Media Kit 2026-2027

Visual Effects Society

Celebrating **30 Years** of VFX Artistry and Community

Featuring

VFX Voice magazine

VFXV

THE MAGAZINE OF THE VISUAL EFFECTS SOCIETY

VES CELEBRATES 30 YEARS!

Align Your Brand with the World's Only Visual Effects Community

The **VES 30th Anniversary** in 2027 is more than a celebration—it is a year-long global platform connecting your brand with one of the entertainment industry's most influential and engaged professional communities.

This is a unique opportunity to elevate your brand's visibility, demonstrate industry leadership, launch products and initiatives, support education and innovation, and build meaningful relationships with the people shaping the future of visual effects.

In 2027, VES will launch an unprecedented series of special events:

- Educational initiatives on Gen AI, VP, VR/AR and what comes next
- Editorial features, digital campaigns, and global activations across our global membership
- Screenings and Panels highlighting our history and future
- Women Who Lead initiative
- The Roth Virtual Museum of Visual Effects will focus on both the history of the VES and an archive of visual effects in entertainment







Top Left: 24th Annual VES Award Winners Celebrate
Top Right: Lights Camera, Leadership: Women in VFX
Bottom: VES Members Meet up in Germany at FMX

Together, these programs will spotlight the people, technologies, and creative achievements shaping the future of entertainment by offering countless opportunities to connect, engage, and celebrate.

We invite you to join the celebration!
Contact Wayne Watkins, VES Donor Relations Manager for details: wayne@vesglobal.org

For more information contact advertising@vfxvoice.com

Directory



Jerry Bruckheimer was presented with the VES Lifetime Achievement Award by Joseph Kosinski at the 24th Annual VES Awards

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Quick Links to AD RATES: PRINT / DIGITAL / SOCIAL MEDIA / E-BLASTS / EVENTS

For more information contact advertising@vfxvoice.com

About the Visual Effects Society

- 2027 marks our 30th Anniversary, and VES remains the only global honorary society dedicated to advancing the art and science of VFX.
- VES members include leading artists, producers and executives in entertainment, technology, and the arts.
- The VES has nearly 6,000 members in 50+ countries, and 18 active Sections around the world: Australia, Bay Area (San Francisco), France, Georgia (U.S.), Germany, India, Japan, London, Los Angeles, Montreal, New York, New Zealand, Oregon, Spain, 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 award-winning magazine of the Visual Effects Society, is the leading authority on visual effects in the world.



40%
of VES members have
20+ years
in the VFX industry

65%
of VES members
influence
purchases of
equipment and services.

60%
of VES members
earn more than
$100,000 annually.

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

For more information contact advertising@vfxvoice.com

Reach The Global Visual Effects Industry

- ***VFX Voice* 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 45,000+ 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 nearly 6,000 VES members worldwide.

- **VES Social Media posts** share your exclusive message with the Visual Effects Society's 200,000+ social media followers across our Social Media Platforms

- **FYC Advertising** connects efficiently and effectively with thousands of global voters of BAFTA, Emmy, Oscar and VES Awards both in print *and* online.



***VFX Voice* is read globally by**

6,000

entertainment decision-makers.

VFXVoice.com delivers

45,000+

average pageviews per month.

VES' Social Media reach

200,000+

global followers.

Before the VES, the effects community was siloed from the industry and itself. Over these 30 years, the VES has fostered a new era of camaraderie, collaboration and recognition. And the VFX Voice has become the publication of record for the great work being done. Bravo to all who have made it so.
– Jim Morris, President, Pixar Animation Studios

For more information contact advertising@vfxvoice.com

VFX VOICE

THE MAGAZINE OF THE VISUAL EFFECTS SOCIETY



As the Visual Effects Society celebrates its **30th Anniversary**, VFX Voice proudly marks its own milestone:

10 years as the definitive authority on all things VFX

For a decade, VFX Voice has chronicled the breakthroughs, innovators, technologies, and creative visionaries driving our industry forward.

