CG Channel

A Gnomon Company

CG Channel Media Kit

Advertising Pricing

Summer – Winter, 2023

About CG Channel

CG Channel is an online destination for entertainment artists, covering markets including visual effects, animation, game development and illustration.

Our mission is to inform, inspire, and empower our readers. For two decades, CG Channel has served the entertainment production industry with news, features and community services.

➤ Our traffic remains consistent with over 900,000 – 1-MILLION users-plus, year over year

What makes **CG Channel** different?

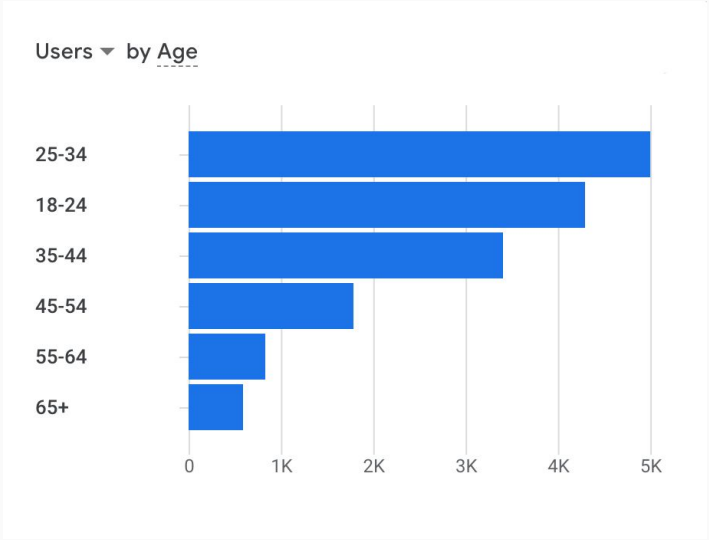
High-quality editorial content

CG Channel features impactful interviews and insights from professional production artists and daily news updates on the latest creative technologies.

Focus on education and training

CG Channel is part of the Gnomon group of companies, which is focused on inspiring and empowering entertainment production artists.

➤ We serve 3-million-plus page views on average year over year to an audience of primarily 24 – 54-year olds



The CG Channel **Team**

Jim Thacker

Editor, CG Channel
Formerly the editor of *3D World* magazine, Jim curates and writes CG Channel's news, features, and interviews.

Lynette Clee

Dir. Business Dev, The Gnomon Workshop
Lynette oversees the advertising and website development for CG Channel.

Alex Alvarez

Owner, CG Channel, Gnomon School & The Gnomon Workshop
Alex is the Founder, CEO, and visionary behind the Gnomon companies.

Jason Lewis

Contributing Writer, CG Channel
Jason is an Environment Art Lead at Team Kaiju. He conducts reviews of software & hardware for CG Channel.

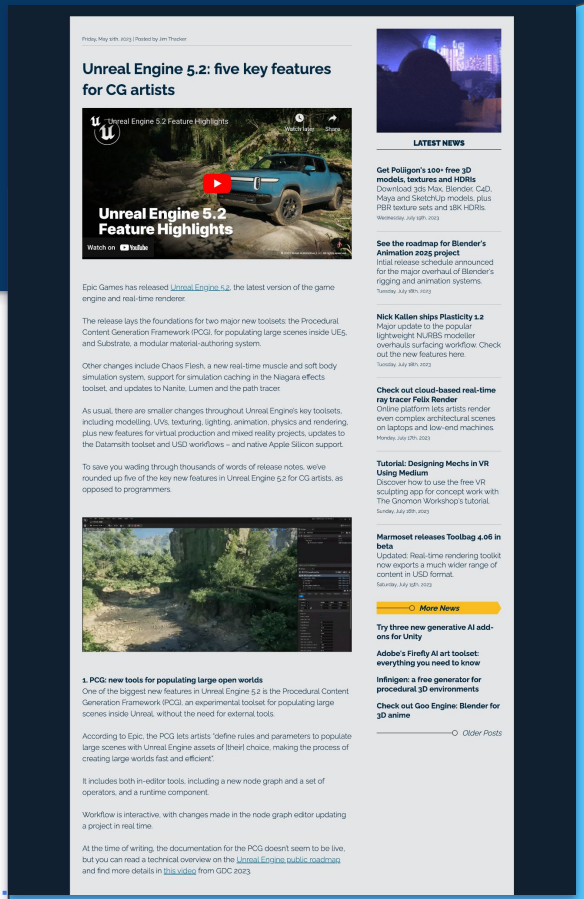
CG Channel **Audience**

CG Channel's expertly written and highly curated editorial content and news updates draw a consistently influential audience, including studio executives, creative professionals, producers, and entertainment artists primarily working in visual effects, games, and animation.

CG Channel only shows advertisements that are of interest to our audience. We never sell links or host irrelevant content.

