

Animation World Network  
VFXWorld

[AWN.COM](http://AWN.COM)

[VFXWORLD.COM](http://VFXWORLD.COM)

MEDIA KIT 2023

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## PUBLISHING PHILOSOPHY

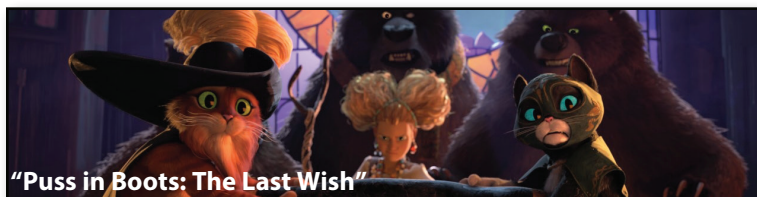
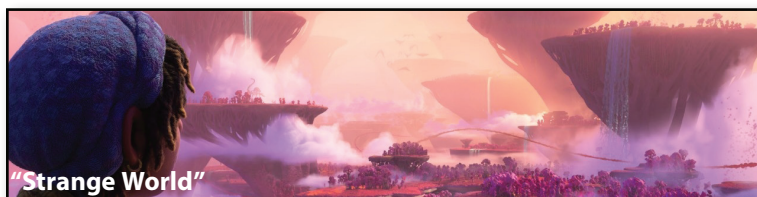
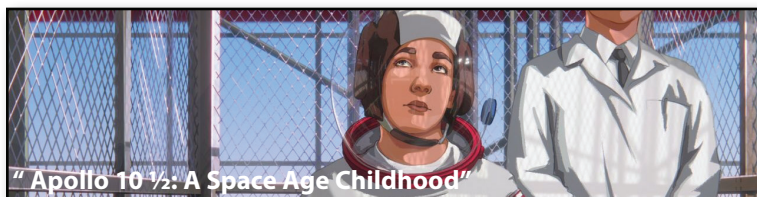
Animation World Network – AWN.com – has for 26 years been one of the Internet’s leading and most trusted resources for credible, informative, entertaining and crucial news, feature articles and related information dedicated to professional animation and VFX communities worldwide.

Since launching in early 1996, AWN has kept our readers informed, entertained and inspired through comprehensive news, editorial and feature coverage of the animation, visual effects and gaming industries.

AWN was founded by people who are passionate about animation, with a deep foundation and commitment to the business and all those involved. We acknowledge the artistic and cultural diversity of the global visual entertainment community, and our goal has always been to provide a comprehensive assembly of the best animation-related resources that exist today, in an interactive, entertaining and enjoyable online environment.



# AnimationWorldMagazine



**THE MOST INSIGHTFUL, COMPELLING AND ENTERTAINING COVERAGE OF THE INTERNATIONAL PROFESSIONAL ANIMATION COMMUNITY**

**News, features, interviews, and spotlights:**

Detailed reporting of animation's biggest stars and projects, important events, issues, people, technology, and trends.

**Company profiles of top industry players:**

In-depth articles and latest news on feature film and television show production houses, big streaming platforms like Netflix and Disney+, VFX studios, technology leaders, broadcasters and organizations.

**The latest projects, technology, events, books and DVDs:**

Comprehensive coverage on events like the Oscars, Annie Awards, VES Awards, Annecy, FMX, SIGGRAPH, and VIEW Conference; films and shows from Disney, DreamWorks, Pixar, Studio Ghibli, and Illumination; independent shorts from world-renowned animators; all things anime; new technology from Autodesk, NVIDIA, Adobe, Unreal Engine, and Foundry; the latest in previs, virtual production and real-time animation, game engines, AR/VR/XR, and immersive experiences; and the latest releases in print, on video, Blu-Ray and digital.

**The Streaming Wars:**

Extensive, daily coverage of the heated, growing competition between streaming platforms such as Netflix, Disney+, HBO Max, Hulu, Peacock, Crunchyroll and others.

**Contact the editorial staff with story ideas:**

[editor@awn.com](mailto:editor@awn.com).

# VFXWORLD

## magazine



"Black Adam"



"Guillermo del Toro's Cabinet of Curiosities"



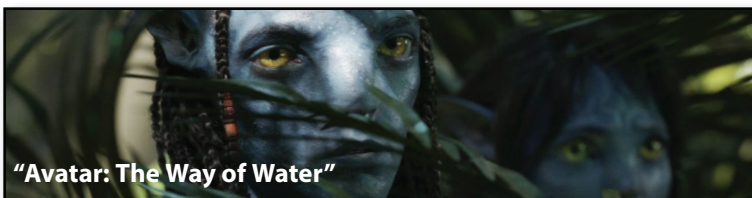
"Stranger Things"



"Top Gun: Maverick"



"Jurassic World: Dominion"



"Avatar: The Way of Water"

THE MOST UNIQUE, EXCITING AND INFORMATIVE COVERAGE OF VISUAL EFFECTS AND COMPUTER ANIMATION FROM PREVIS TO PRODUCTION TO POSTPRODUCTION, WHERE TECHNOLOGY AND CREATIVITY MERGE IN DYNAMIC WAYS...