Read by artists, technologists, studio executives, VFX and SFX supervisors, producers, designers, craftspeople, educators, PR/marketing specialists and the nearly 6,000 VES members around the world who contribute to all areas of entertainment.
Through premium print, digital, social, and custom-content opportunities, partners can amplify their presence across a year-long celebration that honors the past while looking boldly toward the future.

Be Part of the Legacy. Be Part of What's Next.

For the VFX VOICE's 10th Anniversary Year, we are offering a cross-platform opportunity to reach the magazine's readers and celebrate this achievement.

Our 10th Anniversary Program Affiliates will receive **1 full-page ad** in the 2027 issue of their choice, **2 social media posts** and **1 month of digital advertising**. **Priced at just $10,000** (a $12,250 value) – Specs for each on the following pages

Honored by the prestigious Folio Awards for excellence in publishing,
VFX Voice garnered multiple wins for:
Best Cover Design, **Best Magazine Website** and **Best Magazine Launch**

For more information contact advertising@vfxvoice.com

VFX Voice Editorial Calendar 2026-27

Fall - October 2026 **Ad Close:** August 3, 2026 **Art Due:** August 10, 2026	Winter - Dec 2026 **Ad Close:** October 9, 2026 **Art Due:** October 16, 2026	Spring – April 2027 **Ad Close:** February 12, 2027 **Art Due:** February 19, 2027	Summer - June 2027 **Ad Close:** April 9, 2027 **Art Due:** April 16, 2027	Fall - October 2027 **Ad Close:** August 2, 2027 **Art Due:** August 9, 2027
Key Features*	**Key Features***	**Key Features***	**Key Features***	**Key Features***
• Top Fall VFX Films & TV Shows • Regional Update VFX Europe • CTO Roundtable • The Next Generation Speaks • The Underground VFX Scene • VFX/SFX Profiles	• VFX Oscar and VES Awards Preview • Top Winter VFX Films & TV Shows • Inside a VFX Award Judge's Mind • VES 30th Anniversary • Virtual Production 3.0 • International VFX Excellence • VFX/SFX Profiles	• The 25th Annual VES Awards Recap • VFX Voice 10-Year Mark • Top Spring VFX Films & TV Shows • 30 years of VES History • The 8K Resolution Challenges • Animated vs. Live Action VFX • VFX Team Effort • VFX/SFX Profiles	• Emmy VFX: Craft Behind the Contenders • VES 30th Anniversary Highlights and events • AI as Collaborator, Not Replacement • The Future of Compositing • New Role of the VFX Supervisor on-Set • VFX/SFX Profiles	• Top Fall VFX Films & TV Shows • Regional Update VFX Around the World • VFX Roundtable • Gaming in the Real World • Creature Feature – CG meets Practical FX • Evolution of Virtual Production • VFX/SFX Profiles

**Articles are subject to change.*

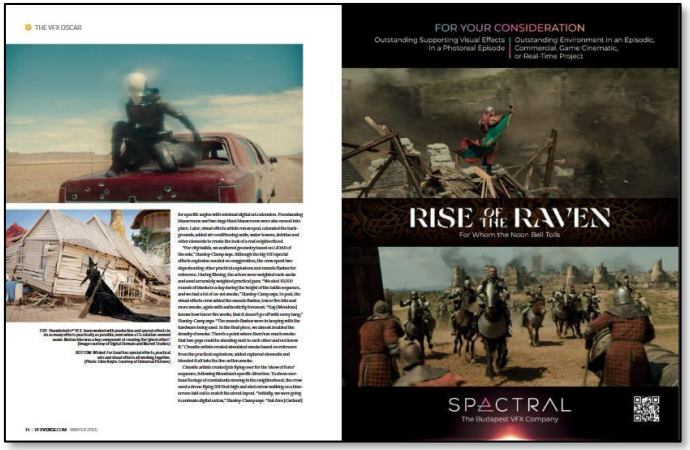
"VFX Voice not only serves as a hub for our industry news and analysis, but also as a catalyst for sparking conversations that drive progress. The magazine's commitment to the integrity and elevation of the visual effects industry aligns seamlessly with our mission to create technology that allows for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

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

For more information contact advertising@vfxvoice.com

Print Advertising Rates in *VFX Voice* Magazine

- *VFX Voice* magazine has staying power, **celebrating 10 years** of delivering compelling content. The magazine is referred to again and again as *the authority on all things VFX.*
- *VFX Voice* is distributed to nearly 6,000 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 readers in the wider entertainment industry – at no additional cost.



