

ANIMATIONTM MAGAZINE

Media Guide & Planner

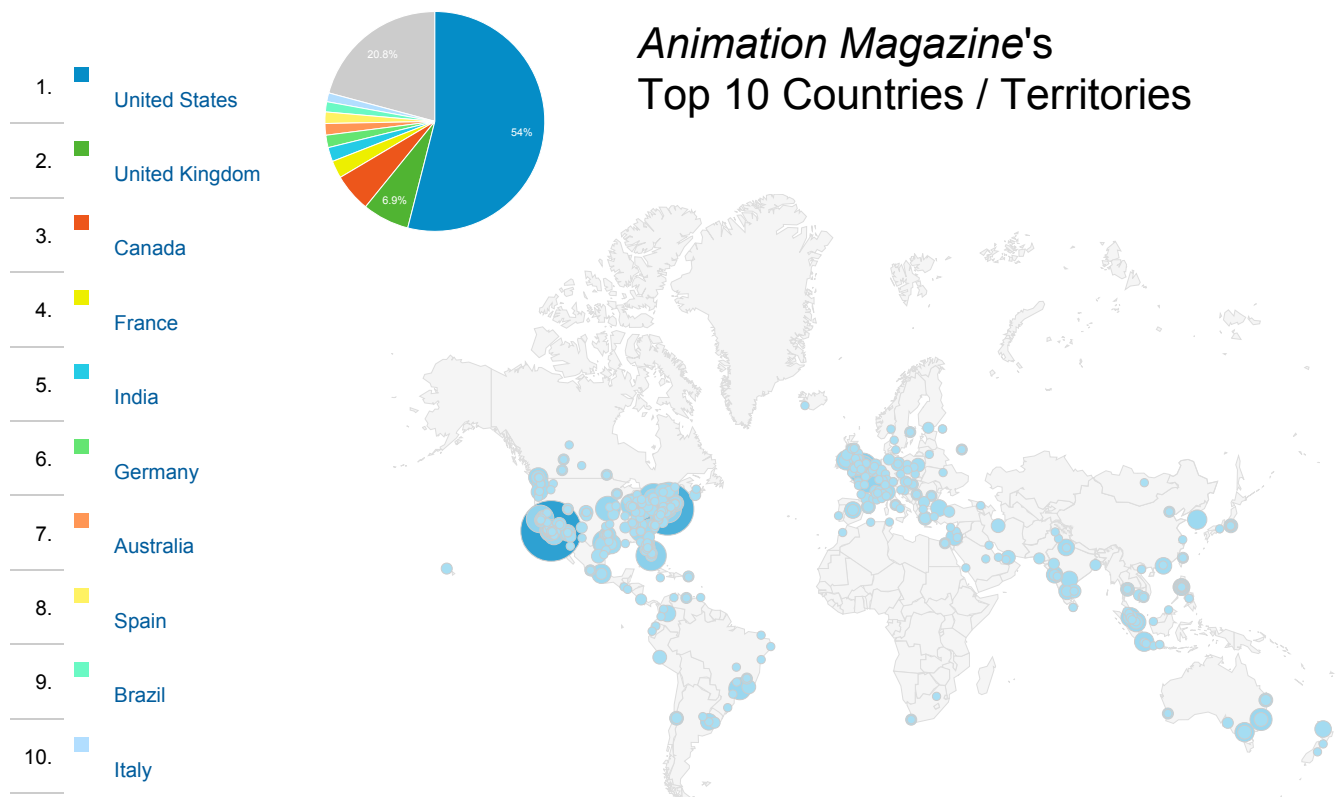


No one knows the business, technology or art of animation better than we do.

Our publication and its diverse staff have been the voice of the animation industry since 1987. Professionals and up-and-comers alike have looked to *Animation Magazine* for advice, inspiration and the inside take on how to get ahead in this highly competitive branch of the entertainment industry.

Today readers from more than 140 countries look forward to receiving their monthly edition which is available in both print and digital format so they can make informed decisions on everything from hardware and software purchases to new television series and features available for distribution.

