

**AuCreativeWorld™**

# 2012 MEDIA KIT



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# REACH THE WORLD'S LARGEST ONLINE CREATIVE COMMUNITY

## Banners

- ▶ Your message will be seen by over 2.9 million creative professionals on the All Creative World network.
- ▶ This thriving community follows trends and find resources, solutions, and opportunities.
- ▶ More than 36 million page views per month on the All Creative World network of sites.

## Newsletters

- ▶ Two (2) newsletters deliver a weekly circulation of over 675,000.

## Opt-in Email

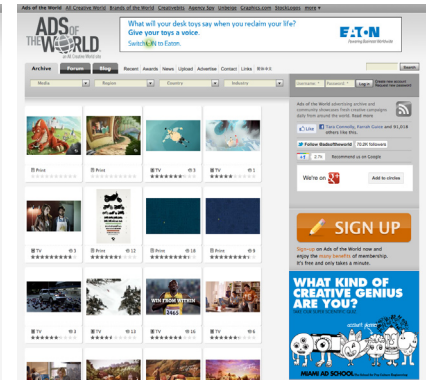
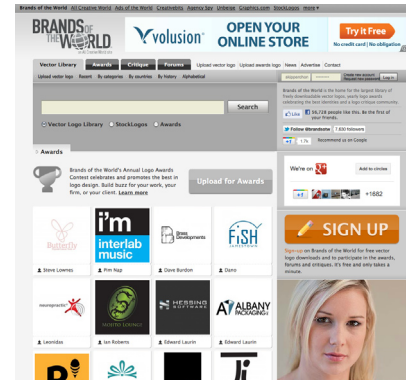
- ▶ Large and growing opt-in email lists — over 500,000 subscribers currently.

The screenshot displays the All Creative World website interface. At the top, there's a navigation bar with links for Home, Network, Register to submit story, Facebook, @follow, Advertise, Contact, and About. Below this is a grid of various creative content items, including logos, illustrations, and design projects. A prominent feature is a large banner for 'Spankin New Logos of 2011' featuring Starbucks logos. Another notable item is 'Funnest Appearances Costs' featuring a list of celebrities. The right sidebar contains social media information, including a Twitter follow button and a list of 'Upcoming content' with titles like '30 Time Saving CSS Grid Systems for Web Designers' and 'Atria: Dinner'. The bottom of the page shows pagination for '1 of 56' and '1 of 842'.

# ALL CREATIVE WORLD WEBSITES

## Brands of the World

Brands of the World is the most comprehensive resource and most visited website for vector copies of famous logos from all over the world. Brands of the World is also a great place for designers to upload their own logo designs with their professional details to showcase their work and get exposure.



## Ads of the World

Ads of the World is an advertising archive and community showcasing the best and most interesting work worldwide. The site is packed full of inspiration for creative professionals and offers multiple forums where they can discuss advertising-related subjects, seek advice and critique each other's work.

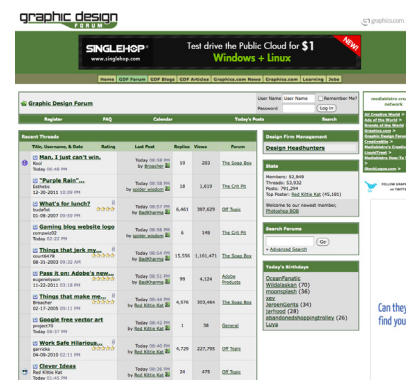
## Graphics.com

Graphics.com publishes tips, tricks and news for creative professionals in an online community where users contribute by participating in monthly contests, engaging each other in the vibrant discussion forums, submitting or downloading software and freeware from the download area, and more.



## Creativebits

Creativebits is a professional blog and community site for graphic designers working on Mac OS X. Its objective is to provide graphic designers a professional forum where they can share tips and tricks, follow up on industry events, and ask for help and critique from fellow members.