**Daily news, features, overviews, interviews, sequence breakdowns, and art galleries:**

In an ever-changing 3D world encompassing entertainment and beyond, we're on top of the biggest stars, projects, events, issues, movers and shakers, technology and trends.

**Profiles in 3D:**

In-depth articles explore the artists and houses around the world that are making what we see and why.

**Cutting Edge Content:**

Coverage of the newest work in areas like virtual production, previs / postvis / techvis, real-time game engine technology, remote production pipelines and cloud-based production methodologies.

**The latest events, films, TV, software, and digital resources:**

Comprehensive analysis of the Oscars, SIGGRAPH, VES Awards, FMX, GDC, and GTC; news and feature coverage of movies, episodics, shorts, commercials, music videos, IDs, videogames, books and DVDs; and the groundbreaking tools and techniques that never stop expanding the dimensions of CGI.

Contact the editorial staff with story ideas:  
[editor@awn.com](mailto:editor@awn.com).

## WHO ARE OUR READERS?

AWN Readers are highly engaged and passionate creators, consumers and influencers who develop, produce, distribute and support the \$265 billion annual animation, visual effects and gaming businesses.

They're studio execs, creative professionals, and technologists working in production on a huge range of projects; producers and directors, decision makers, students, educators, and development people looking for new ideas, talent and customers.

They constantly seek actionable information and insight on the latest studio deals, production updates, hires, technology, products and services from providers like you.

They have a keen eye for anything that might provide a competitive edge or answer that helps their project, future plans and career.

If they work in animation or visual effects, they read AWN.com.

## SOME STATS

Over **100,000** Unique Readers Subscribed to our Animation Flash E-mail Newsletter

Over **300,000** Unique Readers Visit Each Month

Over **15,000** Unique Readers Each Day

AWN's audience is international: **40%** outside North America

**75%** of AWN Readers are Directly Involved in Producing Animation, VFX or Games

Each month, AWN is visited by readers from over **100 COUNTRIES**

## PROMOTIONAL AND ADVERTISING CHALLENGES

### **Advertisers come to AWN for targeted exposure and promotion:**

- ▶ Finding the right promotional mix to support audience awareness for new animated shows / films / products / services.
- ▶ Reaching top executives and senior talent in animation and VFX, influencers who drive show development, production, licensing and distribution deals.
- ▶ Getting timely, accurate and expertly crafted editorial coverage that pushes out important stories, messages and narratives to support strategic initiatives, growth and management expansion as well as programming mix.
- ▶ Promoting key directors, writers, producers and other creative talent, as well as top shows, to the professional communities whose support is needed during Awards season.
- ▶ Making sure their advertising and promotional efforts are targeted effectively and don't get lost in an increasingly busy online world.

## WHY CHOOSE AWN?

### **Advertisers come to AWN to take advantage of:**

- ▶ Unparalleled audience targeting / true international exposure
- ▶ Unmatched editorial credibility
- ▶ Low cost compared to print
- ▶ Controlled messaging / quick creative changes / multiple creative runs and testing
- ▶ Daily reporting / campaign tracking by 3rd party systems / analytics
- ▶ Multiple points of contact, which means consistent and continual messaging opportunities
- ▶ Reach your audience when they're most receptive to your messaging – when they're actively looking for news and information to aid their work
- ▶ Interactivity – immediate call to action
- ▶ Many available campaign options
- ▶ Effective campaigns for any budget
- ▶ You can target your audience, tell your story and measure your success



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## NATIVE AND BRANDED CONTENT

**Advertisers increasingly target AWN's audience with their native and branded editorial content. A professional audience, credibly engaged with the most current industry news and information, is highly receptive to this style of communication:**

- ▶ Demonstrate your leadership / credibility / position in industry
- ▶ Reach readers with your stories and messages
- ▶ Build and expand your brand
- ▶ Reach international audiences in a consistent and credible publishing vehicle
- ▶ Provide context to what you communicate and how you want readers to learn of your desired promotional messaging
- ▶ Doesn't detract, distract or otherwise interrupt the user experience
- ▶ AWN can produce content based on your materials, messaging and information



## WEBSITE DISPLAY ADVERTISING OPPORTUNITIES ON AWN

**AWN offers advertisers a wide variety of targeted advertising and promotional opportunities throughout the website, e-mail newsletters and social media platforms.**

### Banners, Interstitials and Other Online Ads:

Promote your products or services, increase brand awareness and market share, announce special promotions or job openings through targeted display ads: banners, boxes, super banners, and custom-sized online graphic advertisements. These high-profile ads can be run in various ways:

- ▶ Mixed creatives sizes / rotations / runs including Run of Site
- ▶ Page Takeovers and Roadblocks

Display ads are priced on a cost-per-thousand impression (CPM) basis, with discounts available for 3, 6 and 12-month. Campaigns starting at \$10 CPM.