All year long we do our best to stay in touch with the global animated community and to give our readers the scoop on all the latest trends, technology and talented artists behind the scenes. Let our experienced sales team help you determine new ways we can work together to build your business and realize your vision.



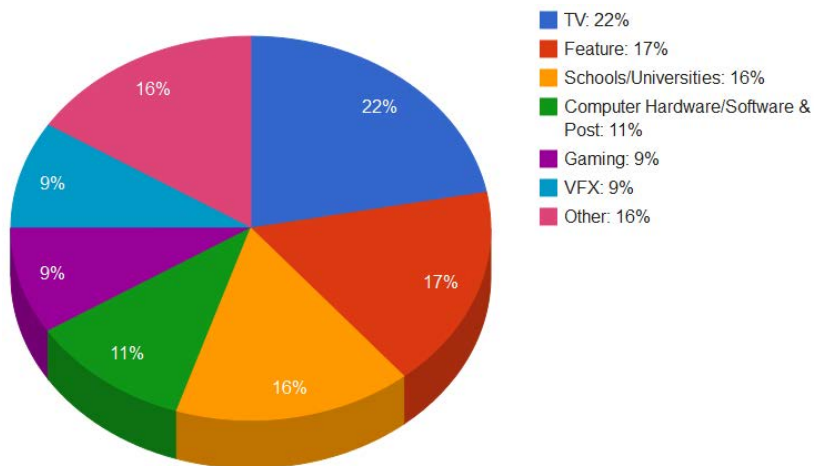
Advertising with *Animation Magazine* Means Opportunity!

If you run an animation studio, produce films or games, need to sell a television show, distribute a DVD, announce the launch of a new tech tool or collectible toy, promote your school or tell the world about your latest achievement in visual effects, you'll be glad to know that ...

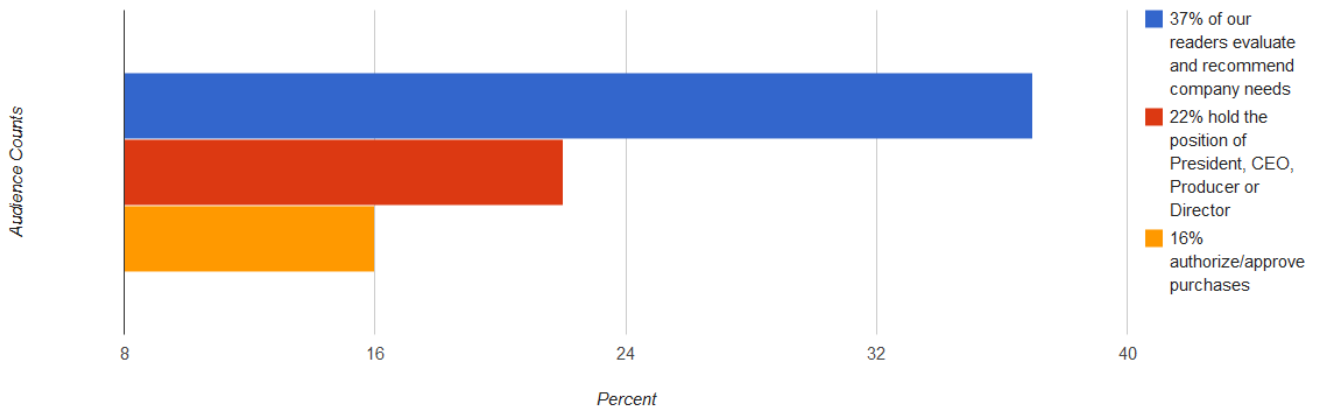
- Producers • Directors • Animators • Studio Executives • Development Heads • Television Buyers • Agents • Merchandising Reps • Book Publishers • Storyboard Artists • VFX Supervisors
- Hardware & Software Companies • Writers • Investment Firms • Academy Members • Game Publishers & More... all read ***Animation Magazine***

Marketing dollars budgeted toward advertisement in Animation Magazine translate into a target readership comprised of industry decision-makers and professional creatives.

