

Media Kit 2025-2026

Visual Effects Society



Featuring

VFX Voice magazine



Contents



*Dr. Jacquelyn Ford Morie receives the VES Georges Méliès Award
from Paul Debevec, VES, at the 23rd Annual VES Awards*

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About the **Visual Effects Society**

- The VES is the only global honorary society dedicated to advancing the arts and sciences of visual effects.
- The VES has more than 5,500 members in 50+ countries.
- VES Members are leading artists and supervisors in entertainment, technology, and the arts.
- The VES has 16 active Sections around the world in: Australia, Bay Area (San Francisco), France, Georgia (U.S.), Germany, India, London, Los Angeles, Montreal, New York, New Zealand, Oregon, Texas, Toronto, Vancouver and Washington state.
- The annual VES Awards Show is widely recognized as the industry's premier showcase honoring excellence in visual effects, globally.
- *VFX Voice*, the quarterly magazine of the Visual Effects Society, is the leading authority on visual effects in the world.



This exclusive audience of top entertainment professionals is accessible only through leading VES advertising platforms.

48%

of VES members have been
working in the VFX industry
for **20+ years.**

68%

of VES members
influence
purchases of
equipment and services.

60%

of VES members
earn more than
\$100,000 annually.

For more information contact advertising@vfxvoice.com

Reach The Global Visual Effects Industry

- **VFX Voice Quarterly Print Magazine** is distributed to all VES members and hundreds of executive decision-makers in global entertainment. Print ads are also featured in the [digital version](#) of the print publication online at no additional cost.
- **[VFXVoice.com](#) Online Edition** has 25,000+ average pageviews per month and features articles from the printed magazine, web-only content and weekly exclusive articles.
- **VES E-Blasts** deliver your exclusive message directly to VES members worldwide.
- **VES Social Media posts** share your exclusive message with the Visual Effects Society's 190,000+ social media followers on Facebook and X.
- **FYC Advertising** connects efficiently and effectively with thousands of global voters of Academy, BAFTA, Emmy and VES Awards both in print and online.



VFX Voice magazine is
read globally by

5,500+

entertainment decision-makers.

VFXVoice.com delivers

25,000+

average pageviews
per month.

VES' Facebook and X combined
reach

190,000

global followers.

For more information contact advertising@vfxvoice.com

VFX Voice

THE MAGAZINE OF THE VISUAL EFFECTS SOCIETY

The definitive authority on all things VFX. *VFX Voice* shines a light on outstanding visual effects artistry and innovation worldwide, advances the profile and recognition of the VFX industry and marvels at the talent who never cease to inspire.



VFX Voice is read by artists, technologists, studio executives, VFX and SFX supervisors, producers, designers, craftspeople, educators, PR/marketing specialists and the 5,500 VES members around the world who contribute to all areas of entertainment:

- Feature Film
- Streaming & Television
- Animation
- Commercials
- Video Games
- Special Venue Entertainment
- Virtual & Augmented Reality
- New Tools & Technology

Honored by the prestigious Folio Awards for excellence in publishing,
VFX Voice garnered wins for:

Best Cover Design (Association/Nonprofit) - 2024

Best Magazine Website (Association/Nonprofit B2B) - 2018

Best Design of a New Magazine (Professional/Membership organization) - 2018

Best Magazine Launch (Association/Nonprofit) - 2018

For more information contact advertising@vfxvoice.com

VFX Voice Testimonials

VFX Voice has become essential reading. Keeping abreast of the latest trends, breakthroughs and conversations in the industry is crucial and through the magazine I not only am able to track the evolution of a rapidly changing field, I'm able to read thoughtful, well-written articles about subjects that I enjoy following. It's both business and pleasure.

- Jim Morris, VES, President, Pixar Animation Studios

VFX Voice is a consistent source of inspiration. The case studies are always enlightening and the publication constantly gives an insight into the most interesting projects.

**- James Razzall, President,
Advertising North America,
Framestore**



VFX Voice's broad appeal to all aspects of the VFX pipeline proved instrumental in getting our launch information in front the key stakeholders in the post-production industry.

