



G N O M O N

CG Channel Media Kit

Spring 2019

What is CG Channel?

CG Channel is an online destination for entertainment artists, covering markets including **visual effects, animation, game development** and **illustration**.

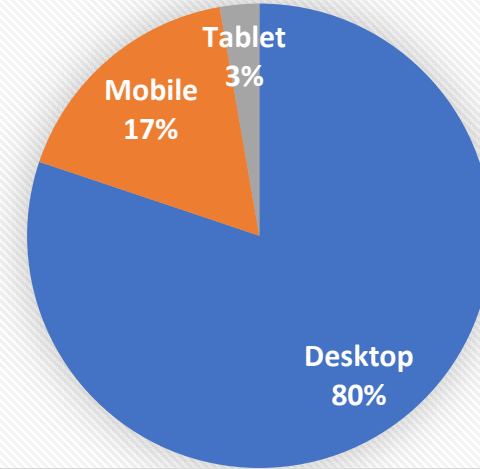
Our mission is to inform, inspire and empower our readers. For nearly two decades, CG Channel has served the entertainment production industry with **news, features** and **community services**.

Focus on education and training – CG Channel is part of the Gnomon group of companies, which is focused on inspiring and empowering entertainment production artists.

Average Users

- Avg. Monthly Active Users: 102,000
- Avg. Monthly Page Views: 273,000
- Avg. Pages per Session: 1.54
- Avg. Session Duration: 1:19

Device Breakdown



Audience

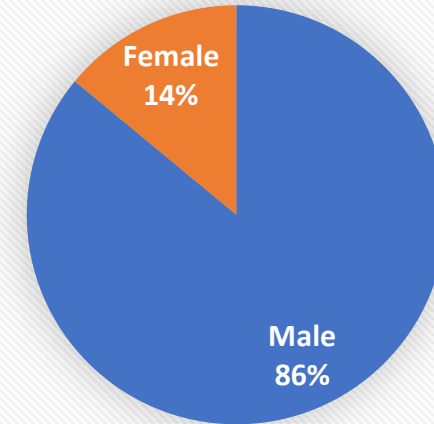
Demo

- 86% Male, 14% Female
- 57% males between the ages of 25-44

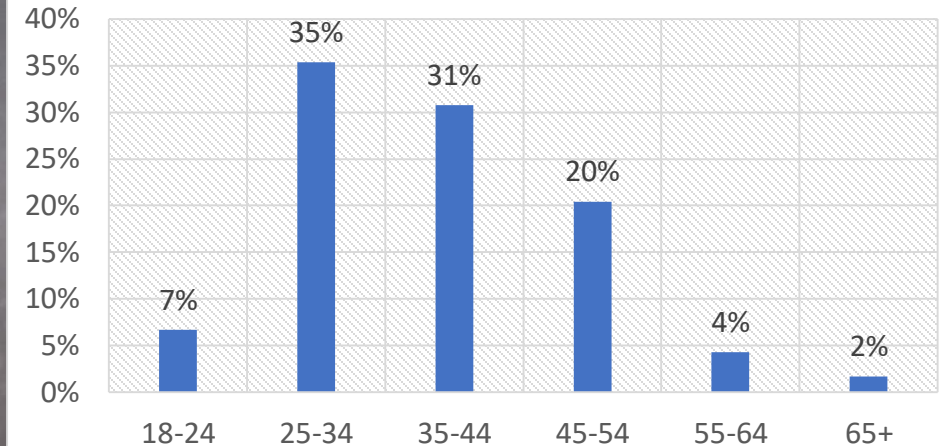
Geo

- 22% of all Users located in the United States
 - Followed by India (6%), United Kingdom (5%), Germany (4%), and Canada (4%)

Audience Gender Breakdown



Audience Age Breakdown



Ad Units

The screenshot shows the CG Channel website homepage. At the top, there is a navigation bar with the logo 'cg channel.com' and the tagline 'Community for Entertainment Artists'. Below this is a search bar and a menu with categories like News, Features, Training, Eye Candy, Free Resources, Workshops, and Connect. A prominent banner for 'GNOMON'S FOUNDATION ART & DESIGN' is visible, along with a 'SIGN UP FOR THE NEWSLETTER' button. Below the banner, there is a large featured article titled 'Review: Nvidia Titan RTX' with a sub-headline 'Nvidia's new Turing GPU offers the power of a workstation card at a lower price.' To the right of this article are smaller featured articles, including 'Check out the new features in ZBrush 2019' and 'Review: AMD Radeon Pro WX 8200'. A 'NEWS' section follows, listing several articles with their respective dates and brief descriptions. At the bottom, there is a 'RECOMMENDED' section featuring a video titled 'CG TRAINING FROM THE GNOMON WORKSHOP' and another banner for 'NARRATIVE CHARACTER DESIGN'.

Leaderboard Banner – 728x90

A horizontal banner for 'GNOMON'S FOUNDATION ART & DESIGN'. The text is in a bold, white, sans-serif font on a dark background. On the right side, there is a small image of a person drawing on a whiteboard. A yellow button with the text 'START NOW' is positioned on the right side of the banner.

Standard Banner – 300x250

A vertical banner for 'NARRATIVE CHARACTER DESIGN'. The top part features the logo 'THE GNOMON WORKSHOP' and a row of character models, including an elderly man with a cane, a man in a green jacket, and a superhero in a blue suit. Below the models, the text 'NARRATIVE CHARACTER DESIGN' is written in large, bold, white letters, followed by 'CREATING HEROES WITH RYAN MEINERDING' in smaller text. At the bottom, there is a blue button with the text 'START 3 DAY FREE TRIAL'.

Packages

1 Month - \$500

- 100,000 guaranteed impressions

3 Months - \$2,000

- 300,000 guaranteed impressions
- 1 Sponsored Article

6 Months - \$4,500

- 750,000 guaranteed impressions
- 2 Sponsored Articles

Thank You!

For any additional information or to book your next campaign, please email sales@cgchannel.com