

Media Kit 2024-2025

Visual Effects Society



Featuring

VFX Voice magazine



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VES Award for Creative Excellence recipient William Shatner with actor Katee Sackhoff on the red carpet at the 22nd 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 over 5,000 members in 48 countries.
- 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 in its 23rd year 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 160,000+ 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

5,000+

entertainment decision-makers.

VFXVoice.com delivers

25,000+
average pageviews
per month.

VES' Facebook and X 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 5,000+ 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 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 of 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 at 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 of Stargate Studios

VFX Voice allows us to effectively reach a global audience of VFX professionals and help them solve their challenges with managing digital assets for virtual production, animation and other immersive, 3D or VFX projects. We truly value our partnership with VFX Voice.

-Jonathan Atkinson, Marketing Program Manager at Perforce Software

For more information contact advertising@vfxvoice.com

VFX Voice Editorial Calendar 2024-25

<p>October/Fall 2024 Ad Close: August 9, 2024 Art Due: August 16, 2024</p>	<p>January/Winter 2025 Ad Close: November 8, 2024 Art Due: November 15, 2024</p>	<p>April/Spring 2025 Ad Close: February 14, 2025 Art Due: February 21, 2025</p>	<p>June/Summer 2025 Ad Close: April 11, 2025 Art Due: April 18, 2025</p>	<p>October/Fall 2025 Ad Close: August 9, 2025 Art Due: August 16, 2025</p>
<p><u>Key Features*</u></p> <ul style="list-style-type: none"> • New VFX & Animation Tech: New Tools Update • Top Fall VFX Films & TV Shows • Unsung Heroes • Realistic Facial Animation • Hybrid Animation Techniques • Augmented and Virtual Reality Update • VFX/SFX Profiles 	<p><u>Key Features*</u></p> <ul style="list-style-type: none"> • VFX Oscar Preview • Top Winter VFX Films & TV Shows • Unsung Heroes • The Rise of Virtual Sets • Decoding the Animation Boom • VFX/SFX Profiles 	<p><u>Key Features*</u></p> <ul style="list-style-type: none"> • Top Spring VFX Films & TV Shows • The VES Awards Recap and TV Shows • Unsung Heroes • Young Creators • How Did They Get That Shot? • VFX/SFX Profiles 	<p><u>Key Features*</u></p> <ul style="list-style-type: none"> • VFX Emmy Preview • Top Summer VFX Films & TV Shows • AI Driven Animation • The Rise of VR Experiences in Theme Parks & Entertainment Centers • VFX/SFX Profiles 	<p><u>Key Features*</u></p> <ul style="list-style-type: none"> • Top Fall VFX Films & TV Shows • The Future of Holographic Displays • Immersive Storytelling in Video Games • Remote Collaboration Tools in VFX • 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:

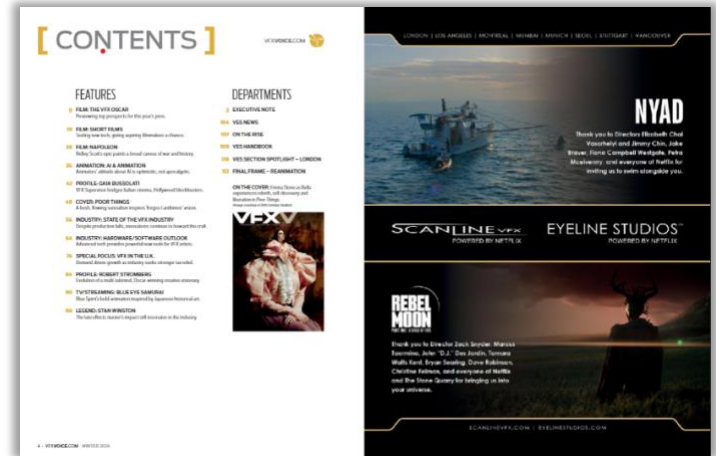
- High-resolution PDF (300 dpi, CMYK), saved in X1:A format.
- PDFs are strongly encouraged.
- High-resolution (300dpi, CMYK) TIFF, EPS or JPG file.

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.
- 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 AMD's mission to create technology that allows for greater creativity - making them ideal partners."

-James Knight, Global Director of Media & Entertainment/Visual Effects at AMD

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.