Full-page ads have right-hand positioning

Our *10th Anniversary Program Affiliates* will receive **1 full-page ad** in the 2027 issue of their choice, **2 social media posts** and **1 month of digital advertising**. **Priced at just $10,000** (a $12,250 value)

Print Advertising Rates – All ads 4-Color

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

Contact us for pricing on high impact inserts, spreads and belly bands
Payment is due in advance of publication.

Ad cancellations must be received in writing prior to the ad reservations closing date.

Email files to: publisher@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 formats and helpful tips:

- TIFF, EPS, JPG or PDF (preferred). 300dpi, CMYK and saved in X1:A format
- Embed all fonts or convert to outlines. Include crop marks for 8.5 X 11 trim
- Make sure the file is fully flattened. RGB and spot colors must be converted to CMYK.
- Do not use JPG compression or native Photoshop files.

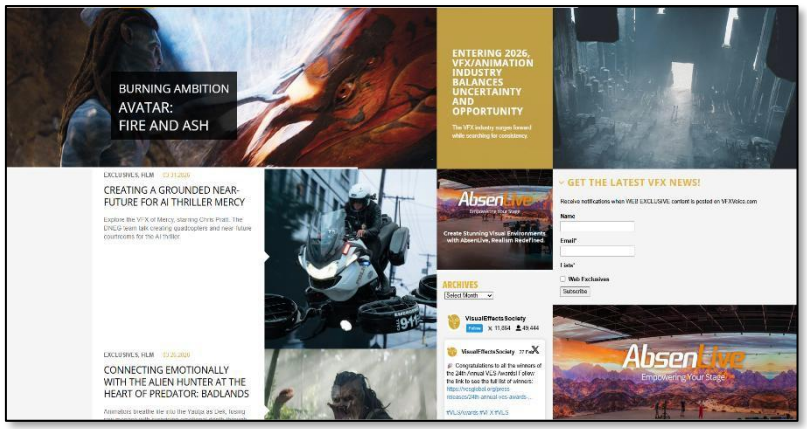
Check out previous issues of *VFX Voice* online here.

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 45,000+ average pageviews per month.
- Online articles are read many times over, extending the lifespan of your 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) 300 x 600 (Skyscraper) 300 x 250 (Premium Cube)	$4,000/month	$3,500/month	$3,000/month

Please contact us directly at: advertising@vfxvoice.com

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. 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 Specs:

Accepted Formats: .jpg, .png, or .gif - 150kb Max
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.

Cancellation Policy

Ad cancellations must be received in writing prior to the ad reservations closing date.

**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

Social Media Posts

Share your content and news with our online community of 200,000+ visual effects enthusiasts (as of May 2026) on VES Facebook, Instagram, LinkedIn and X:

- 110,000+ VES Facebook followers
- 50,000+ VES X followers
- 56,000+ VES LinkedIn followers
- 6,500+ VES Instagram followers



@VisualEffectsSociety



@vfx_society



@Visual Effects Society



@VFXSociety

Social Media Rates

$3,000 per Facebook and Instagram Post.
$2,500 each for X or LinkedIn Post.
Packages available for multi-platform posts

Please contact us directly at: advertising@vfxvoice.com
Payment is due in advance of postings.