## ADVERTISEMENT SIZES



**Large Rectangle**  
550 x 330 pixels



**Small Rectangle**  
300 x 250 pixels



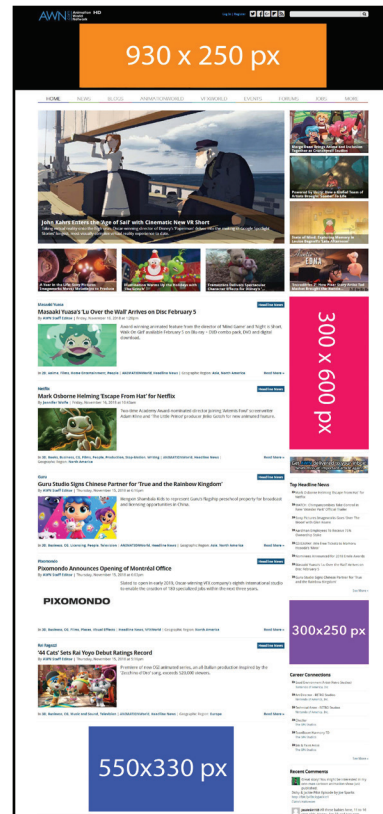
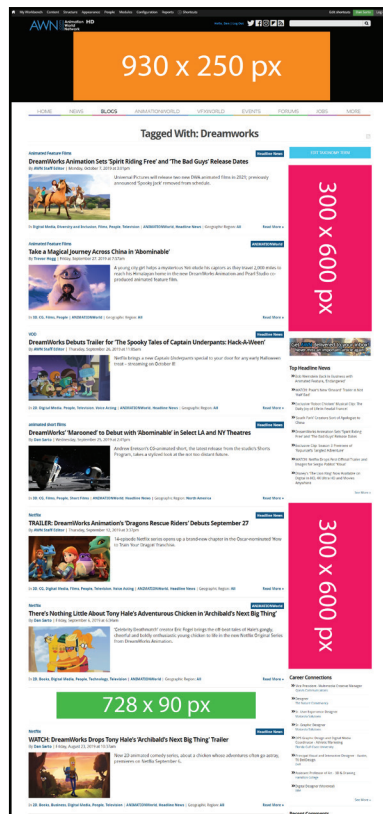
**Super Banner**  
728 x 90 pixels



**Skyscraper**  
300 x 600 pixels



**Billboard**  
930 x 250 pixels

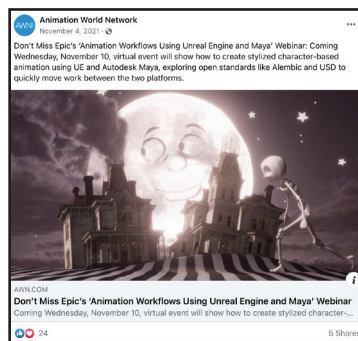


## SOCIAL MEDIA CHANNEL POSTING

### Social media messaging to AWN's Facebook, Twitter, and Instagram:

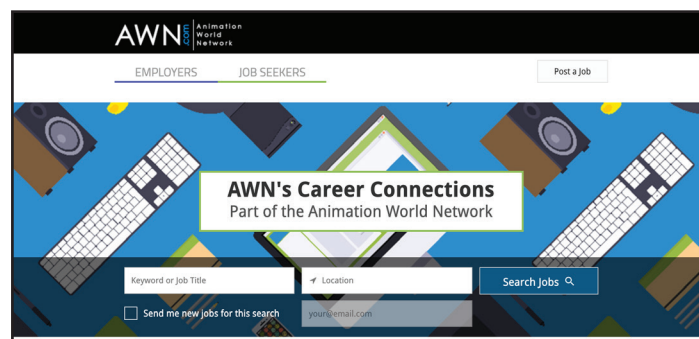
Social media messaging can play an important role in any advertising campaign. AWN's social media footprint is extensive, and active, with over 100K Facebook followers and 30K Twitter followers actively engaged in viewing and interacting with our messaging.