**- Tony Wisniewski, Senior Marketing
Manager, Zeiss**

VFX Voice is an invaluable asset to the global production community. Both informative and entertaining, its in-depth coverage of the latest productions, people and technology keeps us up to date in the continually evolving world of visual effects and virtual production

- Sam Nicholson, Founder/CEO, Stargate Studios

VFX Voice stands as an essential resource for anyone passionate about the visual effects industry. The magazine consistently celebrates the groundbreaking achievements of supervisors, studios and artists while fostering a sense of community. Its commitment to quality journalism and industry relevance makes it a must-read for anyone eager to stay informed about the ever-evolving landscape of visual storytelling.

- Viktor Müller, CEO, UPP VFX

VFX Voice Editorial Calendar 2025-26

October/Fall 2025 Ad Close: August 8, 2025 Art Due: August 15, 2025	January/Winter 2026 Ad Close: November 7, 2025 Art Due: November 14, 2025	April/Spring 2026 Ad Close: February 13, 2026 Art Due: February 20, 2026	June/Summer 2026 Ad Close: April 10, 2026 Art Due: April 17, 2026	October/Fall 2026 Ad Close: August 7, 2026 Art Due: August 14, 2026
<u>Key Features*</u> <ul style="list-style-type: none"> • Top Fall VFX Films & TV Shows • Irish VFX Landscape • Beyond the LED Wall: What's Next for Virtual Production • Music Videos & VFX: A New Renaissance • VFX & Real-time advertising • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • VFX Oscar Preview • Top Winter VFX Films & TV Shows • State of the Industry '26 • Human/AI Interaction • The Future of Holographic Displays • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • The VES Awards Recap and TV Shows • Immersive Storytelling in Video Games • Hollywood-Gaming Merger: The New Entertainment Pipeline • Remote Collaboration Tools in VFX • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • VFX Emmy Preview • Top Summer VFX Films & TV Shows • The Future of Streaming • The Virtual Production Director: Emergence of a New Discipline • Neural Interface Performance Capture • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • Top Fall VFX Films & TV Shows • Quantum Rendering: Breaking Computation Barriers • Post-Camera Cinematography • Medical Visualization Breakthroughs • Atmospheric Projection Systems • VFX/SFX Profiles

**Articles are subject to change.*

Print Advertising in VFX Voice Magazine

- VFX Voice magazine has staying power. The magazine is referred to again and again as *the authority on all things VFX*.
- VFX Voice is distributed to 5,500+ VES members and industry executives, with a pass-along readership of thousands more.
- VFX Voice is a collectible. Each issue is an eye-catching and informative resource that is saved and displayed in businesses, homes, libraries and film and animation schools.
- Your print ad will also be featured in the [Digital Edition](#) of the print publication, which reaches VES members and beyond to readers in the wider entertainment industry – at no additional cost.

Check out previous issues of VFX Voice online [here](#).



VFX Voice print magazine article spread.

Print Advertising Rates

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

Payment is due in advance of publication.

For more information contact advertising@vfxvoice.com

Print Advertising Specs

Size	Trim	Live Area	With Bleed
Full Page	8.5 x 11	7.5 x 10	8.75 x 11.25
2-page Spread	17 x 11	16 x 10	17.25 x 11.25

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 ad:

- Embed all fonts or convert to outlines. Include crop marks for 8.5 X 11 trim size.
- Make sure all images are 300 dpi and CMYK, and the file is fully flattened. RGB and spot colors must be converted to CMYK.
- Do not use JPG compression or native Photoshop files.
- 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.
- All full-page ads have right-hand positioning in the magazine

Email files to: publisher@vfxvoice.com

Cancellation policy – Cancellations made after an advertiser signs an Insertion Order, and 2 weeks before the Art due date will be charged 50%. Cancellations on or after the Art due date or clients failing to provide artwork pay the full rate.



"VFX Voice not only serves as a hub for our industry news and analysis, but also as a catalyst for sparking conversations that drive progress. The magazine's commitment to the integrity and elevation of the visual effects industry aligns seamlessly with our mission to create technology that allows for greater creativity - making them ideal partners."

-James Knight, Global Director, Media & Entertainment | Computacenter

For more information contact advertising@vfxvoice.com

Digital Advertising on **VFXVoice.com**

- Showcase your message next to top-notch editorial and eye-popping visuals in an award-winning environment.
- Display your key product and elevate your brand with 25,000+ average pageviews per month.
- Online articles are read many times over, extending the lifespan of your digital ad.
- Connect with your global audience when you need to – *fast!*

Online **VFXVoice.com** Advertising Rates

Sizes (pixels)	1 Month	6 Months	12 Months
700 x 466 (Large Rectangle)	\$4,000/month	\$3,500/month	\$3,000/month
300 x 600 (Skyscraper)			
300 x 250 (Premium Cube)			

Payment is due in advance of run date.