Distribution breakdown:



Audience counts:



It's All About Advertising!

$$20,824 \times 4.3^* = 89,543$$

Subscribers x Readers Per Copy = Total readers per issue
Newsstands and Tradeshows (Based on a monthly average)

What does this mean for our advertisers?

It only costs **5¢ per person** to reach **89,543 professionals**
in the animation industry.*

Animation Magazine's informative and timely e-newsletter is sent to **20,000 subscribers on a daily basis**. In addition, Animag's website attracts over **150,000 unique visitors** each month and the magazine's social media presence on Facebook and Twitter continues to generate tremendous support and followers from all over the world.



180,000+ Fans



48,500+ Followers



25,000+ Subscribers

Animation Magazine

New Likes	People Engaged	Weekly Total Reach
13,281	2,448,540 +14,947.6%	22,595,143 +19,779.9%



While other publications attempt to cover certain areas of our industry, *Animation Magazine* is the only trade publication solely dedicated to the business of animation. We suggest you shop and compare our reasonable prices to magazines that only reach a portion of our demographics.

*Numbers are based on an in-house survey conducted in 2011.

Website

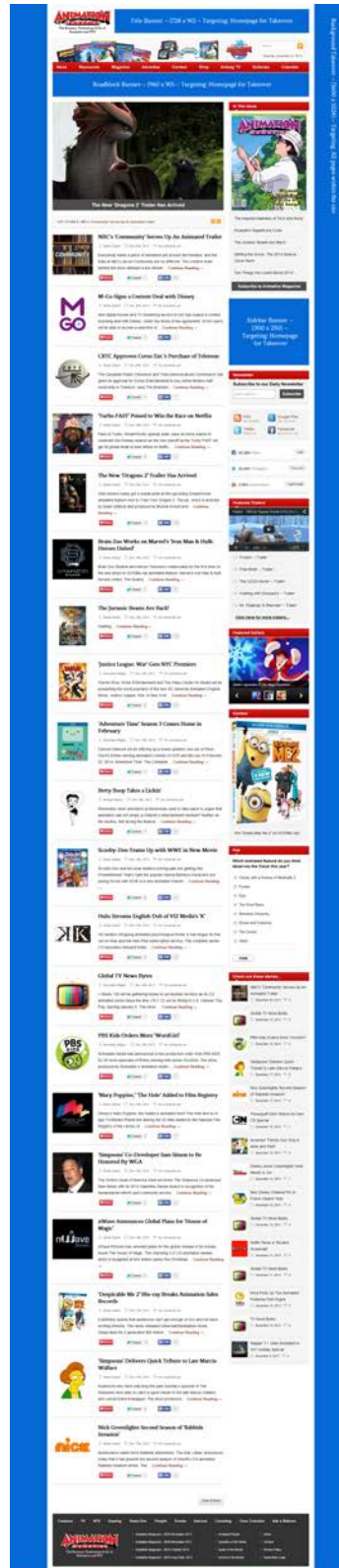
One of the most popular components of Animation Magazine is its informative, entertaining online destination: animationmagazine.net.

EDITORIAL FEATURES:

- Daily e-mail newsletter to more than 20,000 readers worldwide
- Breaking news in all areas of animation
- Animator profiles, exclusive interviews, in-depth reports
- Job Board
- School Guide
- Movie Guide
- Animag TV
- Galleries
- Events Calendar

MARKETING OPPORTUNITIES:

- Homepage Popup (700x500)
- Homepage Takeover
- Background Takeover (1600x1024)
- A wide variety of Banner Ads - Standard and Rich Media (728x90, 960x90, 300x250, 300x600, 640x90)
- Newsletter Takeover (800x80, 575x80, 130x100)
- Online Market Showcase
- Print & Online Deals for television markets and tradeshow



Unique Marketing Opportunities

Animation Magazine offers a wide range of cost-effective, high-impact opportunities that will get your message to the right audience—whether the audience is a buyer looking to upgrade to a new software release or, in the case of our Academy Campaign, a studio seeking to connect with Academy members voting for Best Animated Feature, Visual Effects or Animated Short.

