

Media Kit 2023-2024

Visual Effects Society



Featuring

VFX Voice magazine



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Steve Carell at 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.
- Our 4,500 members in 45 countries are involved in all aspects of the entertainment industry. These artists, technologists, supervisors and decision-makers create the stunning visuals for feature films, VR/AR, video games, streaming, and beyond.
- The VES has 15 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, 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 publication on visual effects in the world.



Lynwen Brennan, Executive Vice President and General Manager of Lucasfilm, receives the VES Lifetime Achievement Award. Pictured with Lucasfilm President Kathleen Kennedy.

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 key 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 postings** share your exclusive message with the Visual Effects Society's 162,000+ social media followers on Facebook and Twitter.
- **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

5,000+

entertainment decision-makers.

VFXVoice.com delivers

25,000+

average pageviews
per month.

VES' Facebook and Twitter
combined reach

162,000+

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 4,500 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 Magazine Launch (Association/Nonprofit)
Best Design of a New Magazine (Professional/Membership organization)
Best Magazine Website (Association/Nonprofit B2B)

For more information contact Advertising@vfxvoice.com

VFX Voice Testimonials

VFX Voice is a treasure trove of information for our industry. It is well researched, well written and covers a wide range of topics. I have been a supporter of the magazine since it was launched and still look forward to every issue. There is nothing that compares to its quality and relevance for visual effects artists and enthusiasts – I love it!

- Kim Davidson, Founder/CEO, SideFX

VFX Voice is the heartbeat of the global VFX industry. It brings our community together, sharing our creative and technical insight and stories, highlighting our journeys to conceptualizing and delivering the best TV and film work possible. If you want to be in the know, it's a must read.

**- Christa Tazdeo Morson,
Executive VFX Producer, RSVFX**



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 has become an important marketing resource for Raynault VFX. The magazine's coverage of the latest trends and innovations is full of insights from major players of the rapidly-evolving VFX industry.

- Mathieu Raynault, CEO & Founder, Raynault VFX

VFX Voice is an exceptional compendium of knowledge encompassing burgeoning technologies and progressions within our field. It offers insightful updates and profile pieces on prominent projects that underscore the artistry behind some of the most exhilarating endeavors of the year. This publication undeniably constitutes a true highlight of my VES membership.

- Paul Dickson, Co-Founder/Marketing and Sales Director, CauseandFX

VFX Voice Editorial Calendar 2023-24

October/Fall 2023 Ad Close: August 11, 2023 Art Due: August 18, 2023	January/Winter 2024 Ad Close: November 10, 2023 Art Due: November 17, 2023	April/Spring 2024 Ad Close: February 16, 2024 Art Due: February 23, 2024	June/Summer 2024 Ad Close: April 12, 2024 Art Due: April 19, 2024	October/Fall 2024 Ad Close: August 9, 2024 Art Due: August 16, 2024
<u>Key Features*</u> <ul style="list-style-type: none"> • Animation Around the World: Hotspots • Top Fall VFX Films & TV Shows • Breakthrough Software: What Are VFX Studios Using • Marketing & Production Strategies for VFX Studios • Revisiting the Cloud: Scalable & Elastic Solutions & Cloud-Based Rendering • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • VFX Oscar Preview • Top Winter VFX Films & TV Shows • Collaborative Workflows • Crystal Ball: Filmmaking, VFX and Animation Forecast for 2024 • How AI is affecting VFX and Animation • The Evolving State of Remote Work vs. Working On Site At a Studio • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • Top Spring VFX Films & TV Shows • The VES Awards Recap and Photo Gallery • Women Who Lead VFX • Unsung Heroes – Invaluable Artists Behind Nominations • VFX & Sustainability: Reducing Carbon Footprint and More • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • Top Spring Emmy VFX Spotlight • Top Summer VFX Films & TV Shows • Streaming Platform Demands: An Update • The State of Play: Video Game Industry Update • Equity, Diversity & Inclusion: An Update • VFX/SFX Profiles 	<u>Key Features*</u> <ul style="list-style-type: none"> • New VFX & Animation Tech: New Tools Update • Top Fall VFX Films & TV Shows • Realistic Facial Animation • Hybrid Animation Techniques • Augmented & Virtual Reality Update • 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 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:

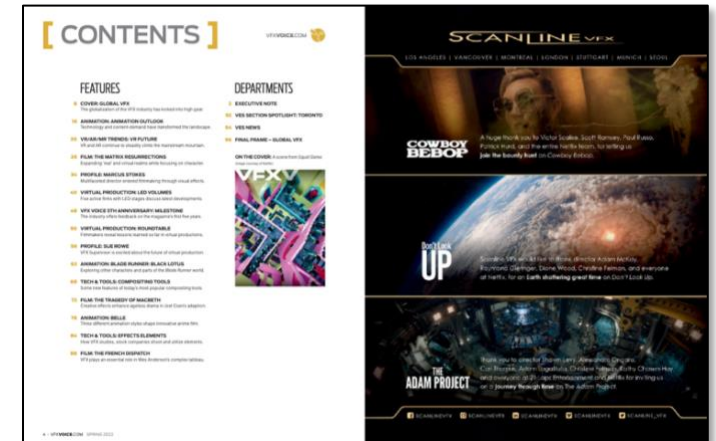
- High-resolution PDF (300 dpi, CMYK), saved in X1:A format.
- PDFs are strongly encouraged.
- High-resolution (300dpi, CMYK) TIFF, EPS or JPG file

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.

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 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, President, Pixar Animation Studios

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 again and again, extending the lifespan of your digital ad.
- Connect with your global audience when you need to – *fast!*

Online **VFXVoice.com** Advertising Rates

Your ad creative will rotate in all three sizes throughout **VFXVoice.com** each month

Sizes (pixels)	1 Month	6 Months	12 Months
700 x 466 (Large Rectangle)	\$2,500/month	\$2,000/month	\$1,500/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**

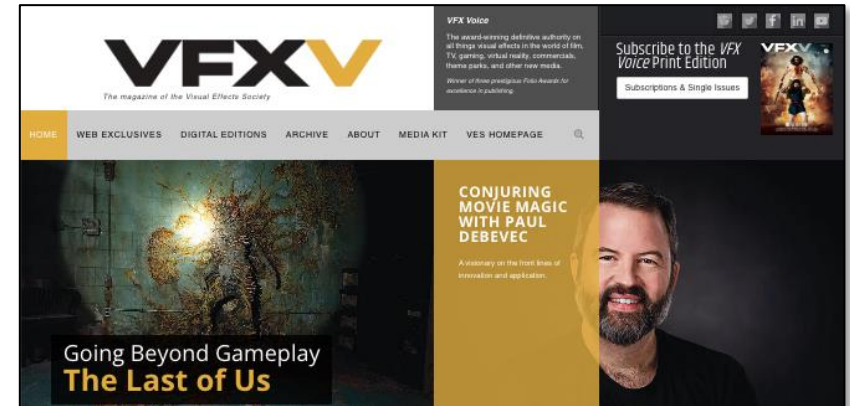
All three ad sizes are featured on the home page of **VFXVoice.com** and are included in your buy. Your ads will be served in rotation with other advertisers.

Max Banner Ad Size: 40K

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

Maximum Animation Length: 30 seconds

Frame Rate: 24 fps



- Up to 3 creative units may be submitted, per ad size, for rotation throughout the month.
- For 4 to 6 creative units in rotation during a month = +\$500/month
- For 7 to 9 creative units in rotation during a month = +\$1,000/month

Ad Tags

1x1 tracking tags ok. 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.