## Graphic Design Forum

Graphic Design Forum is an online community where professional graphic designers exchange ideas in discussion forums, read blogs written by community leaders and find articles with timely information on the day-to-day aspects of their profession.

## Dynamic Graphics

DynamicGraphics.com provides online articles on popular design topics, plus valuable how-tos in all areas of design, including materials and software.

### ALL CREATIVE WORLD (ALL SITES)

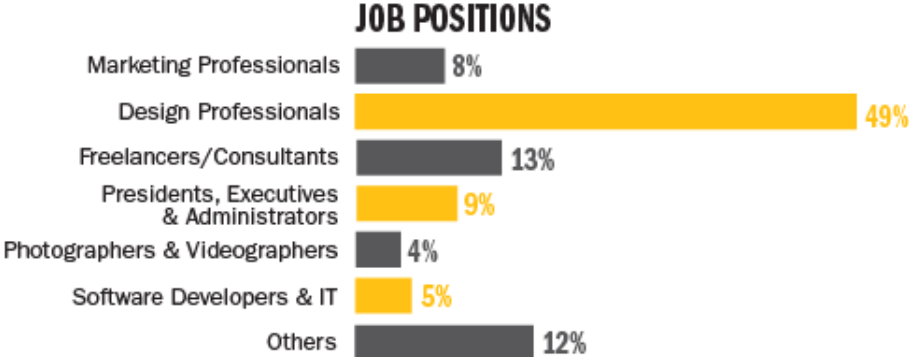


**COMPANY SIZE**  
24% Large (250 or more employees)  
34% Medium-sized business (5-250 employees)  
42% Small (5 or less employees)



70% of visitors are decision makers who specify and approve purchases of graphic products and services

### ALL CREATIVE WORLD WEBSITE DEMOGRAPHICS

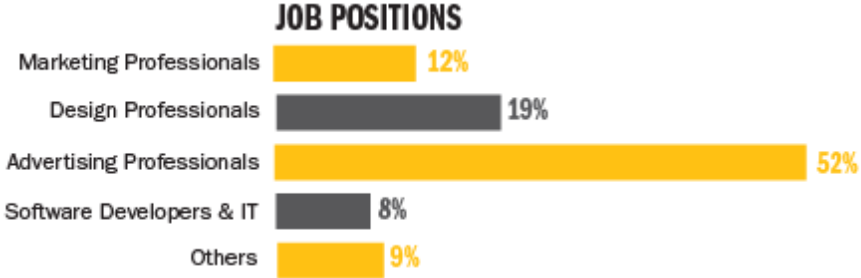


**JOB POSITIONS**

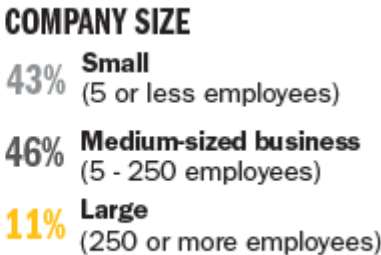
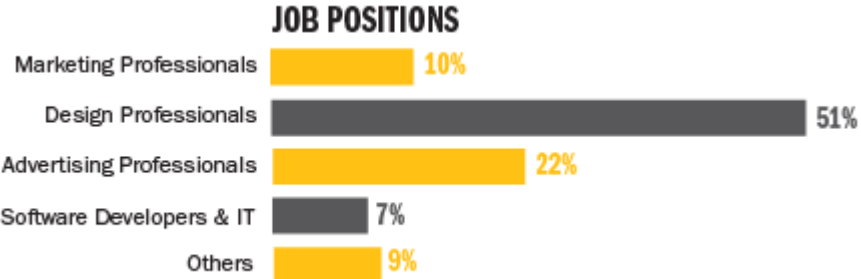