Trade Show Package Deals: Savings Where You Need it the Most

We know how expensive it is to participate in a major trade show. Keeping costs down is vital and *Animation Magazine* can help. Just call our sales staff to find out about Package Deals for advertising that combine frequency savings in print and online for trade shows in similar markets. For example, if you're a television producer, check out our package rates for MIPTV, MIP Junior, MIPCOM and NATPE.. Or, if you're a hardware or software developer, you'll have a very animated response to our package deal savings for NAB and SIGGRAPH.

We are proud to be one of the few publications distributed at exclusive European gatherings such as Cartoon Forum, Cartoon Movie and the Cartoon Master panel series, as well as RAI Trade's Cartoons on the Bay event in Positano, Italy.

Producer's Reels:

On Your Way to the Big Time? Why Not Cut Costs Along the Way? New to the industry? We've created a special cost-saving opportunity just for you. Our Producers' Reels Packages are especially designed for first-time or new-to-the-industry advertisers and are priced accordingly. Producer's Reels are available in 1/4 page and 1/2 page sizes and allow space for images, marketing copy, contact info and your logo—all at half the cost of our usual page-rates.

Annual Trade Show Calendar:

Sponsor a Month—Gain a Year's Worth of Momentum! *Animation Magazine's* popular Trade Show Calendar is pretty self explanatory: you can sponsor a month and show off your show, game, toy or visual effects project in any dynamic way. Our only criteria? Make it fun! Our much-requested Trade Show Calendar is delivered free of charge to our subscribers and is distributed at first-quarter shows and fests. (Please Note: We sell Calendar Sponsorships throughout the year on a first-come, first-served basis.)

Annual Pitch Party Contest:

Your Ticket In! Got a show to pitch but need a foot in the door to do it? Let our magazine open the doors of Hollywood development offices for you by participating in our Annual Pitch Party contest. This unique advertising opportunity opens the pages of *Animation* to artists. The concept is simple and has a proven track record. Pay just \$375 U.S. and you get space to run an image from your show, a 50-word pitch and your contact info in the shape of a 1/6-page advertisement. Pitch Party participants are evaluated by a panel of industry pros with the power to pick up your show. The Pitch Party winner earns the chance to pitch to the judge of his or her choice. Best of all, our Pitch Party issue goes to the San Diego Comic-Con and garners a ton of interest for all the participants as well as runners-up, Reader's Choice Picks and Staff Favorites.

Note: Pitch Party Sponsorships are available. Voting for Reader's Choice Picks is completed online.

Market Guides:

Animation Magazine's Guide to Animation is informative and a convenient way to give attendees a quick buyers' overview. Full of listings, helpful editorial on trends and advertising, each Guide is a must-have freebie for attendees and a must-advertise opportunity for exhibitors.

Market Guides:

Full page ad buys in accompanying newsstand issue.

Free Listings: For any exhibitors or attendee.

Upgraded Listings: For a small fee, include detailed info about your content or product.

Cover Buys: The Cover, Inside Front Cover, Inside Back Cover and Back Cover are all available for advertiser purchase.

Annual School Guide:

Do you have the most innovative animation training program on the planet? Well! It's time to tell students all about it, inside the pages of our beautiful and informative Annual School Guide. Bound into the pages of Animation Magazine's February Issue and overrun for distribution to schools and school-related events, this is a must-have for would-be pros and the hardware and software buyers of the future.

Academy "For Your Consideration" Marketing:

In honor of our "Oscar Watch" editorial campaign, we increase our distribution and deliver our publication to a refined list of Academy members. Included in these Academy issues is our four-part report written by our team of experts. These guides for Academy voters explain artistic and technical breakthroughs inherent in the works of Oscar hopefuls to Academy members who may not be familiar with the ins and outs of animation production.

(Please Note: Each Academy season Animation Magazine offers premium "For Your Consideration" deals that insure preferred placement. Call your sales representative to find out about savings on our Academy packages.)

Inserts, Overruns, & Custom Publishing:

Have your own brochure or marketing piece that you'd like to place in Animation Magazine? We can "tip" your brochure into a full-month's run of our publication. Don't forget, if you have a CD or other product you need to put directly into the hands of our readers, we can insert it in a polybag and deliver it directly to our subscribers and newsstand buyers. Or, if you'd like to reproduce a feature story we've written about your company, we have great deals on overruns.

