



## Media Kit

Jan - Mar 2026



cg channel.com

Search...

NEWS FEATURE TRAINING EYE CANDY FREE RESOURCES ADVERTISE

CREATING A SCI-FI SEQUENCE USING HOUDINI SOLARIS

houdini & Nuke Workflow for Lighters & Generalists with Andreas Kjaer-Jensen

WATCH NOW

NEWS

Switchlight 3.0 launches SwitchLight 3.0 geo-to-PBR AI model lets light video footage without 3D reconstruction. Can now offline, as well as in the cloud

November 7th, 2015

Boris FX adds AMD GPU acceleration to Sapphire with HIP

Sponsored! The open-source toolkit helped the VFX tools developer harness the power of AMD GPUs in its Emmy award-winning plugins.

out the new features in

boarding app Previs Pro 3.1

AI-assisted storyboarding

vis app gets new Pose mode

characters. Now comes

free edition for indie projects.

November 7th, 2015

Houdini 21

SideFX just released Houdini 21: check out its five key features

Read our pick of the changes in Houdini 21, from Copernicus and KineFX to new AI workflows - then see a list of all 600+ new features.

November 8th, 2015

blenderkit

33% off

You can still get Modo for free even if you weren't a Modo user. Final release of the 3D modeling, animation and rendering software available under an extended license, but grab it soon.

Sunday, November 29th, 2015

element 2.2 uses AI to sort 2D and 3D VFX assets

November 29th, 2015

# 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](mailto:finnie@cgchannel.com)

# CG Channel Site Statistics

**180K+**

Monthly pageviews

**80K+**

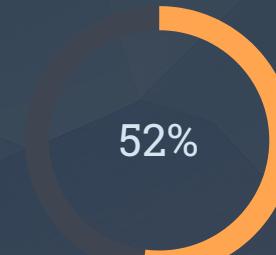
Monthly active users

**2.3M**

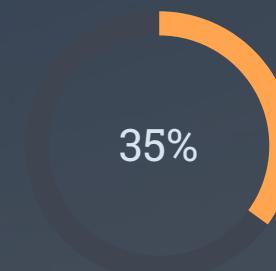
Annual pageviews

**1M**

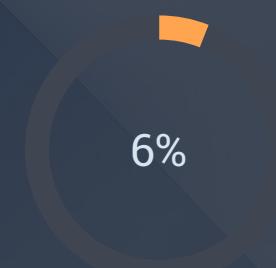
Annual active users



Organic search



Direct



Organic social

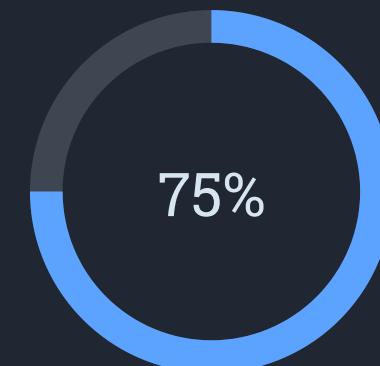
# Audience Demographics

## Geography

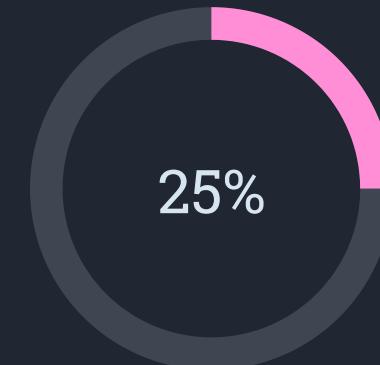
Source: Google Analytics (Jan-Dec 2024)

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



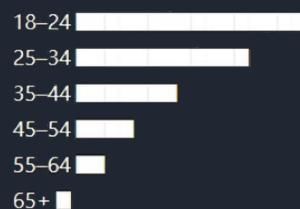
Male



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
<b>★ Most Popular</b>			
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

<b>Homepage News Plug</b>	<b>\$500/post</b> 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.
<b>Featured Story (Client-supplied)</b>	<b>\$1,500/article</b> 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)	<b>\$500/day</b>
Peak Season Rate (Oct 20-Jan 5)	<b>\$700/day</b> (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.

