

CGW

COMPUTER GRAPHICS WORLD

2020 MEDIA KIT



OUR AUDIENCE AND REACH



40,000 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, AR/VR, CAD, architecture, science, medicine, visualization, simulation, and more.

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.

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

TRADE SHOWS

GDC, NAB, E-3.SIGGRAPH, Comic-con. CGW has all the major industry events covered. Bonus Distribution helps you reach attendees for each of these shows and more.

EDUCATION

CGW reaches our student and educator subscribers with well written articles and coverage on colleges, schools and classes in the Computer Arts field. Including Animation, Game Design, Computer Graphics, and more. We also have an annual Student Edition with bonud distribution at our “Get Connected!” Student event at SIGGRAPH.



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

PURCHASING INFLUENCE

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

SOFTWARE

- Modeling/Rendering/Animation
- Illustration/Painting/Image Editing
- Compositing/Special Effects/Digital
- Video Editing
- Stock Film/Footage Libraries
- Game Development Tools
- Web Design/Authoring/Streaming Media
- Model and Image Libraries
- Industrial Design
- 3D CAD
- Sound/Audio
- Digital Asset Management

HARDWARE

- Workstations
- Displays/Monitors
- Graphics Accelerator Boards
- Digital Video Boards
- Video Editing/Compositing Systems
- Digital Storage Systems
- Video Server
- Sound/Audio
- Tablets
- High Resolution Color Printers
- Digital Video Cameras
- Digital Still Cameras
- Film Scanners

* 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

2020 EDITORIAL CALENDAR

SPRING EDITION

JANUARY.FEBRUARY.MARCH.APRIL 2020

Ad close: March 13

Materials due: April 1

BONUS DISTRIBUTION:

GDC, NAB, FMX, E3

SPECIAL FOCUS:

Cutting-edge visual effects in broadcast/streaming

* This issue will be geared toward cutting-edge work occurring within the realm of broadcast and streaming, in addition to other genres using computer graphics technology. It will also feature Pixar's latest animation work, as well as dive into new techniques for realistic hero animals.

SUMMER EDITION

MAY.JUNE.JULY.AUG 2019

Ad close: June 16

Materials due: July 1

BONUS DISTRIBUTION:

SIGGRAPH, COMIC-CON, AND IBC

SPECIAL FOCUS:

Education & new visual effects techniques

* 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, VR and AR are bigger and better than ever—what you need to know about these growing mediums.

FALL EDITION

SEPT.OCT.NOV.DEC. 2019

Ad close: Nov. 30

Materials due: Dec. 15* (subject to change)

BONUS DISTRIBUTION:

VES AWARDS

SPECIAL FOCUS:

Awards season outlook & workstations/GPUs

* As awards season approaches, we look at the year's most promising work in visual effects and animation, diving in deep to examine animated short films as well, which may be short in length but filled with lengthy and unique challenges. Also, we examine the new offerings by workstation vendors and GPU manufacturers.

The printed editions will be complemented with bi-weekly and specialized newsletters, web exclusives, and printed supplements.

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

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

LISA NEELY | Advertising Executive | 818.660.5828 | lneely@copcomm.com

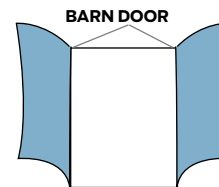
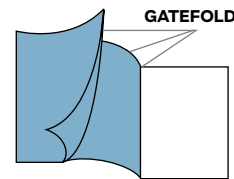
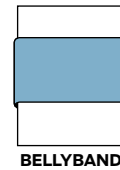
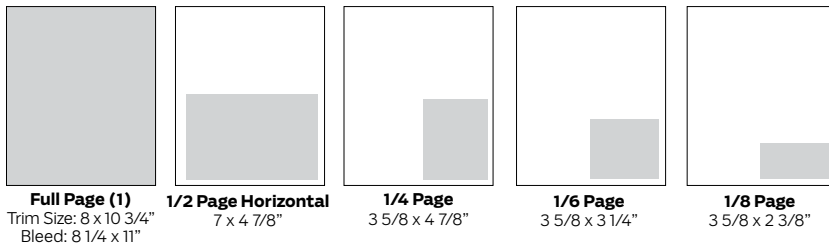
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WILLIAM RITTWAGE | COP Communications Publishing Division | Publisher/ Owner btrittwage@copcomm.com | 818.291.1111

2020 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		



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.

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2020 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				
HOMEPAGE TAKE OVER	640x480 Interstitial pop-up	\$2850		
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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Every issue of CGW includes professional-written articles for our student subscribers including a focus on colleges, schools and classes pertaining to the computer arts field. These include Animation, Game Design, Computer Graphics, CAD, Postproduction 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 providing advice and discussing the hiring process.

Bonus Feature: Book and online learning recommendations.

STUDENT DISTRIBUTION FOR EVERY ISSUE:

18,000+ CGW Student circulation

- 2,500 CGW subscribers who are qualified program Directors or Educators using 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

FULL PAGE	\$2095
1/2 PAGE	\$1290
1/4 PAGE	\$675
1/6 PAGE	\$460
1/8 PAGE	\$305

*Packaged rate, includes print, digital, online and one HTML eblast to our student email subscribers

RESERVE AD SPACE TODAY!

LISA NEELY

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