

IMAGINE

www.imagineanimation.net

The Leading media resource for
UK & European animation

Media Pack 2011

The Trusted Voice in Animation

Positioning you in Front of your Buyers

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The trusted voice in animation

Testimonial

Advertising in Imagine makes sure the Bristol School of Animation is featured at all the important festivals and events throughout the year, keeping us part of a thriving animation community.

Rachel Cunningham , University of The West of England

In one of the most exciting developments in our 15-year history, 2011 saw a major new approach for the Imagine portfolio with the relaunch of both the magazine and website as well as the introduction of new digital platforms.

In January, the magazine reverted back to a quarterly publication of substance, designed and written to complement and sit alongside the dynamic, new and feature-rich website.

Utilising the best aspects of print journalism, the magazine in many ways represents a return to the core values we first set out with when covering the burgeoning UK animation industry. It will carry in-depth features and interviews alongside many of the most popular columns from our first issues. The format will be bigger and bolder, with more pages, a fresh design and even more to read and enjoy.

The new quarterly frequency reflects the primary role of the new website as the first port of call for news, rich media and jobs – online is so obviously better suited to an animation community. But you will also see exactly why we have invested in the magazine, why we consider it to be an integral and vital part of the communications mix and why it will remain an excellent marketing platform for our advertisers.

Imagine Magazine

- Published 4 times a year
- Readership – 16,500
- The only UK and European magazine dedicated to the animation industry
- Distributed at global animation festivals including Annecy and Mifa, Siggraph, FMX and Cartoon Movie
- Subscriptions delivered throughout the UK and Europe



Images: © Lucasfilm Ltd

wildfire

Positioning you in front of your buyers

Testimonial

Imagine is a quality magazine that we're very happy to be associated with. All the people that we've dealt with have been very professional and have really gone out of their way to help us with our marketing – they understand what Jigsaw are about.

Victoria Baxter, Jigsaw

With over 15 years of experience in the industry, Imagine has long been established as the leading media resource for UK and European animation. The dedicated in-house marketing team ensure that the Imagine brand continues to maintain and expand its awareness across the globe.

Readership

Imagine's readership is comprised of professionals working directly in animation, those working in the service sectors surrounding animation, those commissioning and buying animation as well as students looking to break into the industry and leaders of animation courses.

Job types

- Account handling
- Digital/Online
- IT/Technical development
- Strategy/Planning
- Marketing, Communications, Sales
- Creative
- Animation production
- Education
- Commissioning - TV/Film
- Advertising agency
- Creative agency
- Games publisher
- Production - film, animation, games
- Creative services (eg model making, voice overs)
- Services (eg legal services)
- Software publisher
- Training and Education
- Community and Events
- Press

Company type

- Distribution/investment

Imagine Magazine

EVENTS

Imagina
Animex
Animated Exeter
Siggraph - Asia
Stoke Your Fires
Cartoon Movie/Cartoon Forum

ISSUE

Winter
Winter
Winter
Winter
Winter
Spring

EVENTS

FMX
Annecy & Mifa
Develop Conference
FLIP
BAF - Bradford Animation Festival
Encounters Short Film Festival

ISSUE

Spring
Summer
Summer
Autumn
Autumn
Autumn

Marketing Activity

- Direct email
- Direct mail print campaigns
- SEO and affiliate marketing campaigns
- Partnerships with digitally focused media providers
- Partnerships with animation course providers
- In magazine advertising and inserts

Features & Content

Spring (March):

- **Theme – Production Issue** Focusing on the pre-production process, such as script and storyboards. The tools at use such as graphics tablets, animatic software. Also, a look at the post-production processes across all styles of animation
- **Spotlight – Kids Animation** A look at animation software/materials aimed at primary and secondary school children. Also, how animation is used in education and development
- **Technology/Knowledge Focus** Hand-drawn
- **Bonus Distribution** Cartoon Movie, FMX and Trickfilm

Summer (June):

- **Theme – Education Issue** Courses on offer, where to study, how to choose the right course, what to expect and how to set about animation education
- **Spotlight – Lighting** Lighting techniques, specialists and equipment across all animation styles
- **Technology/Knowledge Focus** Stop Motion
- **Bonus Distribution** Anney, Develop and LIAF

Autumn (September):

- **Theme – Audio Issue: Music, Sound & Voice** The Sound & Music of Animation. Who's making the good stuff, how they do it and why is it important, plus an in-depth look at the voices of the industry – who they are and how they work
- **Spotlight – Rapid prototyping models** 3D printing and laser scanning
- **Technology/Knowledge Focus** CGI
- **Bonus Distribution** FLIP, BAF, Encounters and HAFF

