



Animation World Network  
 VFXWorld | AIDB | AWNtv  
**MEDIA KIT 2016**

AWN.COM  
 VFXWORLD.COM  
 AIDB.COM  
 AWNTV.COM  
**AWN**.com

## PUBLISHING PHILOSOPHY

Since our founding 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. By bringing our readers the most relevant and interesting trade news, over the last 20 years we have cemented our place as the leading and most respected publishing group within the international animation community.

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 diversity and global reach of this business and our goal is to bring a widespread and diverse group of enthusiasts together. We strive each day to provide a comprehensive assembly of the best animation resources that exist today, in an interactive, entertaining and enjoyable environment.

## PUBLICATIONS, MAGAZINES, NEWSLETTERS, DIRECTORIES AND BOOKS

**AWN Expert Blogs** – AWN brings you Animation and VFX industry news and insight from those who know best... the experts.

**Animation World Magazine** – Since 1996, the first and only electronic publication dedicated to the art, craft and industry of the international animation community.

**VFXWorld Magazine** - The most comprehensive electronic publication devoted to the technology and creativity that drive the world of visual effects and computer animation.

**Animation Flash** – AWN's weekly e-mail newsletter keeps people up-to-date on the latest animation industry news from around the world.

**VFXNewswire** – VFXWorld's weekly HTML e-mail newsletter that delivers article abstracts, news headlines, event and job listings, to more than 40,000 professionals and enthusiasts.

**AWN Spotlight** – AWN's weekly e-mail newsletter that delivers news headlines, event and job listings, plus site and Affiliate news to more than 50,000 professionals and enthusiasts.

**Career Connections** – AWN's recruiting section offers job postings, plus a sophisticated resume database where professionals maintain their resumes and recruiters can search through numerous categories.

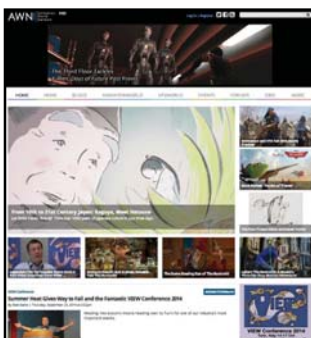
**Calendar of Events** – AWN's comprehensive guide to festivals, screenings, trade shows and other related events from around the world.

**Gene Deitch's "How To Succeed In Animation (Don't let a little thing like failure stop you!)"** – The Oscar-winning director of *Munro* and creator of *Tom Terrific's* book, published exclusively on AWN, offers insight, instruction and inspiration for animators of all ages.

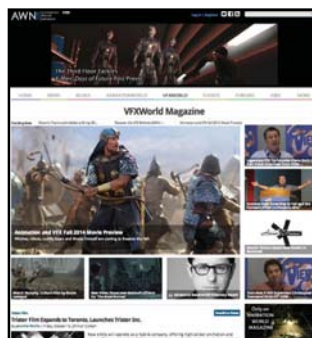
**AWN's Animation Industry Database** – The AIDB is the definitive guide to more than 9,000 animation, visual effects and related companies, available free of charge.

**AWN Forums** – AWN's forums allow animation and visual effects professionals an opportunity to connect with other artists on a variety of topics whether they need help with a current project or want feedback on their latest work.

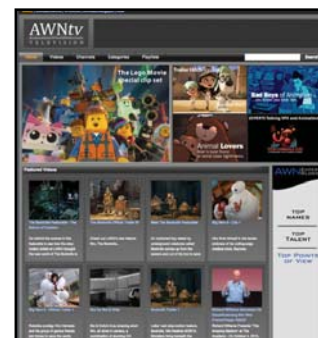
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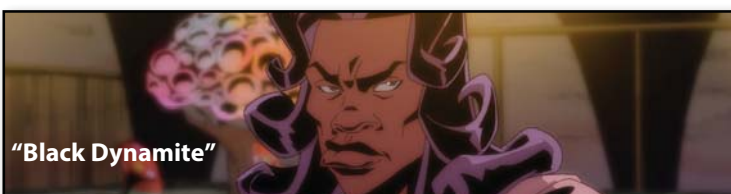
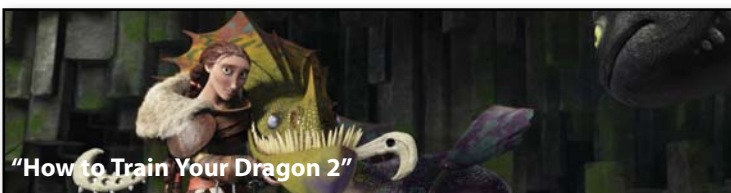
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# AnimationWorldMagazine



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

**News, features, executive surveys, interviews, production diaries, tributes and tutorials**

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 on feature film and television show production houses, effects specialists, technology leaders, game developers and Web animation companies.