Professionally printed and reasonably priced, our overruns make fantastic additions to your media kit. Finally, if you want to create your own marketing piece and save money in the process, consider us.

The World Animation & VFX Summit:

Shape the future of global animation and VFX with top like-minded leaders in our Industry. Connect with studio executives, producers, agents, distributors and talent, face to face in a warm and intimate club environment. Meet the technology companies which will introduce the latest software and hardware to cut costs and streamline the international co-production process. Hear from studio professionals how they make the blockbusters that set the bar for international distribution. Share your IP or company's expertise with industry pros from Los Angeles and around the world. Profit from starting valuable conversations with people who can contribute to your business plans. This targeted and intimate gathering on the beautiful sunny coast of Southern California will define and facilitate the films and TV shows that will grace our covers and pages in the years to come.

2017 Publication Calendar



2017 Publication Calendar

Issue #	Month	Ad Art Date	Street Date	Features	Bonus Distribution
266	January 2017	Nov. 23	Dec. 7	Disney's Moana, Oscars VFX spotlight, Fantastic Beasts and Where to Find Them VFX, 2017 anniversaries, Toon Timeline, World Animation and VFX Summit wrap up.	Anniversary Issue Special Oscar Mailing List
267	February	Dec. 21	Dec. 30	Illumination's Sing, Star Wars: Rogue One VFX, Annie Awards nominations, Trade Show Calendar, Golden Globes nominees, Oscars VFX Short List, Oscars Animated Short Films Short List, Best Tech of 2016.	2017 Calendar Special Oscar Mailing List Annie Awards 2/4
268	March	Jan. 23	Feb. 8	The LEGO Batman Movie, Monster Trucks, Oscars Nominations, VES Awards Nominations, Anni Awards preview, International Education and Career Guide, Oscars Sci-Tech Awards, Cartoon Movie preview.	Long Beach Comic Expo 2/18-19 Cartoon Games & Apps 3/8 Cartoon Movie, Bordeaux 3/8-10 International Educational & Career Guide Special Oscar Mailing List
269	April	Mar. 9	Mar. 22	DreamWorks Animation's Boss Baby, Sony's Smurfs: The Lost Village, Wolverine 3 VFX, Kong: Skull Island VFX, Oscars winners, Anni Awards Winners, VES Awards Winners, Wonder Con preview, MIP TV preview, Cartoons on the Bay preview, FMX preview, Stuttgart Festival preview.	WonderCon 3/31 - 4/2 MIPTV 4/3-6, Cartoons on the Bay 4/7-9 FMX 5/2 - 5 Stuttgart Festival 5/2 - 7
270	May	Apr. 19	Apr. 28	Spark (Open Road Films), The Nut Job 2 (Open Road), Beauty and the Beast VFX, Power Rangers VFX, Ghost in the Shell VFX, Guardians of the Galaxy Vol. 2 VFX	Cannes 5/11-22 Licensing Expo 5/23-25 World Animation Celebration TBD
271	June/July	May 22	June 1	DreamWorks' Captain Underpants, Pixar's Cars 3, Pirates of the Caribbean: Dead Men Tell No Tales VFX, Animation Magazine's 30th Anniversary Issue	Anney 6/12-17 E3 6/13-15 Animation Magazine's 30th Anniversary Issue
272	August/September	June 29	July 14	Illumination's Despicable Me 3, Blazing Samurai (Open Road), Emojimovie (Sony), Wonder Woman VFX, The Mummy VFX, Transformers: The Last Knight VFX, Spider-Man: Homecoming VFX, War of the Planet of the Apes VFX	Comic-Con, San Diego 7/19-23 SIGGRAPH, Los Angeles 7/30-8/03 Long Beach Comic Con 9/2-3
273	October	Aug. 21	Sep. 1	LEGO Ninjago Movie (WB), The Dark Tower VFX, Alien Covenant VFX	Cartoon Forum 9/12-15 Ottawa 9/20-24 MIPJR 10/14-15 El Festival, Cuernavaca, Mexico 9/5-10
274	November	Sep. 25	Oct. 6	My Little Pony: The Movie, Blade Runner 2049 VFX	MIPCOM 10/16-10/19 Brand Licensing 10/10-12 CTN 11/17-19
275	December	Oct. 16	Oct. 26	Pixar's Coco, The Star movie, Oscars feature and shorts preview	World Animation & VFX Summit 10/29-31 AFM November 11/1-8 Special Oscar Mailing List