All native content promotion includes automatic posting on AWN social platforms; additional messaging can be added as part of any advertising campaign.



## RECRUITMENT SUPPORT IN AWN CAREER CONNECTIONS

- ▶ Focused editorial support through job posting announcements, profiles on studio talent, community outreach and diversity and inclusion efforts
- ▶ Display ad support for recruitment efforts
- ▶ Social posts promoting new job opportunities

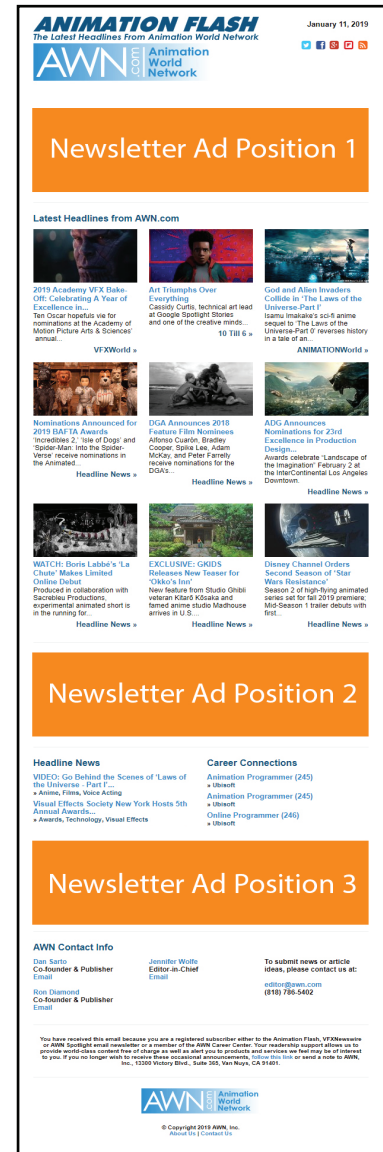


## E-MAIL NEWSLETTER ADVERTISING / PRIVATE EBLASTS

Over 100,000 animation executives, creative professionals, educators and students have “opted-in” to receive AWN’s twice-weekly Animation Flash e-mail newsletter.

Get your message in front of this exclusive industry list by placing your “Special Announcement” ad within these publications. Your advertisement can contain up to 150 words, including a 60 character click-through URL that links to your Website. E-mail newsletter ads are sold on a fixed price basis per insertion, with discounts available for multiple insertions or bundles with other AWN ads.

- ▶ 3 position newsletter ad placement
- ▶ Special announcement atop newsletter complete with image and text
- ▶ Newsletters sent every Wednesday and Friday
- ▶ 100K active subscribers
- ▶ Average open rate 10%
- ▶ Sponsored / private eBlasts to subscriber list as well as 30,000 job seekers available - contact us for more information



## ONLINE ADVERTISING SPECS

Creative Name	Ad Size/ Max File Size	File Formats Accepted
Billboard	930 x 250; 85KB	.GIF, .JPG, .SWF, html5
Super Banner	728 x 90; 50KB	.GIF, .JPG, .SWF, html5
Skyscraper	300 x 600; 50KB	.GIF, .JPG, .SWF, html5
Large Rectangle	550 x 330; 85KB	.GIF, .JPG, .SWF, html5
Small Rectangle	300 x 250; 50KB	.GIF, .JPG, .SWF, html5

Ad tags must be provided in spreadsheets; High-res or Low-res graphic files (.TIF, .JPG, .GIF, .PSD), html5 in zip packages accepted.

**Note:** AWN can handle most 3rd party iframe/javascript creative tags, but must have at least five business days prior to campaign start in order to test all creatives.

All Rich Media creatives must be accompanied by a .GIF/.JPG for those browsers that can't display Flash.

**\*Special Instructions for Programming Flash Creatives:**

For a Flash creative to work properly on Animation World Network's online ad serving system, clients must insert a tag variable into the .FLA file so that performance can be properly tracked.

Flash or other rich media creatives are not accepted for e-mail advertising. All e-mail graphic ads must be .JPG or .GIF.

## COLLABORATE WITH US

Contact AWN to help plan

## YOUR NEXT PROMOTIONAL CAMPAIGN!

Advertising packages, complete with pricing, available upon request.

Contact Dan Sarto at [dan@awn.com](mailto:dan@awn.com) / (818) 786-5402 for more details.





**AWN** and **VFXWorld** are open to article and story ideas, as well as book, film, video and game reviews. If we do not have samples of your writing, please send some in with a bio. For more information on how to submit news, story ideas and to discuss editorial issues, please contact:

#### CONTACT INFO

##### PUBLISHING

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##### ADVERTISING

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