Ad materials are due **5 business days** prior to run date.

Online Ad Specs for **VFXVoice.com**

Your banner ad can link to a URL or video*. Site served ads only. All ads must be responsive. We do not accept rich media. Ad unit content must be clearly distinguishable from normal webpage content and include a clearly defined border (at least 1 pixel).

Limited to one creative per ad run.

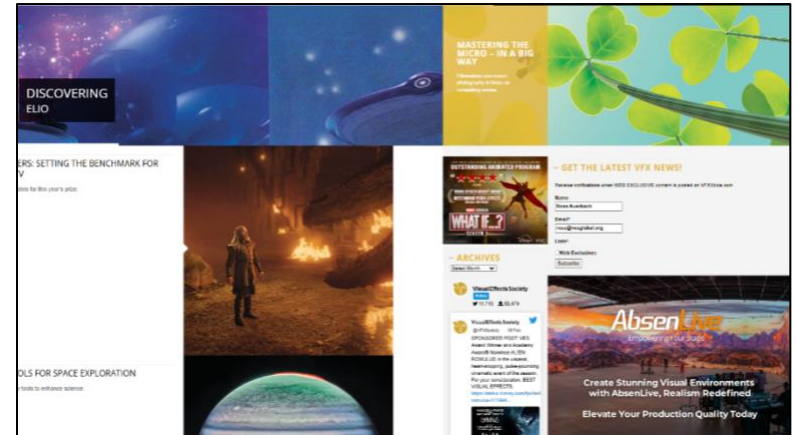
All three ad sizes are featured on the homepage and will be served in rotation throughout the website.

Max Banner Ad Size: 150kb

Accepted Formats: .jpg, .png, or .gif

Maximum Animation Length: 8 seconds

Frame Rate: 24 fps



Ad Tags

1x1 tracking tags accepted. No third-party serving tags at this time. Client is responsible for reporting any issues with 3rd party tracking tags or other performance issues within 24 hours of ad start confirmation.

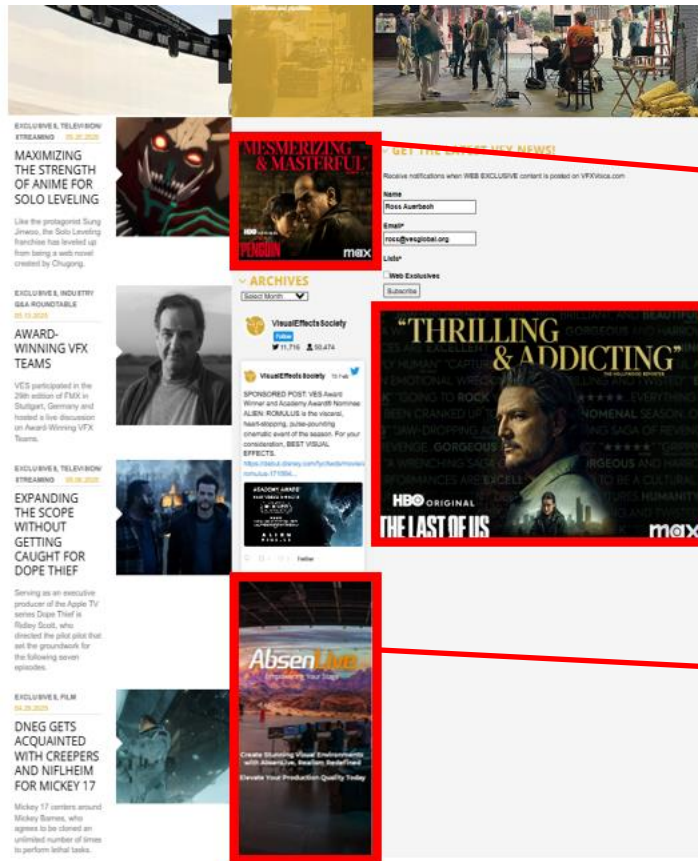
Cancellation Policy

Cancellations made 14 days or more from the run date incur no cancellation fee. Cancellations between 7-13 days prior to run date incur a 25% cancellation fee; 1-6 days incur a 50% cancellation fee. Cancellations on or after the run date or clients failing to provide artwork pay the full rate.

