



channel.com

Media Kit

Oct - Dec 2025



The screenshot shows the homepage of CG Channel (channel.com). At the top, there is a navigation bar with links for NEWS, FEATURED, TRAINING, EYE CANDY, FREE RESOURCES, and ADVERTISE. The main content area features several news articles and advertisements. One article is titled 'CREATING A SCI-FI SEQUENCE USING HOUDINI SOLARIS' with a 'WATCH NOW' button. Another article is about 'SwitchLight 3.0' launching, featuring a video thumbnail of a person singing. A third article is about 'Boris FX adds AMD GPU acceleration to Sapphire with HIP'. A fourth article is about 'Houdini 21' with a 'FEATURE' button. A fifth article is about 'SideFX just released Houdini 21: check out its five key features'. An advertisement for 'The Gnomon Workshop' offers 'FREE RESOURCES'. Another advertisement for 'KitBash3D's \$245 Diesel kitbash asset kit for free' is also visible. The bottom of the page shows a partial view of an article about 'blender 2.8'.

Essential, Insightful, and Independent - a Hub for the CG Industry

For over two decades, CG Channel has connected a loyal, global community of CG professionals, creators, and enthusiasts. Our audience includes artists, technologists, studio executives, educators, and students from leading art and VFX schools – all passionate about digital creation. Together, they represent one of the most influential and informed audiences in computer graphics.

Over 80,000 professionals visit CG Channel monthly to stay at the forefront of digital art and technology. Join us in reaching this global network of creators, innovators, and decision-makers shaping the CG industry.

Contact us to reach this targeted readership:

Finnie Lu, Business Development Manager

finnie@cgchannel.com

CG Channel Site Statistics

180K+

Monthly pageviews

80K+

Monthly active users

2.3M

Annual pageviews

1M

Annual active users



52%

Organic search



35%

Direct



6%

Organic social

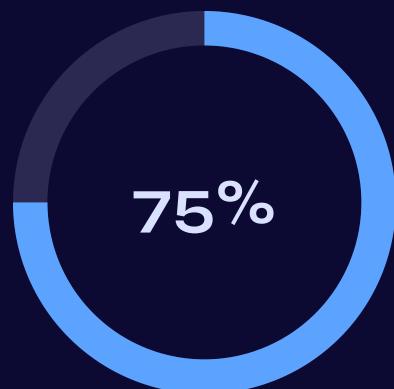
Audience Demographics

Geography

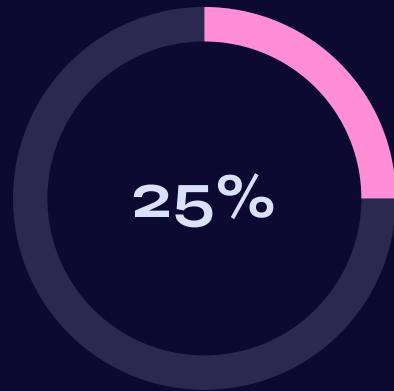
Source: Google Analytics (Jan-Dec 2024)

| Rank | Country | Active Users | Share of Audience |
|------|----------------|--------------|-------------------|
| 1 | United States | 164,765 | 28% |
| 2 | India | 95,525 | 16% |
| 3 | China | 65,799 | 11% |
| 4 | United Kingdom | 42,450 | 7% |
| 5 | Germany | 34,873 | 6% |
| 6 | Russia | 30,172 | 5% |
| 7 | Canada | 29,578 | 5% |
| 8 | France | 24,995 | 4% |
| 9 | Brazil | 23,553 | 4% |
| 10 | Japan | 22,274 | 4% |

Gender



Male



Female

Age Distribution

(based on known age data)



Majority aged 18-34 — core CG professionals & students

Majority aged 18-34 — core audience of CG professionals and students

CG Channel Social Media Overview

Over 3.5 million monthly views and 1.5 million users reached across social platforms

157K

Facebook

Monthly Reach: 1.4M

Monthly Views: 2.8M

54K

X (Twitter)

Monthly Impressions: 200K-600K

10K

Instagram

Monthly Reach: 139K

Monthly Views: 419K

Total: Over 220K Followers, 1.5M+ Monthly Reach, 3.5M+ Monthly Views

Rate Card

Banners (Homepage Letterbox + MPU)

Rates include placements on both top and sidebar banner zones.

| Duration | Impressions | Cost | eCPM |
|-----------------------|-------------|---------|--------|
| 1 month | 100,000 | \$900 | \$9.00 |
| 2 months | 200,000 | \$1,600 | \$8.00 |
| 3 months | 300,000 | \$2,200 | \$7.33 |
| ★ Most Popular | | | |
| 4 months | 400,000 | \$2,700 | \$6.75 |

*All banner packages include homepage Letterbox (1380 x 170) and Sidebar MPU (300 x 250) placements.