Testimonial

Advertising with Imagine is a great way for Craft Animations to create a long-term brand awareness amongst the animation community

Deborah Lygonis, Craft Animations

Winter (December):

- **Theme – Feature Animation** A look at the animation that has made it to the big screen
- **Spotlight – Gaming** Looking at how animation is used in Gaming
- **Technology/Knowledge Focus** Motion Capture
- **Bonus Distribution** Siggraph Asia and Stoke Your Fires

Regular Features

- **Industry Knowledge** An in-depth insight into different aspects and developments within the animation industry
- **Events** Reviews, previews and hot tips for upcoming events
- **Slice of Life** Meet the characters and talent behind the work
- **Behind the Scenes** Come peek with us as we lay bare the creative process
- **Rising Star** Animation's young hotshots profiled
- **Legends** No longer young hotshots but names on animation's roll call of honour
- **Studio Profile** You've heard the name – now meet the folk behind the brand
- **Last Word** Someone has to have it
- **Technology/Knowledge Section** Featuring tutorials, techniques, expert advice
- **Review Section** The best new releases covering books, DVDs and technology

Print Rate Card

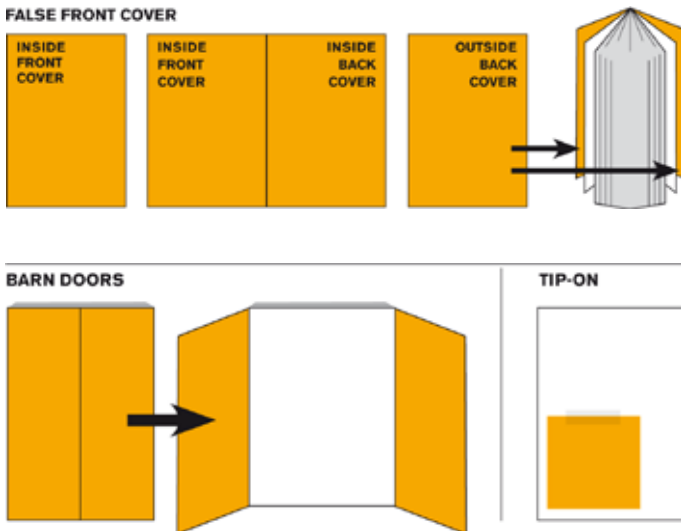
Be creative - Whatever your objectives, we can help you reach your target audience with a range of effective, creative ideas.

False front cover

This secures you the four prime positions within the magazine – be prepared for a huge response: front cover/inside front cover/inside back cover/back cover.

Barn-doors

The front cover opens from the middle out to reveal a DPS (like a barn door). A surefire way to get your products noticed. Call for details



Supplements

We can create a magazine for your organisation circulated to our entire readership – extra copies are available for festivals and events. A highly cost-effective option. Price on application

Tip-on

We can attach any promotional material either to our front cover or directly to your advert. Guaranteed to create a great response. Price on application



	1 issue	2 issues 10% discount	4 issues 20% discount
Sponsored front cover	POA		
False front covers	£3000	£2700	£2400
DPS	£2500	£2250	£2000
IFC/ IBC	£1800	£1620	£1440
Full page	£1500	£1350	£1200
Half page	£900	£810	£720
Quarter page	£600	£540	£440

Online Advertising Options and Rates

Over 8,000 registered users

160,000 page views each month

35,000 unique visitors to the website each month

1,400 visits per day

Users spend an average of over five minutes on the website per visit

Site Sponsorship:

- Logo on homepage, linked to a designated company page on the site.
- Designated company profile hosting news, information, upload events, and profiles of individuals within company.
- Opportunity to submit content for the site for us to upload - this appears on the news page and your own page.
- Presence in 12 newsletters throughout the year - these are sent out once a month.
- Audio/Visual.
- MPU or Banner on homepage for 2 months.
- 12 month inclusion on online Directory.

Total Cost £4,000

High-profile banner advertising:

Excellent for increasing reach across your key target audience as well as building and maintaining brand recognition.