Social Media Specs:

Facebook/Instagram:	**X:**	**LinkedIn:**
• Up to 50 words of copy. • .jpg or .png image – Max 1200x628. • Your posting can link to a video* or URL. • Include Person or Studio Tags	• 280 characters including URL link* • In-stream photo must be between 440 x 220 pixels and 1024 x 512 pixels • Max file size - 5 MB for photos; 3 MB for gifs • Your posting can link to a video* or URL, or it can feature dynamic video.	• Up to 50 words of copy. • .jpg or .png image - dimensions 1200x628. • Your posting can link to a video* or URL. *Include Person or Studio Tags

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:
Ad cancellations must be received in writing prior to the ad reservations closing date.

**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
$4,000 per E-Blast.
Payment is due in advance of E-Blasts
Materials are due 5 business days prior to requested E-Blast date. E-Blasts may be sent out Monday through Sunday.



VES Los Angeles members gather at a local event

Specs for Dedicated E-Blasts -

- Subject Line – Max 100 characters
- Body Copy – Max 200 words
- JPG images – Max Size 600 x 1600
- Provide the copy and the images in separate files.
- E-Blast can link to a PDF, video* or website and no more than 2 links
- Please provide viewing passwords for links when required.
- E-Blasts may include tracking tags from DoubleClick.

All paid E-Blasts will be noted as "Sponsored Announcement". Exact mail dates are not guaranteed because VES needs the flexibility to share important breaking news with the VES membership. Sponsored.

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.

Ad cancellations must be received in writing prior to the ad reservations closing date.

**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

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.

Contact Wayne Watkins, VES Donor Relations Manager, for more information on VES events: wayne@vesglobal.org

- **25th Annual VES Awards Show** gala, celebrating visual effects excellence and attended by over 1,200 guests (February 2027)
- Annual **VES Honors Celebration** honoring legends and luminaries in the industry (Fall 2027)
- **Local events** in the 18 VES Sections: Australia, Bay Area (San Francisco), France, Georgia (USA), Germany, India, Japan, London, Los Angeles, Montreal, New York, New Zealand, Oregon, Spain, Texas, Toronto, Vancouver and Washington state. (Year-round)
- Online **webinars** shared with our global community (Year-round)



VES Texas Section networking event



VES Visionary Award winner Sir Richard Taylor backstage with Award presenter Adam Savage at the 24th Annual VES Awards



Sponsored Wine at VES event

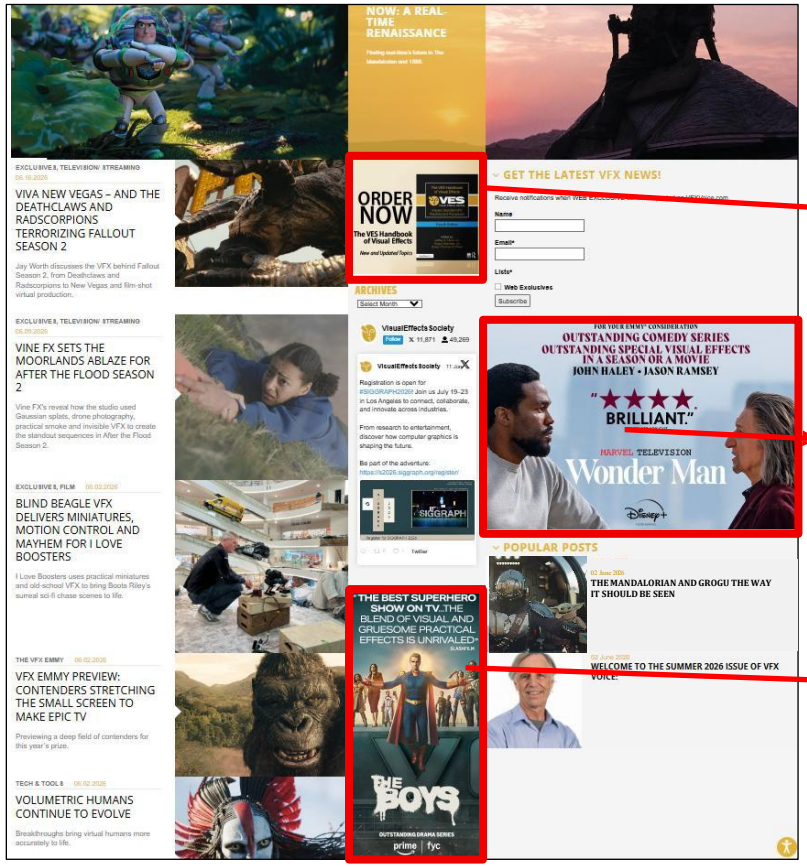
Join us! For more information and to advertise, contact:
VES Events: Wayne@vesglobal.org
VFX Voice Advertising: Publisher@vfxvoice.com