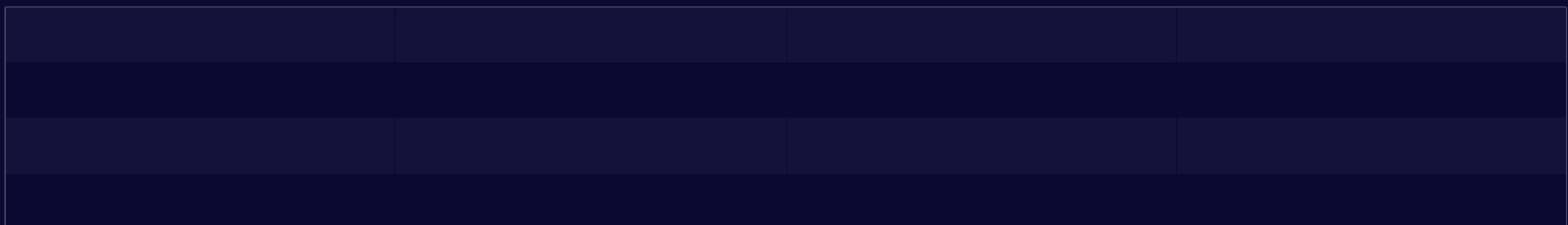
Guaranteed impressions across both placements.

Sponsored News & Articles

| | |
|---|---|
| Homepage News Plug | \$500/post Shorter news story written by CG Channel and included in CG Channel's homepage news feed – ideal for new product releases, promotions, or software updates. |
| Featured Story (Client-supplied) | \$1,500/article Longer article written by client – CG Channel's editor will copy-edit for tone and publish in the Featured section of the homepage for at least one week. |

*Sponsored content can be bundled with display or homepage takeover packages for integrated exposure.

*If you require professional writing or interview support, talk to us. We will provide a separate quotation for editorial services.



Rate Card - Social Media Promotion

Reach over 220,000 CG professionals across Facebook, X and Instagram channels with over 3.5 million monthly views

| Platform | Cost |
|----------------------|---|
| Facebook | \$150/post |
| X (formerly Twitter) | \$100/post |
| FB + X + IG bundle | \$200/bundle (One post each on Facebook, X and Instagram) |

Homepage Background Skin

Premium Placement

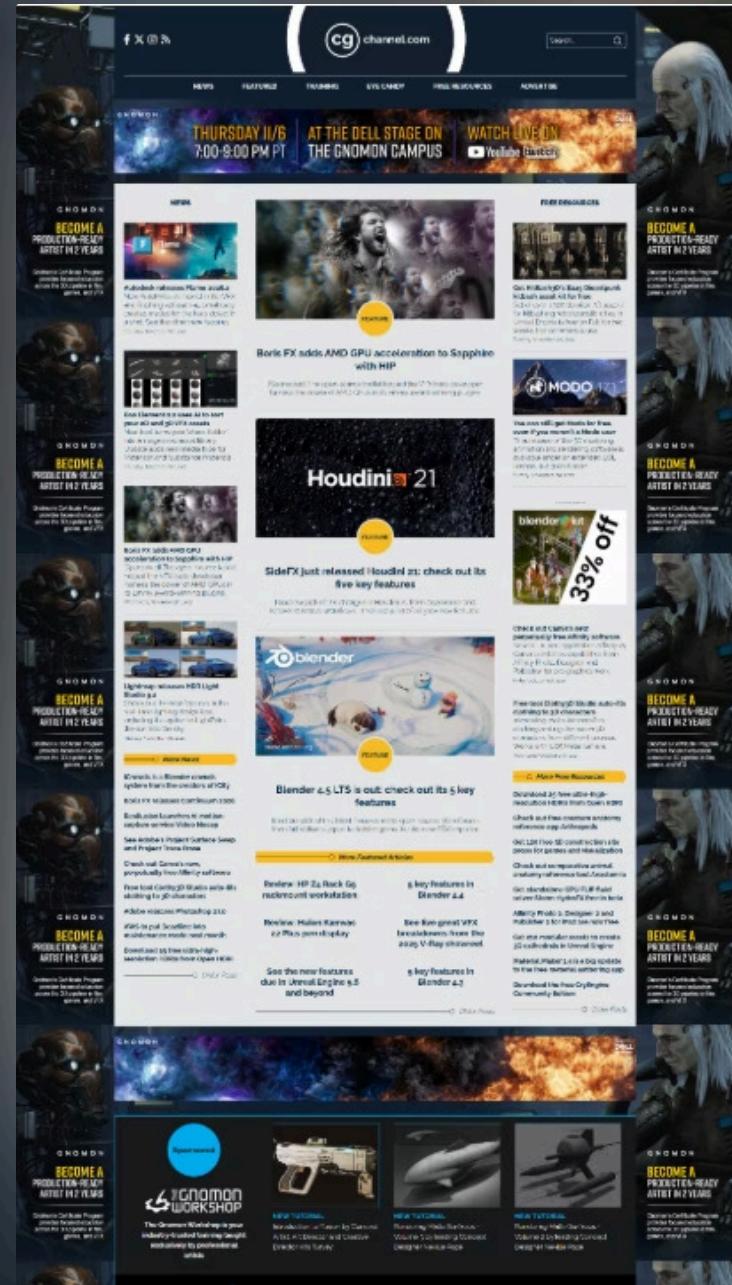
Command the spotlight with full-page brand visibility on the homepage of CG Channel - one of the world's most trusted destinations for VFX, games and 3D professionals