Our audience can trust that we will only ever serve them professionally edited content with value.

➤ Our articles are consistently popular with technophiles, and media and entertainment lovers.



Friday, May 5th, 2023 | Posted by Jim Thacker

Unreal Engine 5.2: five key features for CG artists

Epic Games has released Unreal Engine 5.2, the latest version of the game engine and real-time renderer.

The release lays the foundations for two major new toolsets: the Procedural Content Generation Framework (PCG), for populating large scenes inside UE5, and Substrate, a modular material-authoring system.

Other changes include Chaos Flesh, a new real-time muscle and soft body simulation system, support for simulation caching in the Niagara effects toolset, and updates to Nanite, Lumen and the path tracer.

As usual, there are smaller changes throughout Unreal Engine's key toolsets, including modelling, UVs, texturing, lighting, animation, physics and rendering, plus new features for virtual production and mixed reality projects, updates to the Datasmith toolset and USD workflows – and native Apple Silicon support.

To save you wading through thousands of words of release notes, we've rounded up five of the key new features in Unreal Engine 5.2 for CG artists, as opposed to programmers.

1. PCG: new tools for populating large open worlds

One of the biggest new features in Unreal Engine 5.2 is the Procedural Content Generation Framework (PCG), an experimental toolset for populating large scenes inside Unreal, without the need for external tools.

According to Epic, the PCG lets artists "define rules and parameters to populate large scenes with Unreal Engine assets of (their) choice, making the process of creating large worlds fast and efficient".

It includes both in-editor tools, including a new node graph and a set of operators, and a runtime component.

Workflow is interactive, with changes made in the node graph editor updating a project in real time.

At the time of writing, the documentation for the PCG doesn't seem to be live, but you can read a technical overview on the Unreal Engine public roadmap and find more details in this video from GDC 2023.

LATEST NEWS

Get Poliigon's 100+ free 3D models, textures and HDRIs
Download 3ds Max, Blender, C4D, Maya and SketchUp models, plus PBR texture sets and 18K HDRIs.
Wednesday, July 19th, 2023

See the roadmap for Blender's Animation 2025 project
Initial release schedule announced for the major overhaul of Blender's rigging and animation systems.
Tuesday, July 18th, 2023

Nick Kallen ships Plasticity 1.2
Major update to the popular lightweight NURBS modeller overhauls surfacing workflow. Check out the new features here.
Tuesday, July 18th, 2023

Check out cloud-based real-time ray tracer Felix Render
Online platform lets artists render even complex architectural scenes on laptops and low-end machines.
Monday, July 17th, 2023

Tutorial: Designing Mechs in VR Using Medium
Discover how to use the free VR sculpting app for concept work with The Gnomon Workshop's tutorial.
Sunday, July 16th, 2023

Marmoset releases Toolbag 4.06 in beta
Updated: Real-time rendering toolkit now exports a much wider range of content in USD format.
Saturday, July 15th, 2023

More News

Try three new generative AI add-ons for Unity

Adobe's Firefly AI art toolset: everything you need to know

Infinigen: a free generator for procedural 3D environments

Check out Goo Engine: Blender for 3D anime

Older Posts

CG Channel on social media

Facebook

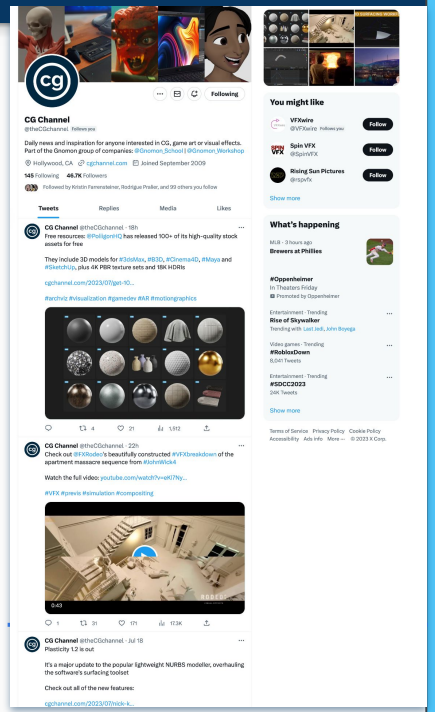
Over 121K people follow CG Channel on Facebook for their daily dose of news and inspiration.

