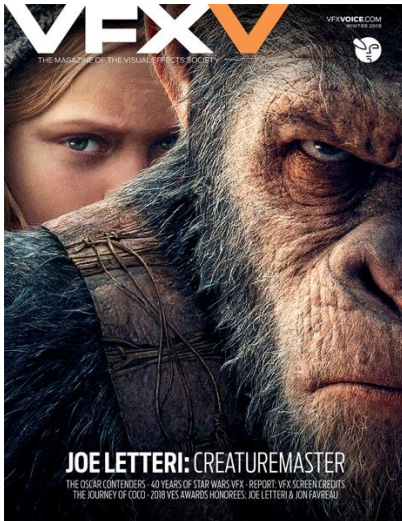




THE MAGAZINE OF THE VISUAL EFFECTS SOCIETY

## VFX VOICE MEDIA KIT 2018-2019



### VFX Voice — The magazine of the Visual Effects Society

Visual Effects Society (VES) members are the driving force behind today's multi-billion-dollar entertainment industry. VES is the only global honorary society dedicated to advancing the arts and sciences of visual effects, providing professional enrichment, fostering community and promoting industry recognition.

With 4,000 members in 35+ countries, the VES has an expanding global footprint, including 13 Sections in Australia, Bay Area (San Francisco), France, Germany, India, London, Los Angeles, Montreal, New York, New Zealand, Toronto, Vancouver and Washington state.

- 48%** of VES members have been working in the VFX industry for **20+ years**.
- 55%** of VES members **recommend purchases** of equipment and services.
- 25%** of VES members **approve purchases** of equipment and services.
- VES' social media platform currently has upwards of **175,000 followers**.

(Source: VES 2016 Member Survey)

*"The scope and depth of coverage in VFX Voice is great—everything from craft to breakthroughs to business trends—and the production quality is superb. This magazine knows its audience."*

~ Erika Burton, EVP Global Features VFX, Method Studios

*"VFX Voice focuses on the incredible work being done in the visual effects and animation industries today...it's right there to document what's on the cutting edge. So many great artists and projects are featured—it's a go-to resource for anyone working in visual effects or animation."*

~ Steve May, CTO, Pixar

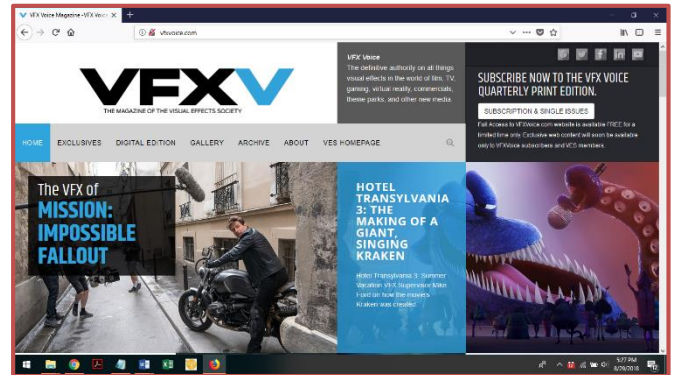
## About the VFX Voice magazine and VFXVoice.com website

VFX Voice is a must-read publication for every key participant in the global visual effects industry. This includes artists, technologists, model makers, educators, studio executives, supervisors, PR/marketing specialists and producers, and VES' 4,000 members around the world who contribute to all areas of entertainment:

- Animation
- Broadcast & Television
- Commercials/Advertising
- Feature Film
- Gaming
- Theme Parks
- Special Venue Entertainment
- Virtual & Augmented Reality

VFX Voice is read by key members and decision makers of the global entertainment business including executives in the following areas: film and studios, independent production companies, visual effects facilities, commercials creation and production, tech and tools hardware and software manufacturers, video game companies, virtual reality companies, and more.

VFXVoice.com provides online access to articles from the printed magazine as well as web-only feature articles and other exclusive content.



## FYC Advertising

During Awards season when you need to reach global voters fast and affordably, VFX Voice is the clear choice. Your 'For Your Consideration' ad will reach thousands of EMMY, Academy, BAFTA and VES Awards voters both in print and online.