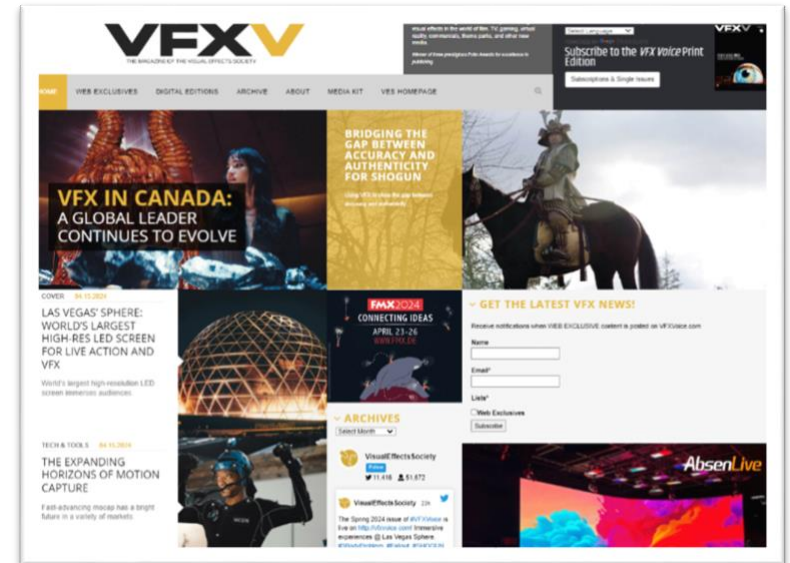
All three ad sizes are featured on the homepage and will be served in rotation throughout the website.

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.