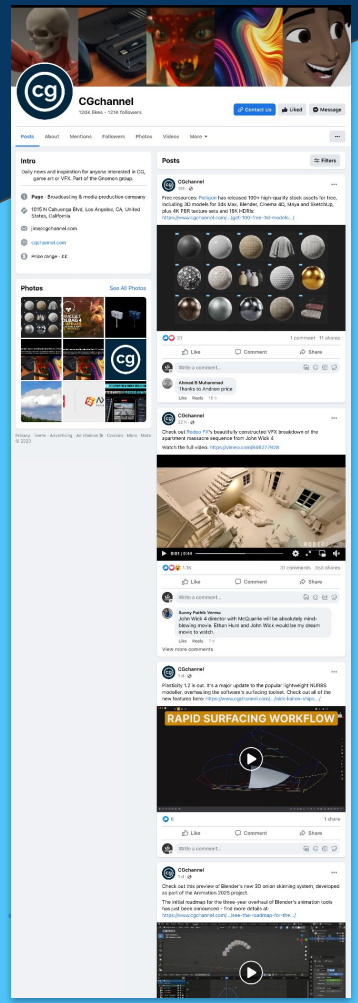
Twitter

More than 46K people follow CG Channel on Twitter, including a variety of top industry professionals and studios.

CG Channel is also now on **Instagram @thecgchannel.**

➤ CG Channel is a brand with authority that many turn to for their tech news.





CG Channel is a perfect fit to promote your products to a **technology-hungry** audience.

Base Advertising Packages

1 Month | $750

• 100,000 guaranteed banner* impressions: 1380*170 and 300*250.

*Banner file types accepted: JPG, PNG, GIF, MP4

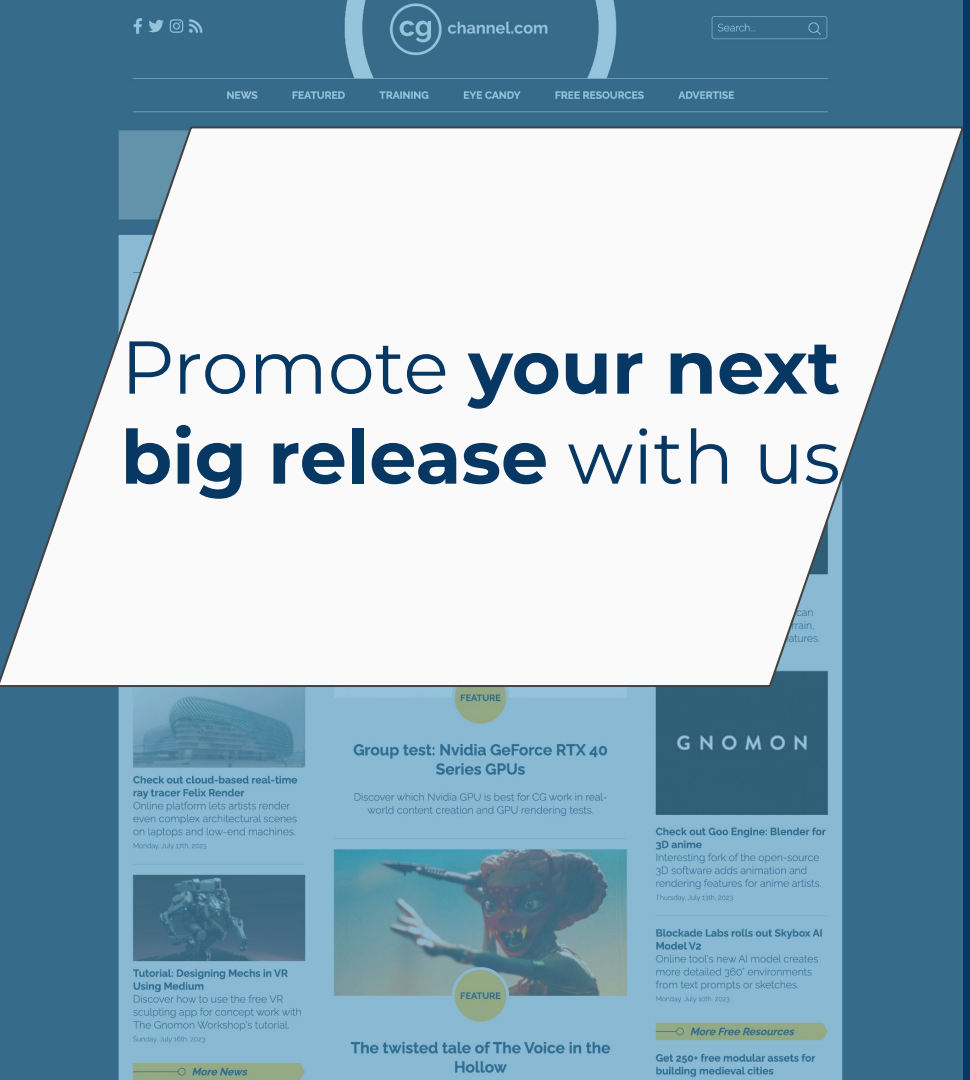
3 Months | $2,500

• 300,000 guaranteed banner* impressions.
• 1 sponsored article**; will be featured for a minimum of 1 week on the homepage.
• 1 Facebook, Twitter & Instagram posts (to promote sponsored story).