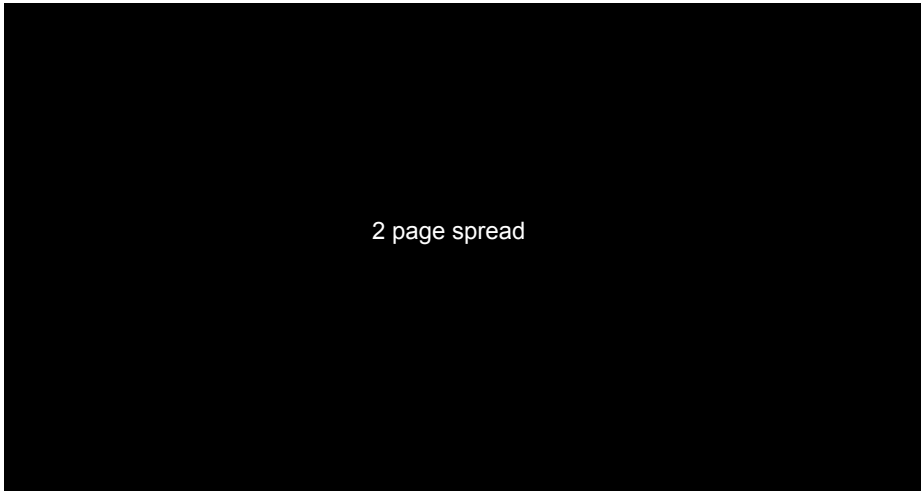
Submissions for editorial consideration must be made at least 6 weeks in advance of publication date.

Publication Calendar will be updated for future issues as dates for Trade Shows become available.

*** 8 500 add'l copies Bonus Distribution**

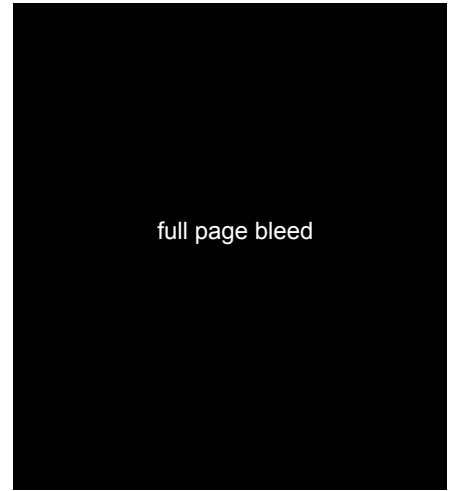
Ad Specs

File specs can be found here: <http://www.animationmagazine.net/advertising-info/material-submission-requirements/>



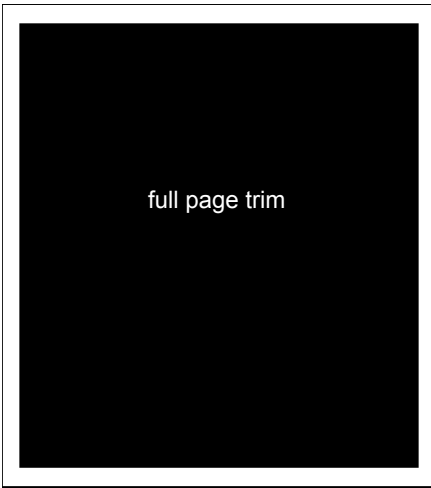
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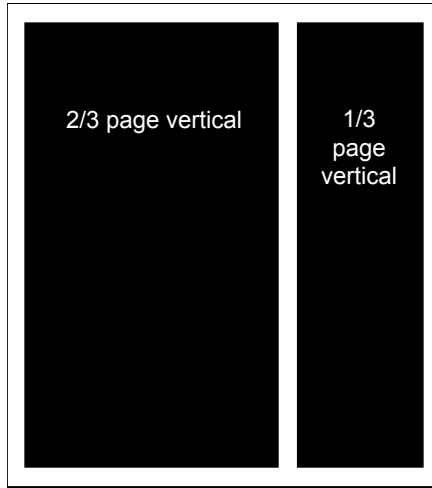
full page bleed