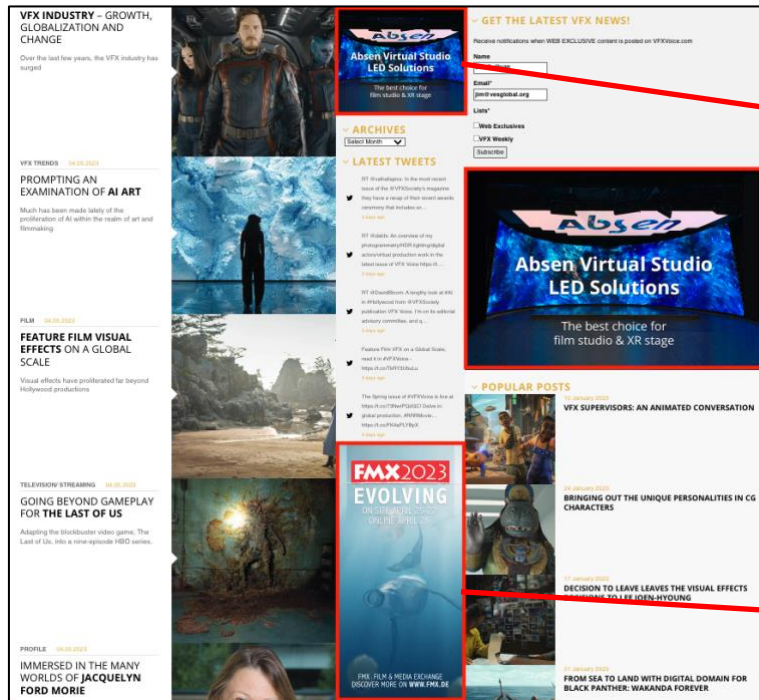
Cancellation Policy

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

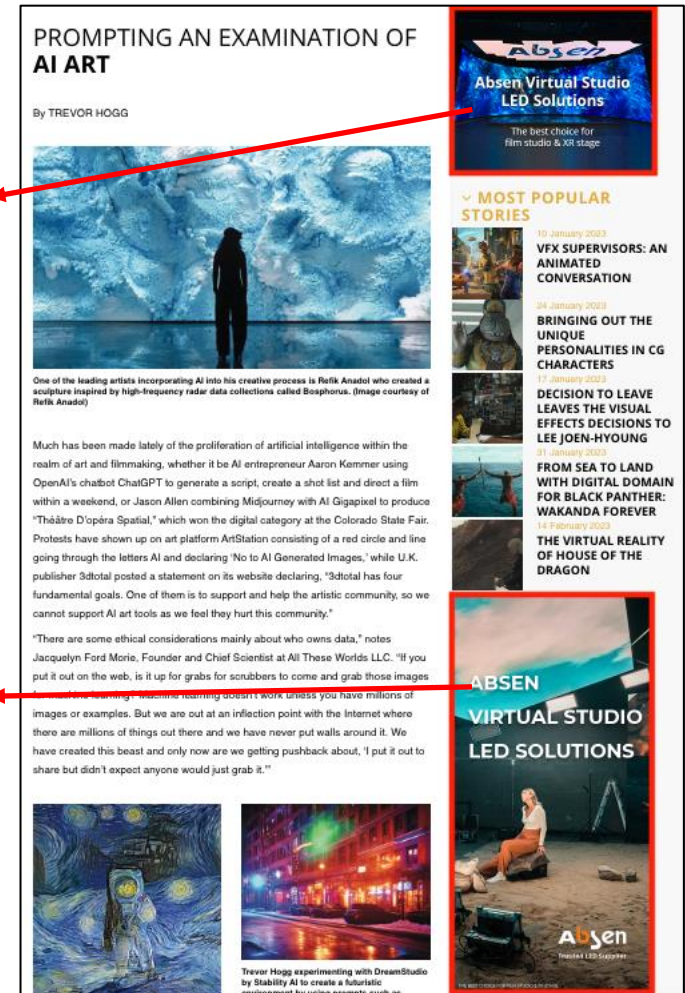


300 x 250
(Premium Cube)

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 visual effects and entertainment professionals directly via a dedicated E-Blast featuring your message to VES subscribers in 45 countries.

Dedicated E-Blast Rates

\$3,000 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

Because we encourage advertisers to offer real value to our members (significant discounts, free offers or exclusive invitations), on average VES members open more than 50% of e-blasts. This percentage is not guaranteed and depends largely on the subject line and E-Blast content.

