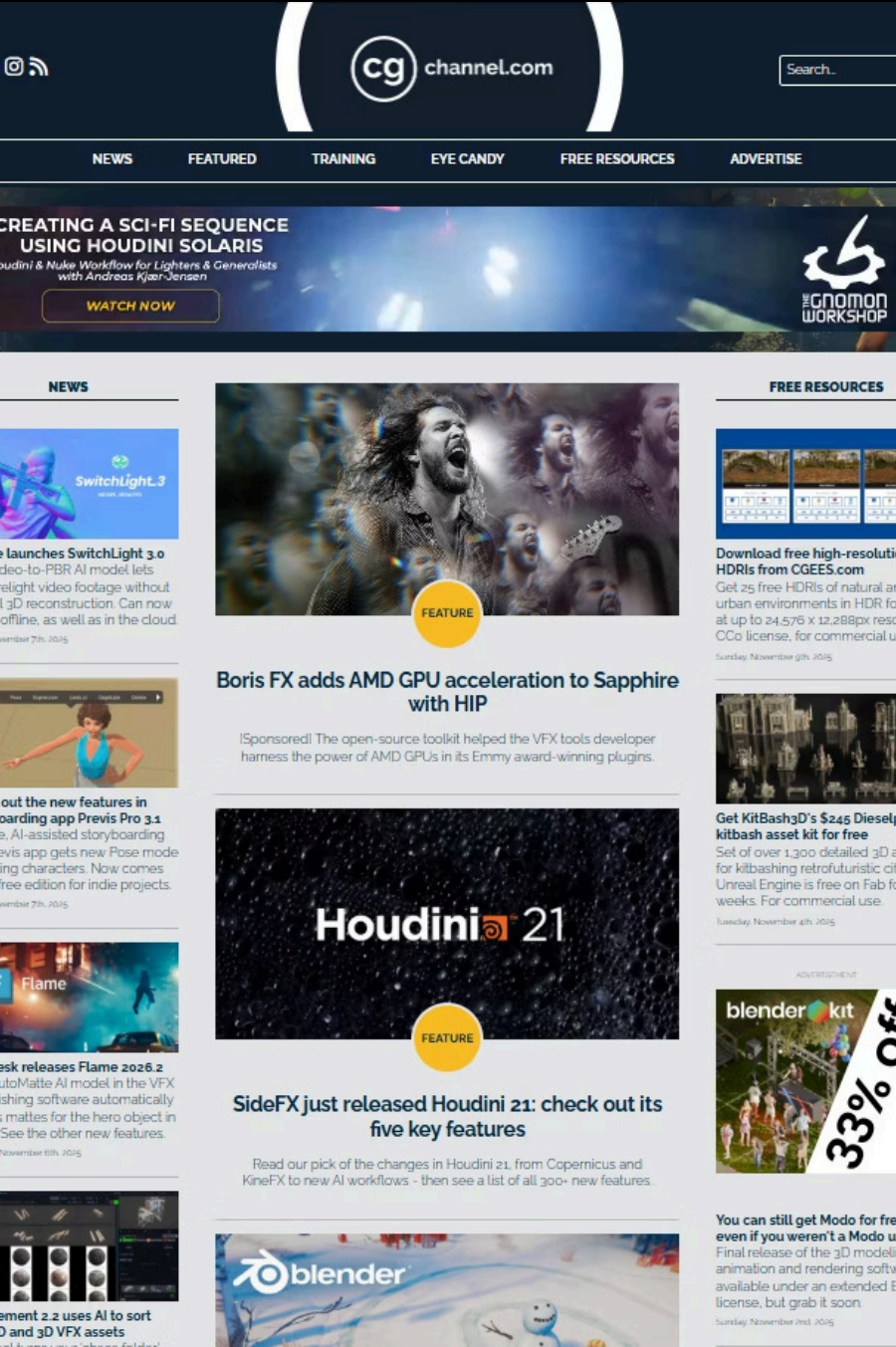




Media Kit

Jan - Mar 2026





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+

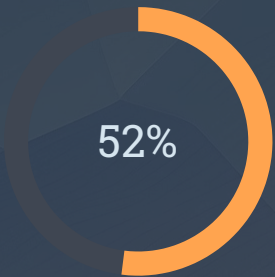
Monthly active users

2.3M

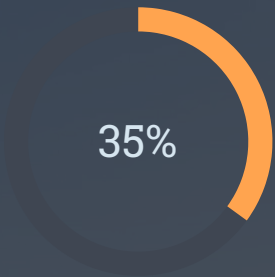
Annual pageviews

1M

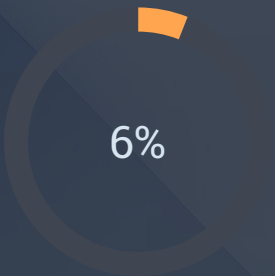
Annual active users



Organic search



Direct



Organic social

Source: Google Analytics (average traffic for 2024 and Jan-Sep 2025).

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%

Age Distribution

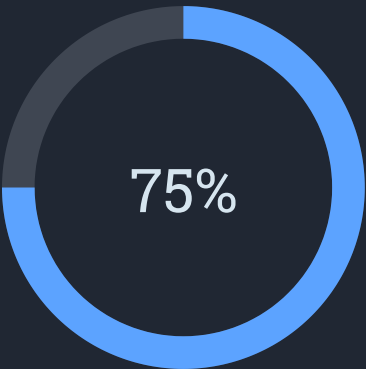
(based on known age data)



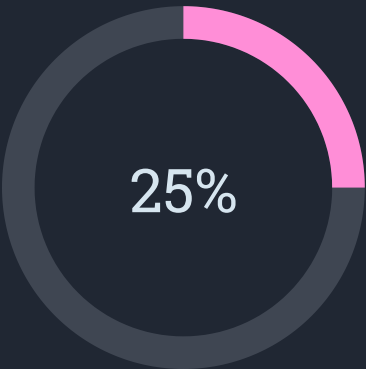
Majority aged 18-34 — core CG professionals & students

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

Gender



Male



Female

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.

