

* 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 MARCH

Special focus: game development-game engines, broadcast, workstations
*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 the latest work concerning VFX in commercials, as well as what users want in a workstation.

Ad Reservation: Feb 19
BONUS DISTRIBUTION: GDC, NAB, FMX

APRIL MAY JUNE

Special focus: virtual reality, science, visual effects
* Amazing visual effects are being created for the big screen—discover how studios are pushing boundaries while working with challenging deadlines and budgets, and how the latest animation and modeling tools are helping them achieve their goals. Also, see how the demands of virtual reality are challenging content creators, as well as science is benefitting from the use of computer graphics.

Ad Reservation: April 18
BONUS DISTRIBUTION: Comic-Con

JULY AUGUST SEPTEMBER

Special focus: creating creatures, education, environments
* Location is important for most projects, and in production, often that means creating the exact location through digital means; here we look at some projects doing just that using the latest techniques. In addition, we examine the challenges of bringing realistic CG creatures from the past to life as we delve into the latest blockbuster 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.

Ad Reservation: July 12
BONUS DISTRIBUTION: SIGGRAPH, IBC

OCTOBER NOVEMBER DECEMBER

Special focus: motion capture, animation, awards
* As theater-goers become immersed in holiday blockbusters, we take you behind the scenes of the season's biggest visual effects and animated films, highlighting the technologies in these tent-pole films. Also, we look back on the year's biggest films to see what makes them possible nominees as we head into awards season. And, in this issue we take an in-depth look at motion capture.

Ad Reservation: Nov 8
BONUS DISTRIBUTION:

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