- Top Banner 615px(w) x 100px(h) £800 per month
- Skyscraper 175px(w) x 600px(h) £400 per month
- MPU 220px(w) x 300(h) £300 per month
- Video 470px(w) x 100px(h) £300 per month
- Section Sponsorship £500 per month

Online Directory

- Contact Details
- Company Description
- Key Contacts within the business with profiles and photographs
- Partners - scrolling logos
- Video content - this can be changed throughout the year
- Archive of case studies - this will be shown as links to related stories, all your activity will be shown here
- Listed as a sponsor of the directory on the site for the year
- Cost £1000 + VAT for the year



Print and Online Recruitment

Print and Online

- Colour £20 per single column centimetre + £200 for standard online listing for 4 weeks
- Mono £15 per single column centimetre + £200 for standard online listing for 4 weeks.

2011 Rates	Ad size	Single Insertion	2 series	4 Series
Recruitment	Full Page	£1,400	£1260	£1092
	Half Page	£875	£787.50	£682.50
	Quarter Page	£500	£450	£390

Online

Choose your online package to enhance your print advertisement, or place your advert online only.

All vacancies are listed for 4 weeks (or until closing date) ensuring your ad is visible to our monthly traffic of thousands of unique visitors



Gold

- Logo on the jobs homepage for continuous visibility
- Listed at the top of the search results
- Option to upload job spec etc.
- 1/4 page print branded advert; bespoke header, footer and background

Cost £600 + VAT (2 - 4 vacancies)

Silver

- Branded advert with logo in the advert and on the search results
- Information about the vacancy and information about the employer
- 1/8 page branded print advert; bespoke header, footer and background

Cost £400 + VAT (2 vacancies)

Bronze

- Standard online listing with logo on the search results
- Information about the vacancy
- Full information included within the advert

Cost £300 + VAT (1 vacancy)

Multiple Vacancies

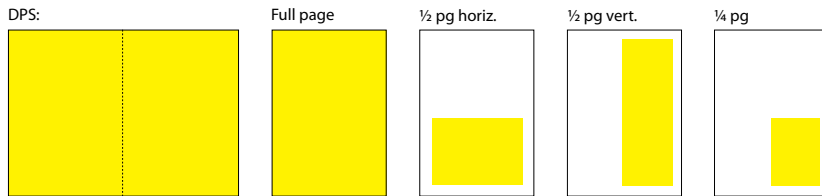
Print element remains the same, £20 per column centimetre + £100 per online standard listing.

Ad Specifications & Contact Details

Magazine Artwork Specs:

- DPS: 466mm(w) x 286mm(h) (with 3mm bleed)
- Full page: 236mm(w) x 286mm(h)
- ½ page horizontal: 206mm(w) x 126mm(h)
- ½ page vertical: 101mm(w) x 256mm(h)
- ¼ page: 101mm(w) x 126mm(h)

Please keep ALL text 18mm away from the edge of the page. Failure to do this may mean that text can be trimmed away.



Press Deadlines:

Issue	Copy deadline	Editorial deadline
Spring (March)	5th March	1st March
Summer (June)	5th June	1st June
Autumn (September)	3rd September	31st August
Winter (December)	3rd December	26th November

Ad contact:



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Matthew Warnes: Sales Executive
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Editorial contact:



Tallulah Speed: Editor
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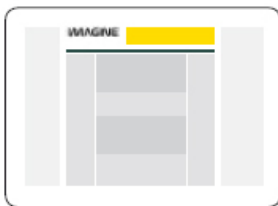
For any marketing queries please contact:



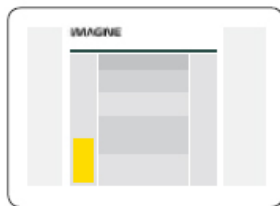
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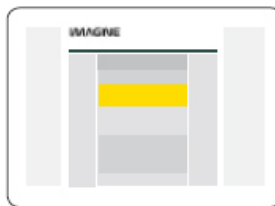
Top Banner:



Sponsor Links:



Video:



Website Artwork Specs:

- Top Banner: 615pix(w) x 100pix(h)
- Skyscraper: 175pix(w) x 600pix(h)
- Video: 470pix(w) x 100pix(h)

File Formats:

Applications file formats supported:

- InDesign CS4 or below.
(Please include all images and fonts)
- Illustrator CS4 or below.
(Please include all images and fonts)
- Photoshop CS4 or below.
(If layered please supply fonts)

Resolution:

300dpi at actual size.

Supplying artwork:

Artwork can be either put on CD/DVD or uploaded on to our FTP server. To use our FTP site, please contact us.

Standard file formats:

TIFF, JPEG, EPS, PDF

Colour:

All files and images must be converted to CMYK otherwise colours may change when printed.