VES Visual Effects Society
5000 Van Nuys Blvd., Suite 310, Sherman Oaks, CA 91403 USA 818-981-7861

Sample Digital Ads, E-Blasts & Social Media Posts

VFXVoice.com Digital Advertising Samples

Ad Placement on VFX Voice Homepage

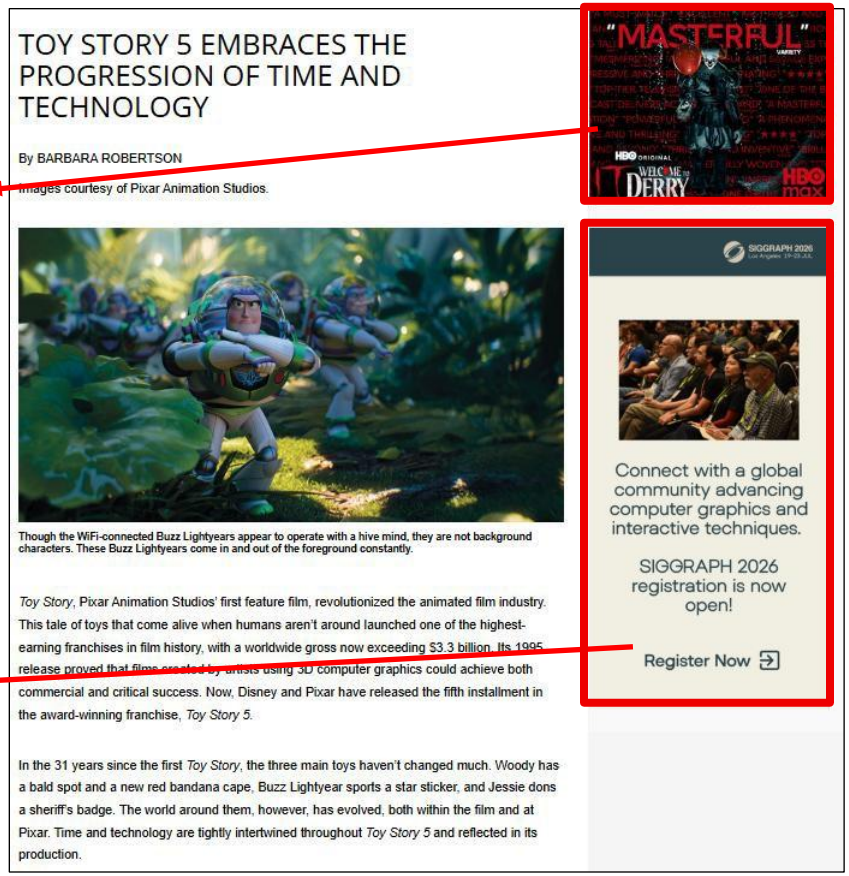


300 x 250
(Premium Cube)

