\$1275	\$1050	\$895
*CUSTOM NEWS SEGMENT	350 - 400 words and image and links included in the bi-weekly mailing	\$1450	\$1200	\$1025
HTML E-BLAST	Dedicated email blast to all third party subscribers \$1950 – flat rate			
SPONSORSHIP OF DIGITAL EDITION DELIVERY	\$600 – includes header, banner and links			
DIGITAL EDITION COVER WRAP	(page with video or links before cover) \$1200			
*PREMIUM ONLINE PLACEMENTS				
HOME PAGE TAKEOVER	600 x 400	\$995		
Wall Paper Cover Wrap	1600x850 single image	\$2850		
SPONSORED VIDEO CENTER PAGE	Sponsored video on the homepage, includes archive in the Videos section \$2850			



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

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Education & Recruitment Special Rates

Every issue of CGW includes well written articles for our student subscribers including a focus on colleges, schools and classes student pursuing the Computer Arts field. Including Animation, Game Design, Computer Graphics, CAD, Post production and Graphic Design. The edition will feature an in-depth look at innovative programs, college admissions processes, cutting edge projects, continuing education and more. We will also have Q&A's with local studio recruiters for advice and the hiring process. Bonus Feature: Book and online learning recommendations.

STUDENT DISTRIBUTION FOR EVERY ISSUE :

18,000+ CGW Student circulation

- 2,500 CGW subscribers that are qualified program Directors or Educators that use CGW as a teaching tool in the classroom
- 1,500 High School with computer arts programs across the country (Library distribution)
- 16,000 SIGGRAPH Student Subscribers (Identified on the subscription card)
- Ebsco learning resource for students nationwide.

Exclusive Education Advertising Rates :

AD SIZE	*Packaged rate, includes print, digital, online and one HTML eblast to our student email subscribers
FULL PAGE	\$2095
1/2 PAGE	\$1,290
1/4 PAGE	\$675
1/6 PAGE	\$460
1/8 PAGE	\$305.

RESERVE AD SPACE TODAY!

LISA NEELY

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