



MEDIA KIT 2021



Online sponsored articles run as part of the main website content



before & afters is also a quarterly magazine featuring print-only articles

“beforeandafters.com is an ongoing source of information and excitement. It is the website about visual effects I have always dreamed of, talking about the new tour-de-force and looking back at the past chef-d’œuvre. It’s amazing to see how it has grown since its inception and the breadth of knowledge it’s offering about our craft.” - **Stephane Ceretti**, visual effects supervisor, *Marvel Studios, The Eternals, Ant-Man And the Wasp, Doctor Strange, Guardians of the Galaxy*

Publication *before & afters* (beforeandafters.com) is a new online and quarterly print magazine dedicated to VFX and animation run by longtime industry journalist Ian Failes

Content The site covers the art of VFX, animation, real-time, VR/AR and computer graphics via behind the scenes stories, retrospectives and technical breakdowns

Audience Readers of *before & afters* are VFX supervisors, aspirational artists, facility owners, artists on the box, students and VFX and filmmaking fans from around the world

Online engagement Total visits: 160K (via similarweb.com)

Social media @ianfailes on Twitter: 20K+ followers, Facebook followers: 1,000+

Online sponsorship Collaboration opportunities for companies to partner with the site and deliver messaging to potential customers in a more organic manner are offered via sponsored ‘VFX Insight’ article series

Magazine sponsorship A limited number of slots are available each issue

Contact Write to Ian Failes at beforeandafters@gmail.com.



ONLINE SPONSORSHIP

1. Sponsored articles

Option A: \$USD500 sponsored article campaign

- 1x sponsored article
- promotion of article on social media

Option B: \$USD2000 sponsored article campaign

- 4x sponsored articles
- promotion of articles on social media
- non-exclusive rotating banner ad on before'sandafters.com for duration of campaign

2. E-blasts

Option A: \$USD500 e-blast campaign

- 1x e-blast
- 1x mention in a weekly newsletter

Option B: \$USD2000 e-blast campaign

- 2x e-blasts
- a mention in 2 weekly newsletters
- social media promotion for 5 days of the particular event/product

MAGAZINE SPONSORSHIP

Full-page advertisement: \$USD1000 each

- limited slots available per issue
- includes a sponsored article at before'sandafters.com

Want to tailor a campaign? You can! Please write to Ian Failes at before'sandafters@gmail.com for more information.