## Editorial Calendar

	<b>Key Features*</b>
<b>Fourth Quarter 2018</b> <b>Winter 2019 Issue – January 2019</b> <b>Ad deadline: October 22, 2018</b>	Hot Winter VFX Films & TV VFX Oscar Contenders VES Awards Profiles New VFX Gear & Accessories U.K. VFX Spotlight VR/AR/MR Trends
<b>First Quarter 2019</b> <b>Spring Issue – April 2019</b> <b>Ad deadline: February 8, 2019</b>	VES Awards Roundup Canada VFX Spotlight VFX in Commercials Motion Control VFX/SFX Profiles Video Games
<b>Second Quarter 2019</b> <b>Summer Issue – June 2019</b> <b>Ad deadline: April 5, 2019</b>	VFX Summer Blockbusters Preview TV VFX Virtual Reality Update Music Video VFX Bay Area/No. California VFX Spotlight VFX/SFX Profiles
<b>Third Quarter 2019</b> <b>Fall Issue – October 2019</b> <b>Ad deadline: August 5, 2019</b>	Animation Update Invisible Effects Asia VFX Spotlight What Apps do VFX Supervisors Use? On-Set Capture Methods VFX/SFX Profiles

\*Articles are subject to change.

## Print Advertising Rates

		<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
<b>Full Page</b>	<b>4-Color</b>	\$5,250	\$5,000	\$4,750	\$4,500
<b>Cover 2 (Inside Front)</b>	<b>4-Color</b>	\$6,500	\$6,250	\$6,000	\$5,800
<b>Cover 3 (Inside Back)</b>	<b>4-Color</b>	\$6,000	\$5,750	\$5,500	\$5,250
<b>Cover 4 (Back Outer)</b>	<b>4-Color</b>	\$6,500	\$6,275	\$6,000	\$5,875
<b>2-page Spread</b>	<b>4-Color</b>	\$10,250	\$9,200	\$8,900	\$8,700

## Print Ad Specifications

Size	Trim	Live Area	With Bleed
Full Page	8.5x11	7.5x10	8.75x11.25
2-page Spread	17x11	16x10	17.25x11.25

## Print Production Requirements

### Accepted document formats:

- High-resolution PDF (300 dpi, CMYK), saved in X1:A format. PDFs are strongly encouraged.
- High-resolution (300dpi, CMYK) TIFF, EPS or JPG file

### When creating your digital ad:

1. Embed all fonts or convert to outlines.
2. Include crop marks for 8.5 X 11 trim size.
3. Make sure all images are 300dpi and CMYK, and the file is fully flattened. RGB and spot colors must be converted to CMYK.
4. Do not use JPEG compression or native Photoshop files.
5. Bleed Ads: make sure all text and logos are within the live space (1/2 inch from trim) and that the bleed size extends (1/8 inch beyond trim) on all four sides of the ad.

Email files to: [publisher@vfxvoice.com](mailto:publisher@vfxvoice.com)

## Online Advertising Rates

Sizes	Description	1 Month	6 Months	12 Months
700 x 466 (Large Rectangle)	Your ad rotates in all three sizes throughout VFXVoice.com	\$2,500/month	\$2,000/month	\$1,500/month
300 x 600 (Skyscraper)				
300 x 250 (Premium Cube)				

**Online Ad Specs:** jpg, png or gif are acceptable up to 100kb. Email digital ads to [publisher@vfxvoice.com](mailto:publisher@vfxvoice.com)

**Print & Online Combo Rates** When you purchase a print ad, your online digital ads will run for one month on *VFXVoice.com* for just \$500 more (an 80% savings).

**Supplements, Inserts & Advertorials** Contact us for details and pricing.



**For more information and to advertise, contact:**

Jim McCullaugh [publisher@vfxvoice.com](mailto:publisher@vfxvoice.com)

Maria Lopez [mmlopezmarketing@earthlink.net](mailto:mmlopezmarketing@earthlink.net)