**The latest events, films, software, books and DVDs**

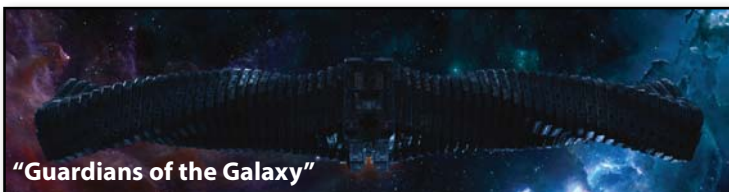
Comprehensive reviews on events like the Oscars, Annie Awards, Annecy, SIGGRAPH, MIPCOM, E3, Licensing and the VES Festival, features from Disney, DreamWorks, Pixar and Blue Sky, independent shorts from world renowned animators, new products from Autodesk, Pixar, ToonBoom, The Foundry and the latest releases in print, on video, DVD and CD-ROM.

**Regional profiles on international centers of animation**

Extensive coverage of the U.K., France, Canada, Japan, Central Europe, Asia and more.

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

# VFXWORLD m a g a z i n e



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 and interviews

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

#### Profiles in VFX, CG and Stereoscopic 3D

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

#### The latest films, TV shows, events, software, hardware, books and DVDs

Comprehensive analysis of the Oscars, SIGGRAPH, VES, FMX, GDC; the cutting edge features, series, shorts, commercials, music videos, IDs, videogames, books and DVDs; and the groundbreaking tools and techniques that are expanding the dimensions of CGI.

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

# AWNtv

AnimationWorldNetwork  
TELEVISION

## KEEPING YOUR WORLD ANIMATED

AWNtv is an innovative media portal bringing shorts, commercials, trailers and clips right to you. We have over 1,500 videos covering all types of animation and vfx, including interviews with top industry professionals, award winning animated shorts and new feature film trailers.

### **Animated short, films, commercials and shows from all over the world**

A variety of animation at your fingertips. From artistic and award-winning shorts, to fun music videos and commercials, we have a large variety of all things animated.

### **Professional spotlight**

Who knows about animation and VFX more than the experts? We bring you the latest interviews and information from those who know the industry first hand. See what they have to say as we take you directly to exciting events, festivals and panels. With industry heavyweights like Ken Ralston, John Bruno, Volker Engel, and Dave Sproston you will be entertained and learn a lot as well.

### **New must-watch trailers**

Check out the newest trailers for upcoming films. See what types of VFX and animated excitement is in store before films hit the theatres.

### **Behind the scenes footage**

Uncover some of the mystery behind movie making. Explore behind the scenes footage and take a look at how visual effects make the imagined a reality in some of this year's biggest blockbusters.

**For information on getting your own work on AWNtv contact:**  
[editor@awn.com](mailto:editor@awn.com)

*The Boxtrolls* Featurette



Richard Williams on *Who Framed Roger Rabbit*



*Inside Out* - Teaser Trailer



Professional Spotlight:  
Greg Estes at SIGGRAPH  
ASIA 2013



Big Hero 6 -  
Official Trailer



# AWN EXPERT BLOGS



"FADE IN: on Screenwriting"  
Jeffrey Scott



"Ambling Around"  
Sharon Katz



"The Miscweant"  
Joe Stroke



"Elemental Alchemy"  
Joseph Gilland



"Creative Transformation"  
Robin King

**Want to learn more about what is going on in the worlds of animation and visual effects? Check out what those directly involved have to say!**

AWN Expert Blogs is an assembly of worldwide experts in key aspects of the animation and visual effects industries. Qualified, and vetted Industry Experts in all areas of animation bring in-depth insight and perspective to you.

These experts bring you factual accounts, news pieces, opinion pieces, and their thoughts on recent events and topics in animation and VFX news. You can also learn about recent projects our experts have been working on as well as "how-tos" to get you involved and knowledgeable about the production pipeline, and creative and technical processes.

# DEMOGRAPHICS

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## AWN HAS

OVER **100,000** UNIQUE READERS SUBSCRIBED TO OUR WEEKLY E-MAIL NEWSLETTER

OVER **200,000** UNIQUE READERS VISIT EACH MONTH

OVER **15,000** UNIQUE READERS EACH DAY

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## WHO VISITS AWN, VFXWORLD, AWNtv?

**40%** OF AWN'S READER BASE IS OUTSIDE THE U.S.

AWN WELCOMES VISITORS FROM OVER **100 COUNTRIES**

TO DATE, READERS FROM **151 COUNTRIES** HAVE VISITED AWN

**72%** OF AWN READERS ARE DIRECTLY INVOLVED IN PRODUCING ANIMATION, VFX OR GAMES



## WEBSITE ADVERTISING OPPORTUNITIES ON AWN

**AWN offers advertisers a wide variety of targeted advertising and promotional opportunities throughout Websites and newsletter properties.**

### 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 banners, boxes, super banners, interstitials and custom-sized online graphic advertisements. These high-profile ads can run across all our sites or be fixed within given sections of any one site, including the Home Pages.

Banner and vertical banner ads on the entire **Animation World Network** site are sold on a cost-per-thousand impression (CPM) basis, ranging from \$5-\$15 cpm depending upon ad size and campaign length, with discounts available for 3, 6 and 12-month campaigns.