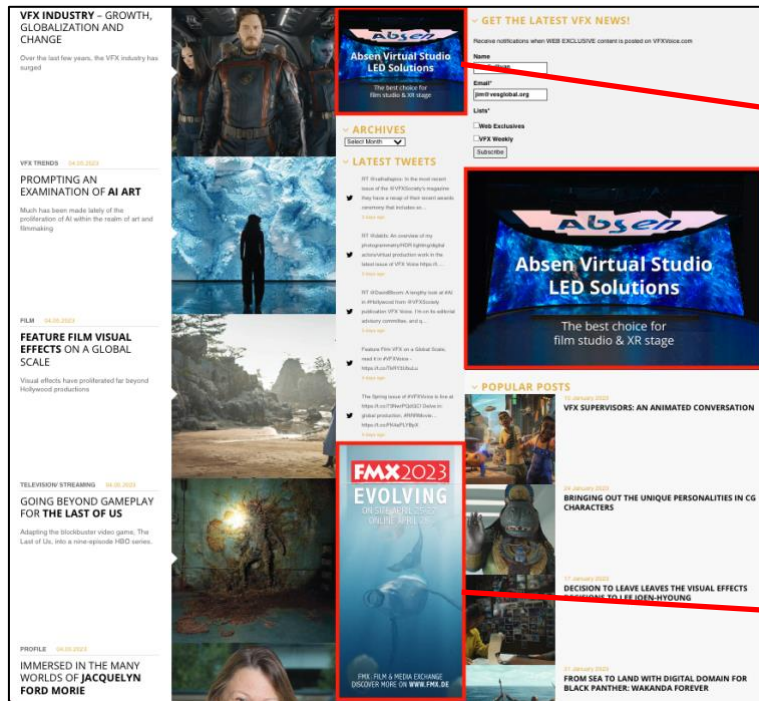
Cancellation Policy

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

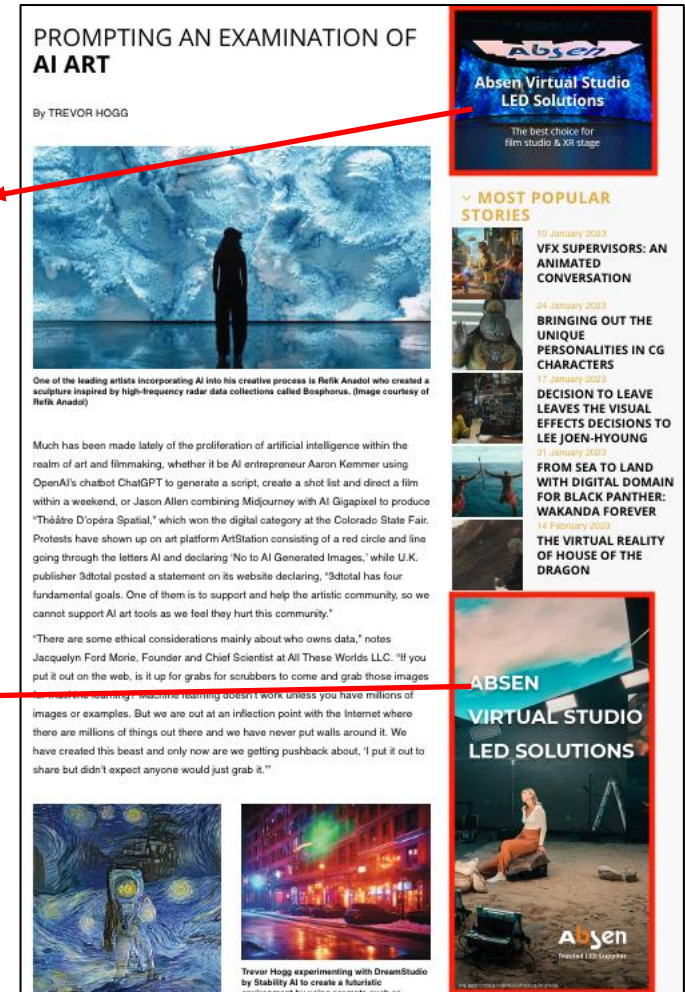


300 x 250
(Premium Cube)

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 visual effects and entertainment professionals directly via a dedicated E-Blast featuring your message to VES subscribers in 48 countries.

Dedicated E-Blast Rates

ALL E-BLASTS TO GO THROUGH VES MAIN OFFICE

Please contact us directly at: eblast@vesglobal.org

\$3,500 per E-Blast.

\$5,500 per Digital Screener.

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 an embedded 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), 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:

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

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E-Blast Samples

VES
Visual Effects Society

January 8, 2024

Sponsored Announcement

VES Members are Invited to Screenings of Columbia Pictures’ SPIDER-MAN: ACROSS THE SPIDER-VERSE

FOR YOUR VISUAL EFFECTS SOCIETY AWARDS CONSIDERATION
**OUTSTANDING VISUAL EFFECTS
IN AN ANIMATED FEATURE**

**“The fluidity and sheer panache of
THE VISUALS in virtually every frame of
the movie is MIND BLOWING.”**

Rolling Stone

SPIDER-MAN
ACROSS THE SPIDER-VERSE

[VIEW SCREENINGS](#)

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Click here to RSVP for screenings of Columbia Pictures’
SPIDER-MAN: ACROSS THE SPIDER-VERSE

VES
Visual Effects Society

May 9, 2023

Sponsored Announcement

RTC RealTime
Economics
Summit
MAY 15 & 16, 2023 | NEW YORK | 250 EXECUTIVES

Regular Price \$2,995 - VES Members pay \$995 only!

[Register Now!](#)

**What is the REAL Economic Impact
of Real-Time on Production?
It's time for a closer look!**

RealTime Economics Summit is not just another technology event.
It's an executives-only think tank.

Join Ryan Beagan, Barbara Ford Grant, Christina Lee-Storm, Rob Legato,
Chris Nichols, Paolo Tamburino, Ed Ulbrich, and Philipp Wolf - just to
name a few - to discuss budgeting strategies, near-term opportunities
and the economics of breaking the traditional VFX pipeline.

Dissect the costs of “Evolving the Animation Workflow with Real-Time
Tools” with Doug Cooper and Miles Perkins.

Discover how Generative AI is already changing the Economics of Film
Production with Jo Plaets (Metaphysic.ai) and strengthen your AI
strategy with Kevin Baillie, Tom Graham and Ed Ulbrich.

Measure the economic benefits of integrating Creative, ICVFX,
Motion Capture, Photogrammetry, and Volumetric Capture all in one
facility with Evan Clark, Jon Kreutzer and Barbara Marshall.

[Register now and benefit from the VES member
special price: \\$995 versus \\$2,995 \(regular price\)](#)

Adobe

 NVIDIA

VES

Z®

ABBAY™

Microsoft

METAPHYSIC

M.C.Digital

Realtime

DuckFX

Wagoodard

MAPPING

Divecloud

For more information contact advertising@vfxvoice.com

Social Media Postings on Facebook and X

Share your content and news with our online community of 162,000+ visual effects enthusiasts (as of April 2024) on VES Facebook and X:

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

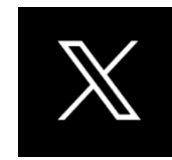
Social Media Rates

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

Payment is due in advance of postings.



facebook.com/VisualEffectsSociety



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.	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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For more information contact advertising@vfxvoice.com

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! [#VESAwards](#)



Sample – X Post



 **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



The advertisement image is split into two panels. The left panel shows a Z2 Mini G9 PC with the text "Powers large workflows Fits a tiny space." and "Z2 Mini G9". The right panel features a vibrant, colorful abstract background with a large white "Z" and the HP logo.

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 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

5805 Sepulveda Blvd., Suite 620, Sherman Oaks, CA 91411 USA 818-981-7861