700 x 466
(Large Rectangle)
On Homepage Only

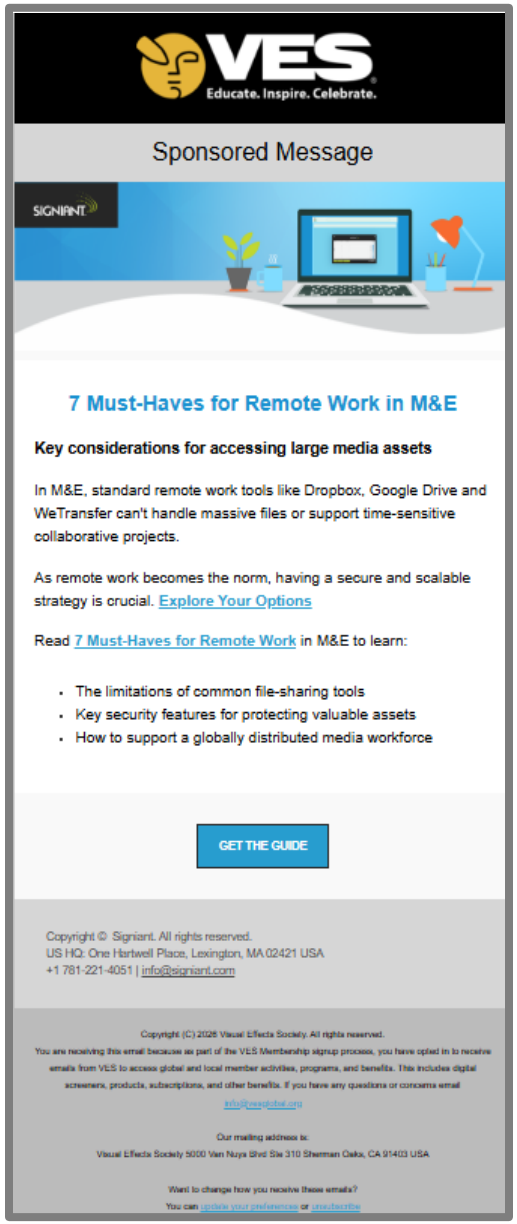
300 x 600
(Skyscraper)

Ad Placement on VFX Voice Article Pages



For more information contact advertising@vfxvoice.com

Sample Sponsored E-Blast Samples

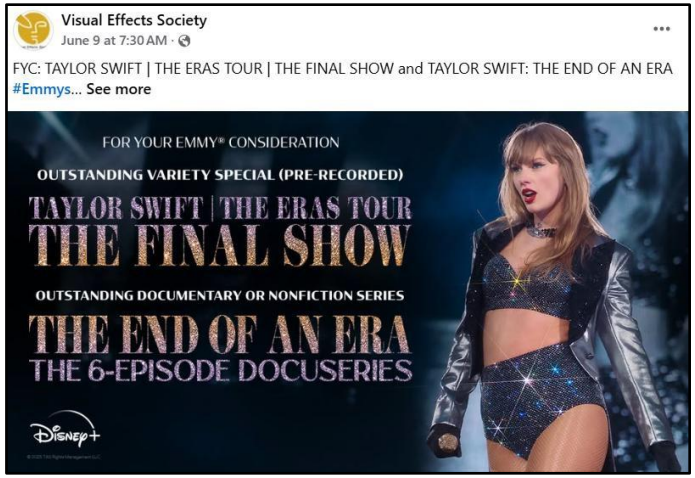




For more information contact advertising@vfxvoice.com

Sponsored Social Media Posts

Sample - Facebook Post



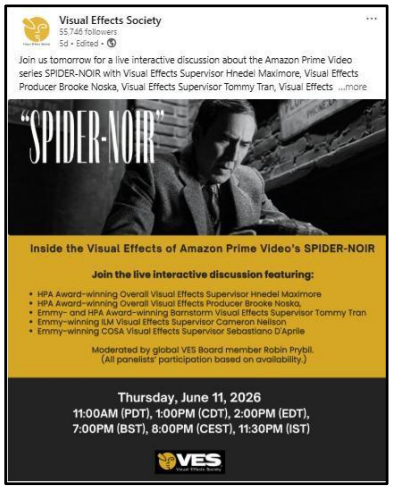
Sample – X Post



Sample - Instagram Post



Sample - LinkedIn Post



For more information contact advertising@vfxvoice.com