**SITE USAGE**  
10% Personal  
30% Both  
60% Business use

# ADS OF THE WORLD WEBSITE DEMOGRAPHICS



# BRANDS OF THE WORLD WEBSITE DEMOGRAPHICS



# BANNERS

**LEADERBOARD**  
728 x 90 (40K)

**LARGE  
RECTANGLE**  
336 x 280 (40K)

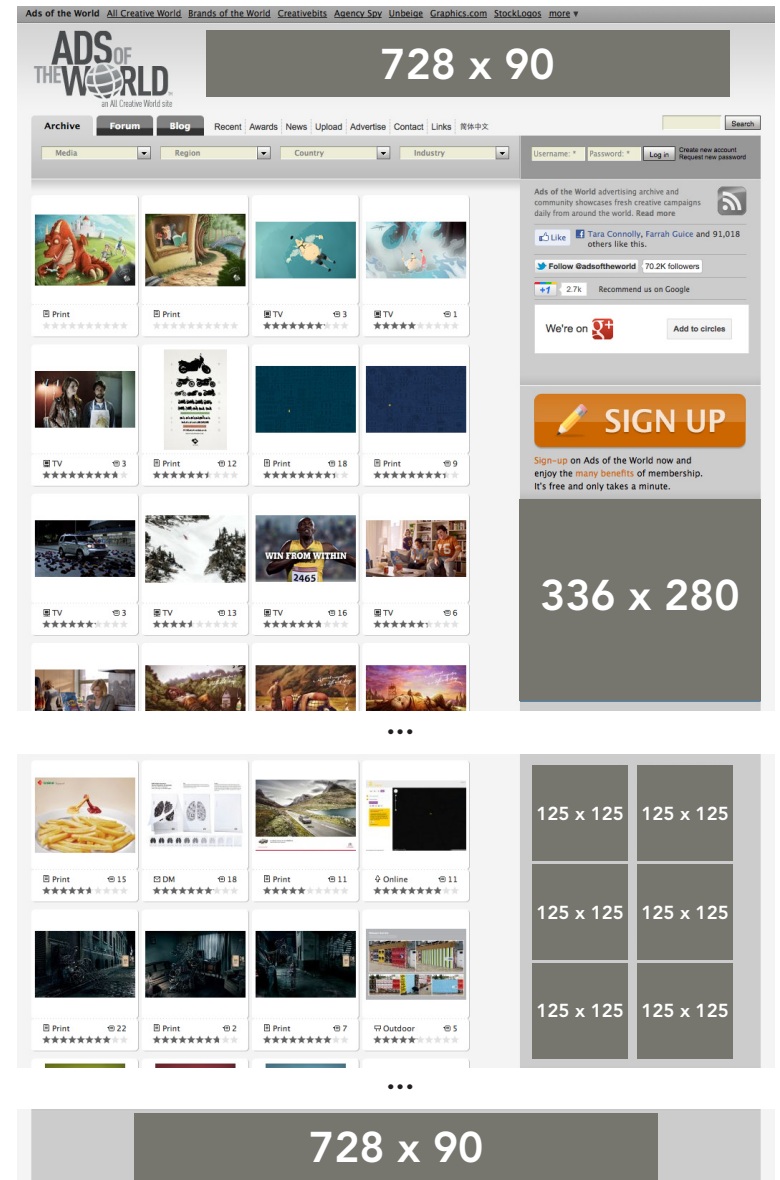
OR

**MEDIUM  
RECTANGLE**  
300 x 250 (40K)

**SQUARE  
BUTTON**  
125 x 125  
(20K)

**FOOTER**  
728 x 90 (40K)

- Large rectangle static and video ads make a dramatic statement
- Leaderboard ads deliver above the fold exposure
- Square button ads provide the most cost-effective advertising option



## GRAPHICS.COM NEWSLETTER

A news digest that summarizes new material posted on the site and reaches out to encourage members to return. This is an HTML-formatted newsletter with a circulation of 80,000 sent weekly on Mondays. Ads can be a 336 x 280 rectangle up to 40K in size.