### Website Advertising Specs

 **Billboard**  
930 x 250 pixels

 **Super Banner**  
728 x 90 pixels

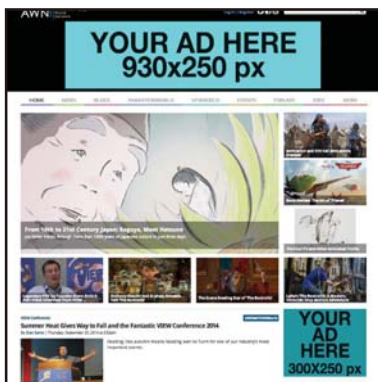
 **Interstitial**  
550 x 330 pixels

 **Medium Rectangle**  
300 x 250 pixels

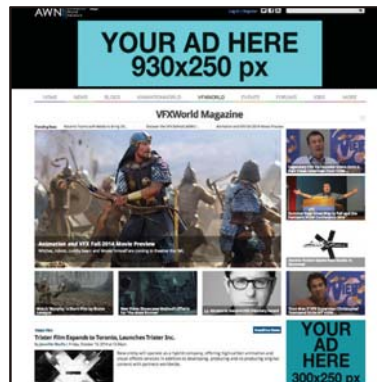
 **Rectangle**  
300 x 600 pixels

 **Skyscraper**  
160 x 600 pixels

 **Banner**  
565x70 pixels



AWN.com



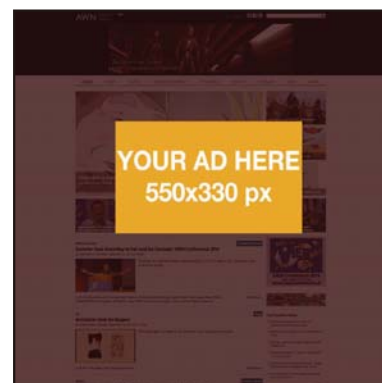
VFXWorld.com



ANIMATIONWorld Magazine



AWNtv.com



AWN.com / VFXWorld.com

## E-MAIL ADVERTISING OPPORTUNITIES ON AWN

**AWN sends out a variety of weekly newsletters as well as industry event specific newsletters throughout the year. These are a great opportunity to get your advertisements directly into the inbox of our readers.**

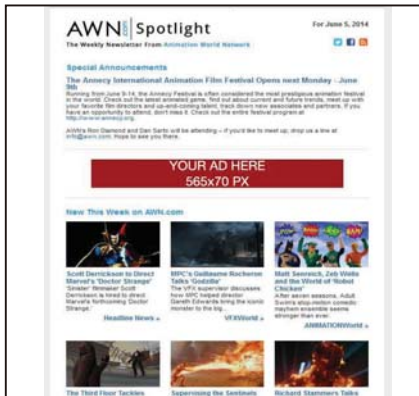
### E-mail Newsletter Ads

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

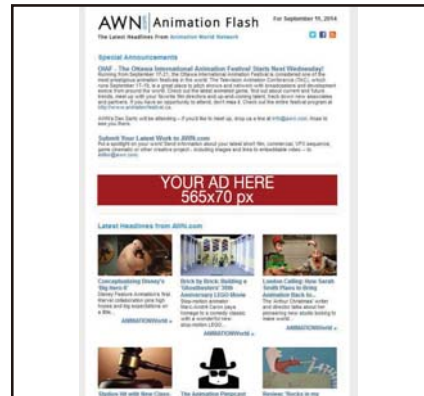
### E-mail Advertising Specs

Sample of online and e-mail advertisement placement and relative size to web pages.

**Banner**  
565 x 70 pixels



AWN Spotlight



Animation Flash

## Online Advertising Specs

<b>Creative Name</b>	<b>Ad Size/ Max File Size</b>	<b>File Formats Accepted</b>
Billboard	930 x 250; 85KB	.GIF, .JPG, .SWF
Super Banner	728 x 90; 50KB	.GIF, .JPG, .SWF
Interstitial	550 x 330; 85KB	.GIF, .JPG, .SWF
Med. Rectangle	300 x 250; 50KB	.GIF, .JPG, .SWF
Rectangle	300 x 600; 80KB	.GIF, .JPG, .SWF
Skyscraper	160 x 600; 50KB	.GIF, .JPG, .SWF
Banner	565 x 70; 35KB	.GIF, .JPG, .SWF

**GIF, JPEG, PNG, or Flash 10\*** or lower as well as most 3rd party iframe/javascript creative tags accepted

**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 clicktag variable rather than a hard coded click-thru command so that performance can be tracked properly.

Please use the following case-sensitive code:

```
on (release) {  
  getURL(clickTAG,"_blank");  
}
```

AWN can handle most third party iframe/javascript creative tags, but must have at least five business days prior to campaign start in order to test all creatives. Please email all creatives to dan@awn.com.



**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:

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**VFXWORLD**

[www.vfxworld.com](http://www.vfxworld.com)

**ANIMATION INDUSTRY DATABASE**

[www.aidb.com](http://www.aidb.com)

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