- High-impact exposure:** Your brand surrounds CG Channel's editorial content, ensuring full attention from a targeted audience of 80,000+ monthly users and 180,000+ pageviews.
- Exclusive visibility:** Only one advertiser per day – your campaign owns the homepage for 24 hours.
- Direct engagement:** Clickable background linked to your campaign landing page or product site.
- Ideal for:** Major product launches, software updates, and seasonal promotions such as Black Friday, Cyber Monday or Year-End Sales.

Rates: Pricing based on single-day exclusive homepage exposure.

| | |
|---------------------------------|--|
| Regular Rate (Jan-Sep) | \$500/day |
| Peak Season Rate (Oct 20-Jan 5) | \$700/day (Black Friday - New Year Period) |

Note: The Background Skin can be purchased independently or combined with banner placements as part of our Homepage Takeover bundles for full-site visibility.



Black Friday/New Year Exclusive Visibility Campaign

Seasonal special (Oct 20 - Jan 5, limited slots)

Each partner enjoys full homepage exposure for their promotion period

What's included

- **Homepage Takeover Exposure:** Background Skin + Letterbox (1380×170) + MPU (300×250) banner zones.
Guaranteed visibility across the homepage – no rotation, no competition.
- **News Plug:** Short news story on CG Channel's homepage, linking to the client's promotion page.
- **Social Bundle:** One post each on Facebook, X (Twitter) and Instagram promoting the news story.
- **Guaranteed Impressions:** ~50,000+ for 5-day campaigns, ~75,000+ for 7-day campaigns.
- **High-Traffic Season:** Leverage CG Channel's peak audience window from Black Friday to New Year.

| Package | Duration | Exposure | Cost |
|--------------------|---|---|---------|
| Standard Exclusive | 5 days (Mon-Fri) | Homepage background + banners + news plug + social bundle (Total value: \$4,700) 47% discount! | \$2,500 |
| Extended Exclusive | 7 days (Full week, includes weekend exposure) | Homepage background + banners + news plug + social bundle (Total value: \$6,350) 45% discount! | \$3,500 |

Availability:

- Limited to 4–5 advertisers for the Oct–Jan period.
- Slots are first-come, first-served; each campaign runs exclusively per week.

Black Friday/Cyber Monday Deal List - Sponsored Slot

Each year, CG Channel's Black Friday and Cyber Monday Deals List attracts 10,000+ readers during the holiday season and 15,000 total lifetime views, making it one of the most-visited features for CG artists and professionals.

This year, we're opening limited sponsored placement slots in the deals article, giving your promotion premium visibility among thousands of buyers looking for seasonal discounts.

Sponsored Offer Slot - \$500

What's included:

- Prominent placement in the Sponsored Offers section at the top of the Black Friday article.
- **1 banner image (960 x 100 px) plus up to 25 words of marketing text.**
- Clickable link to your product page, sale, or campaign landing page.
- Optional upgrade: Add one social post bundle (FB + X + IG) for an additional \$200.

Performance:

- Featured in an article that received 10,000+ views during the sale period.
- Listed for the full duration of the campaign (Nov 17 - early Jan)

Availability

- Limited to 5 sponsored listings only.
- Placement priority on a first-come, first-served basis.