For more information contact advertising@vfxvoice.com

VFXVoice.com Digital Advertising Samples

Ad Placement on Homepage

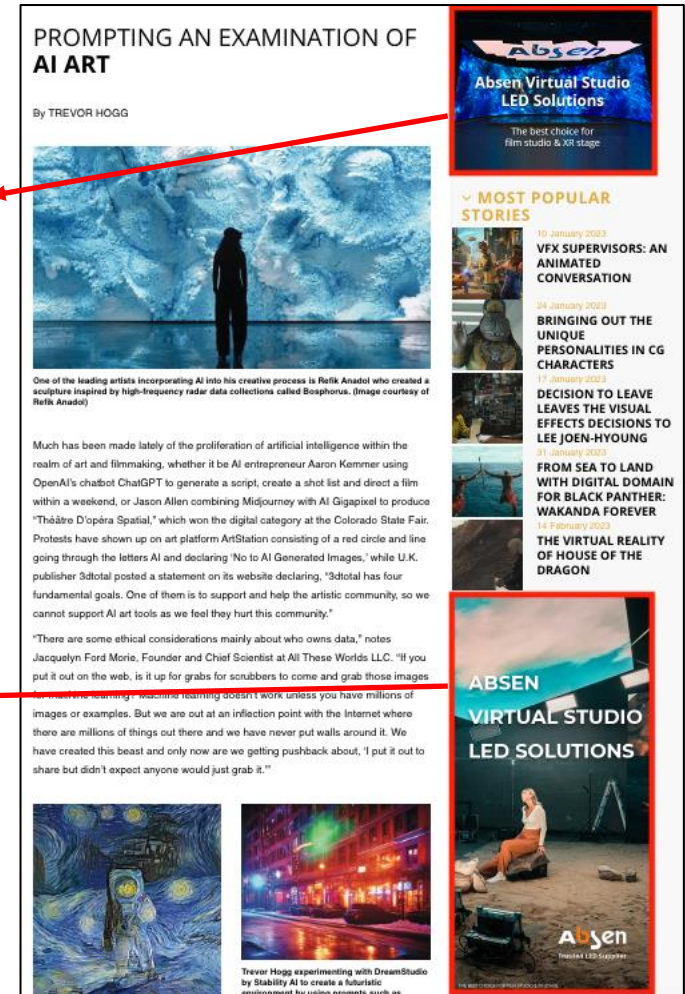


300 x 250
(Premium Cube)

700 x 466
(Large Rectangle)
On Homepage Only

300 x 600
(Skyscraper)

Ad Placement on Article Pages



Your banner ad can link to a URL or video*. Site served ads only. All ads must be responsive. We do not accept rich media. Ad unit content must be clearly distinguishable from normal webpage content and include a clearly defined border (at least 1 pixel).

*NOTE: During "VES Awards Season" (October-March) links to videos, featurettes and Before/After footage will be permitted on VES digital advertising platforms (social media, VFXVoice.com advertising and E-Blasts to VES Members). However, an advertiser may not use any actual VES Awards submission. VES reserves the right to review and approve individual clips at its discretion.

For more information contact advertising@vfxvoice.com

E-Blasts to VES Members

Reach top VFX and entertainment professionals directly via a dedicated E-Blast featuring your message to VES subscribers in 50+ countries.

Dedicated E-Blast Rates

Please contact us directly at: eblast@vfxvoice.com

\$3,500 per E-Blast.

Payment is due in advance of E-Blast.

Specs for Dedicated E-Blasts -

- Subject Line with up to 100 characters (including spaces)
- Up to 200 words of body copy
- JPG image 600 pixels wide x up to 1600 pixels high
- Provide the copy and the JPG images in separate files. Please do not send PDFs.
- Your sponsored E-Blast can link to a PDF, video* or website
- Your sponsored E-Blast can contain no more than two links
- If you're sending any viewing links to VES members, please provide viewing passwords
- Sponsored E-Blasts may include tracking tags from DoubleClick.



VES Members at Pixar Animation Studios

All paid E-Blasts will be noted as “Sponsored Announcement”. Materials are due 5 business days prior to requested E-Blast date. VES will strive to send your E-Blast the “week of” your requested E-Blast date. Exact dates are not guaranteed because VES needs the flexibility to share important breaking news with the VES membership. Sponsored E-Blasts may be sent out Monday through Sunday.