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.

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E-Blast Samples

[Visual Effects Society](#)[View this in your browser](#)


Visual Effects Society

May 12, 2020

Sponsored Announcement

**Method Studios Takes Cloud Rendering
to the Next Level with AWS
Scales Local Capacity 4X Using EC2 Spot Instances
for JUMANJI: THE NEXT LEVEL VFX**



Since becoming cloud-enabled in 2017, Method Studios in Melbourne frequently taps Amazon Web Services (AWS) to scale its render resources, including for Sony Pictures' *JUMANJI: THE NEXT LEVEL*. The studio was enlisted to transform bluescreen sets into complex digital environments, then seamlessly integrate actors for a tension-filled climax featuring a snowy fortress, a massive blimp, and a flying horse. Led by Method VFX Supervisor Glenn Melenhorst, the project required the creation of 280 VFX shots, 164 of which were completed using AWS.


When offloading to the cloud, Method Melbourne almost exclusively uses fleets of Amazon Elastic Compute Cloud (EC2) Spot Instances that run through the Sydney AWS region. Working on *JUMANJI: THE NEXT LEVEL*, Method ran 147,904 tasks on AWS over four and half weeks using a mix of M5, R5, and C5 instance types. Hitting 480 instances at peak production, the facility was able to scale its internal, 10,000-core farm 4X with AWS.

[Click here](#) for the full story.



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[Visual Effects Society](#)[View this in your browser](#)


Visual Effects Society


December 28, 2021



Sponsored Announcement

AMAZON ORIGINAL

THE WHEEL OF TIME

OUTSTANDING SUPPORTING VISUAL EFFECTS
IN A PHOTOREAL EPISODE
JULIAN PARRY, VFX SUPERVISOR
JAKUB CHILCZUK, VFX PRODUCER
RUSSELL FORDE, VFX PRODUCTION MANAGER
DOUGLAS LARMOUR, ON SET VFX SUPERVISOR
ONDREJ NIEROSTEK, SFX SUPERVISOR





"DELIVERS A REMARKABLE MIX OF
INTRIGUE, SPECTACLE, AND MAGIC"
IGN

"SPECTACULAR CGI"
DailyMail.com

prime video | FYC

For more information contact Advertising@vfxvoice.com

Social Media Postings on Facebook and Twitter

Share your content and news with our online community of 162,000+ visual effects enthusiasts (as of April 2023) on VES Facebook and Twitter:

- 111,000+ VES Facebook followers
- 51,000+ VES Twitter followers

Social Media Rates

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

Payment is due in advance of postings.



facebook.com/VisualEffectsSociety



twitter.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.	Twitter: <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 Posting



**Visual Effects Society**
Published by Naomi Goldman · Just now ·

SPONSORED POST: AMD congratulates the Visual Effects Society and all its members on their biggest event of the year, as you celebrate the very best VFX in feature film, TV, commercials and games!

We are proud to be powering your creativity and imaginations as you push the boundaries in visual effects! [#VES Awards](#)



Sample – Twitter Tweet



**VisualEffectsSociety** @VFXSociety · 1s

SPONSORED POST: Check out the newly announced [#ZbyHP](#) products, available soon.

ZBook Firefly G9 - pro-level performance combines with true mobility.
Z2 Mini G9 - incredibly high performance packed into an insanely petite PC.

Learn more at hp.com/z



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 1,000 guests
- Annual **VES Honors Celebration** honoring legends and luminaries in the industry
- **Local events** in the 15 VES Sections: Australia, Bay Area (San Francisco), France, Georgia (USA), Germany, India, London, Los Angeles, Montreal, New York, New Zealand, Oregon, Toronto, Vancouver and Washington state.
- Online **webinars** shared with our global community

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



VES Vancouver Section networking event



VES Lifetime Achievement honoree Gale Anne Hurd with James Cameron at the VES Awards



Sponsored Wine at VES event



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

Publisher@vfxvoice.com

Advertising@vfxvoice.com

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