**graphics.com** the shared resource for creative design

VOL. 12, NO. 1: JANUARY 2, 2012

In this Issue:  
 > Feature Articles  
 > The Graphics.com Sweepstakes  
 > New Resources  
 > The Pixmac.com Design Challenge  
 > Latest Downloads

Forums | Downloads | Galleries | Newsletters | Links | Facebook | Mediabistro Events | Send to a Friend

Branded packaging firm jkr recently released *Champions of Design*, a book that places a spotlight on 25 Brands. While devoted to design it also features the people behind the work—the “champions.” The icing on the cake is that you can [read it online](#) or download it at no charge.

Best wishes for the New Year!

**Feature Articles**

**The Art of Todd Bratrud**  
 Todd Bratrud has his own skateboard companies and in 2010 was named Complex's #1 Skateboard Artist Right Now.

**Postcards of Polish Cold War Neon**  
 Iлона Karwinska shares snapshots of surprisingly whimsical Polish neon signage dating from the Cold War era.

[View all articles >](#)

**The Pixmac.com Design Challenge**

Participants in the December Design Challenge on Graphics.com contributed some great entries using the supplied images of ancient stone temples from the [Pixmac.com royalty-free photo collection](#) to create their designs. Why not [check out the entries](#)?

The January Pixmac.com Design Challenge is now open, with members invited to create their entry using at least part of two of the supplied images of wild and domestic animals. The winner will receive a one-month subscription

All Creative World Network

- All Creative World
- Ads of the World
- Brands of the World
- Graphics.com
- Graphic Design Forum
- CreativeBits
- LiquidTreat
- MB How-To Videos
- StockLogos.com

**StockLogos.com**  
 Recycled Pencils  
 Price: \$200

## LIQUID TREAT NEWSLETTER

A brief, sassy e-newsletter featuring a variety of unique design-related topics or “treats” geared toward creative professionals. This is an HTML-formatted newsletter with a circulation of 86,000 sent weekly on Fridays. Ads can be a 336 x 280 rectangle up to 40K in size.

**LIQUID TREAT**

**HOT SHOTS**  
 Meet Some Creative People

**Dysfunctional by Design**

London-based artist Jeremy Hutchinson is a creator of situations that are often absurd. "But embedded in their idiotic logic is a kind of transgression. An almost. A perhaps," he explains. "They might be proposals for an alternative to the world in which we live." Among Hutchinson's latest wacktastic projects is "Err," for which he contacted factories all over the world and requested that one of the line workers produce an incorrect version of the product they make every day. He received plenty of puzzled replies, but some 17 manufacturers were game, sending him busted chairs, step-less ladders, and a pair of pink patent leather shoes that defy description. Photos of the installation, which was part of a group show earlier this year at a London gallery, are posted on his website along with samples of the confused correspondence.

**HOUSE BLEND**  
 Interesting products

**Toast Coasters**

Delight your friends, confuse your enemies and preserve your furniture with coasters disguised as slices of multigrain bread. Created by Brazilian architect and designer Patricia Naves, these Toast It Coasters (\$10 for a loaf of eight) are among the top-selling items at the Museum of Modern Art's expertly curated gift shop, and the cork slices can also be used as trivets...or very tiny bulletin boards.

**SUBMIT TREAT**

LiquidTreat is a weekly newsletter about design featuring everything from the latest events and products to retro icons and household helpers. If you have a cool treat for us to cover, send it in! Disclaimer: LiquidTreat compiles information from around the web. Please exercise caution when clicking to third-party sites. [Give us feedback!](#)

**TOP TREATS**

The Year's Worst Album Covers  
 Sketch2Photo  
 The Jell-O Gallery  
 Handwriting Fonts Made Easy  
 Picobath Shower Curtain  
 Symbols on Tape  
 3-D Histogram Maker  
 Origami 2.0  
 Punch Up the Holidays  
 Maptastic



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