E-Blast Performance

We encourage advertisers to offer real value to our members (significant discounts, free offers or exclusive invitations). Because of this, our open rate is well above industry norms, averaging above 50%. This percentage is not guaranteed and depends largely on the subject line and E-Blast content.

Cancellation policy:

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For more information contact advertising@vfxvoice.com

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Social Media Posts on Facebook and X

Share your content and news with our online community of 162,000+ visual effects enthusiasts (as of April 2025) on VES Facebook and X:

- 110,000+ VES Facebook followers
- 52,000+ VES X followers

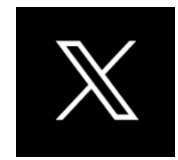
Social Media Rates

\$2,500 per send (includes both Facebook and X).

Payment is due in advance of postings.



facebook.com/VisualEffectsSociety



x.com/vfxsociety

Social Media Specs

Facebook: <ul style="list-style-type: none">• Up to 50 words of copy.• .jpg or .png image - dimensions 1200x628.• Your posting can link to a video* or URL.	X: <ul style="list-style-type: none">• 280 characters including URL link*• In-stream photo must be 440 x 220 pixels (minimum) and 1024 x 512 pixels (maximum).• Maximum file size 5 MB for photos; 3 MB for animated .gifs• Your posting can link to a video* or URL, or it can feature dynamic video.
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Paid postings are shown as a “SPONSORED POST”.

Materials are due 5 business days prior to requested posting date. VES will strive to post your messaging the “week of” your requested posting date. Exact dates are not guaranteed because VES needs the flexibility to share important breaking news with the VES membership.

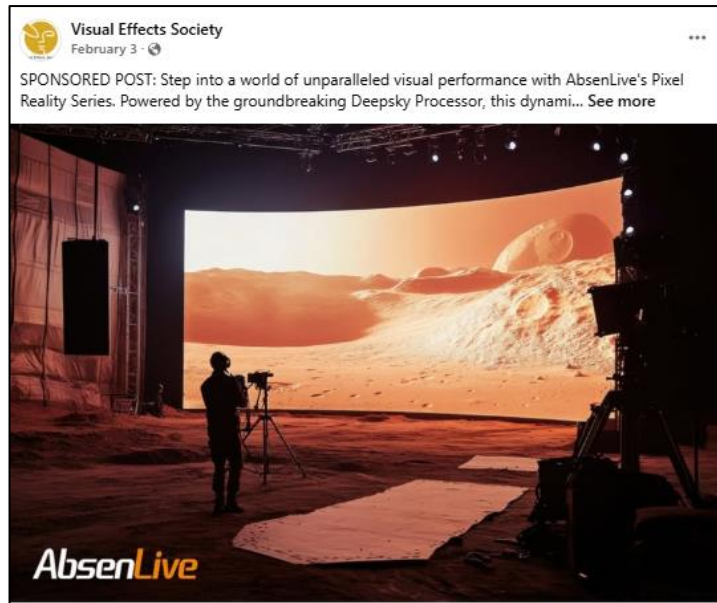
Cancellation policy:

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Sample - Facebook Post



Sample – X Post



Events

Build visibility and brand preference for your organization among entertainment industry decision-makers by partnering with the Visual Effects Society (VES) at events around the globe.

- Annual **VES Awards Show** gala, celebrating 25 categories of visual effects excellence and attended by over 1,200 guests
- Annual **VES Honors Celebration** honoring legends and luminaries in the industry
- **Local events** in the 16 VES Sections: Australia, Bay Area (San Francisco), France, Georgia (USA), Germany, India, London, Los Angeles, Montreal, New York, New Zealand, Oregon, Texas, Toronto, Vancouver and Washington state.
- Online **webinars** shared with our global community

Contact Ross Auerbach, VES Program Manager, for more information on VES events: ross@vesglobal.org



VES Texas Section networking event



VES Honorees Takashi Yamazaki and Hiroyuki Sanada backstage with Award presenter, Keanu Reeves, at the 23rd Annual VES Awards Show



Sponsored Wine at VES event



Join us! For more information and to advertise, contact:

Publisher@vfxvoice.com

Advertising@vfxvoice.com

For more information contact advertising@vfxvoice.com

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