**Client provides article/news content; CG Channel's Editor will copy-edit the article in keeping with the CG Channel voice.

6 Months | $5,000

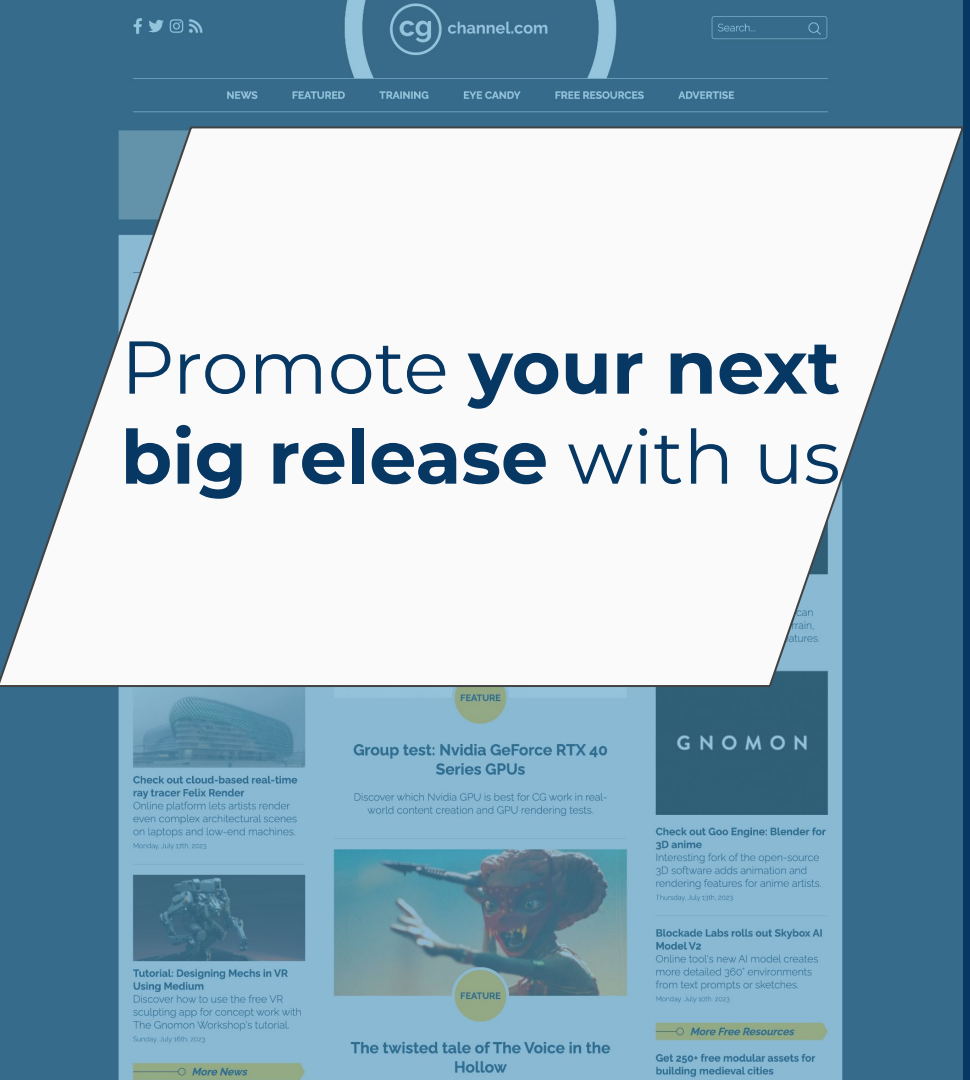
• 750,000 guaranteed banner* impressions.
• 1 sponsored article**; will be featured for a minimum of 1 week on the homepage.
• 1 sponsored news story**; will be featured on the homepage for a minimum of 48 hours.
• 2 Facebook, Twitter & Instagram posts (to promote sponsored article and news story).



Take advantage of our new advertising opportunities with your next campaign — pricing available upon request:

- **Add a clickable homepage background** (can be linked directly to a URL of your choice).

Bolt a clickable background ad on to any advertising campaign for **$750 per day**.



Promote **your next big release** with us

Want CG Channel to write an exclusive article about your product/service?

- **Add a bespoke advertorial** to any advertising package and we will write a unique article that will be featured on the CG Channel homepage for a minimum of 1 month.

Bolt a bespoke advertorial authored by CG Channel on to any advertising campaign for **$2,500.**

Have questions?

We are always happy to discuss our advertising options to find the best solution for your budget and goals.

We look forward to collaborating to bring further awareness about your products/services to our audience of studio executives, creative professionals, producers, and entertainment artists.

➤ Please contact us with any questions.

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Thank you!