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full page trim

7-1/2" wide x 10" high

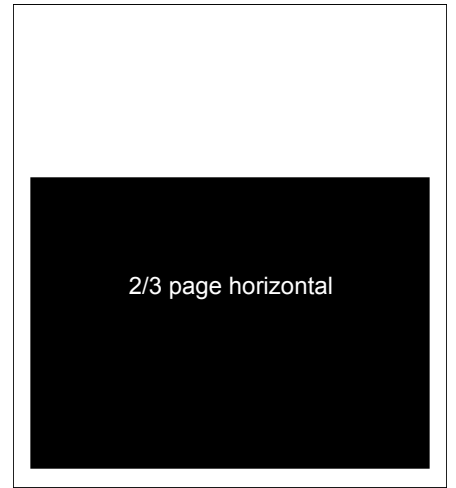


2/3 page vertical

1/3
page
vertical

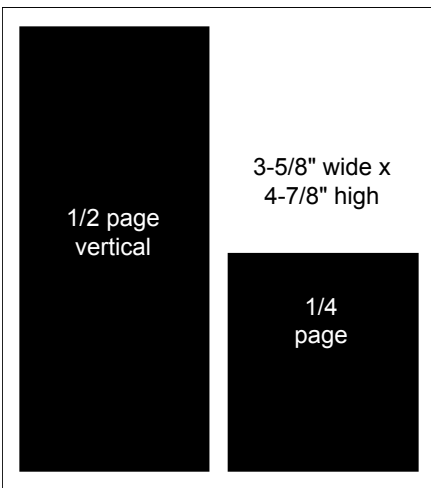
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10" high

2-1/4" wide x
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2/3 page horizontal

7-1/2" wide x 6-1/2" high

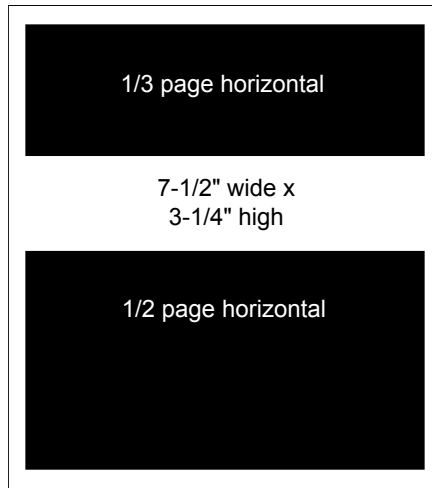


1/2 page
vertical

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4-7/8" high

1/4
page

4-3/4" wide x
10" high

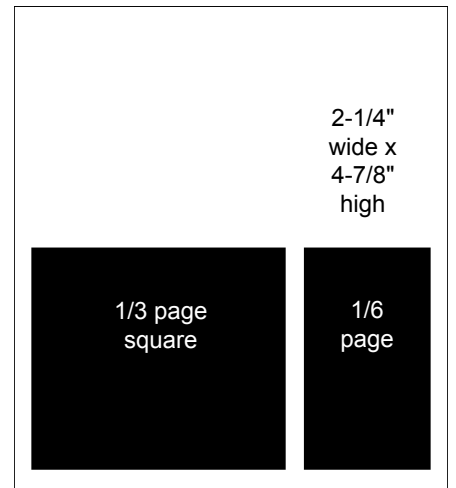


1/3 page horizontal

7-1/2" wide x
3-1/4" high

1/2 page horizontal

7-1/2" wide x
4-7/8" high



1/3 page
square

2-1/4"
wide x
4-7/8"
high

1/6
page

4-3/4" wide x
4-7/8" high