AllCreativeWorld™
2012 MEDIA KIT

CONTACT US
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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.

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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.
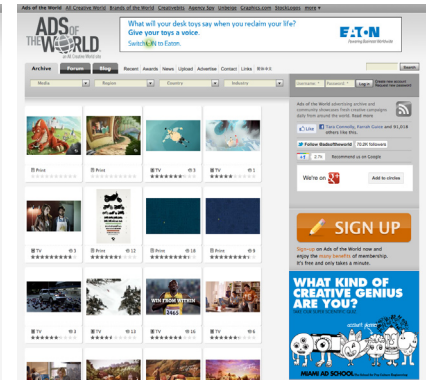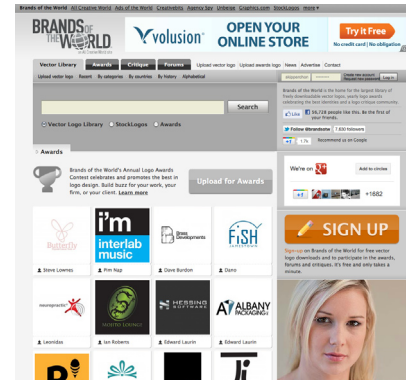
Ads of the World

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.
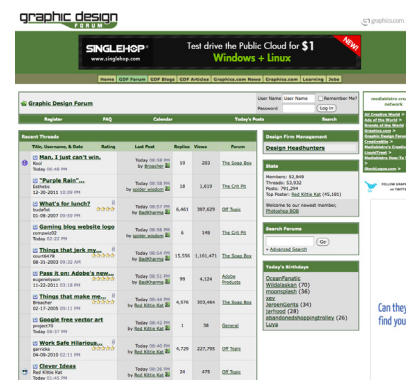
Graphic Design Forum

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.
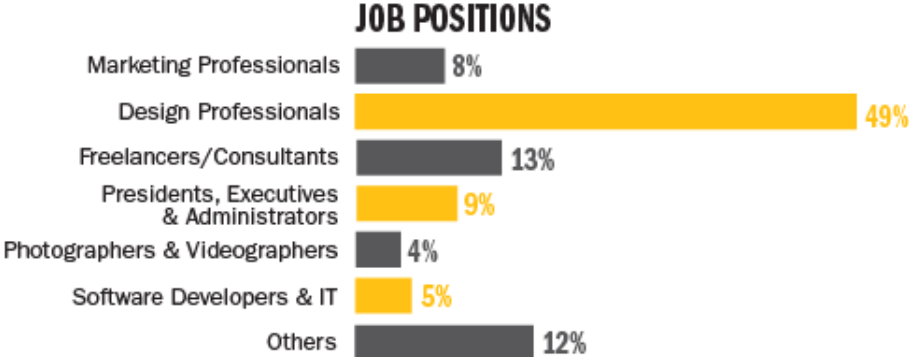
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ALL CREATIVE WORLD (ALL SITES)

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
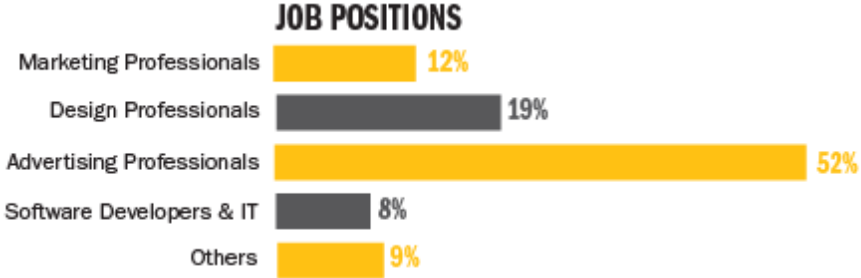
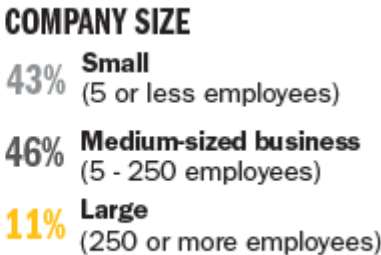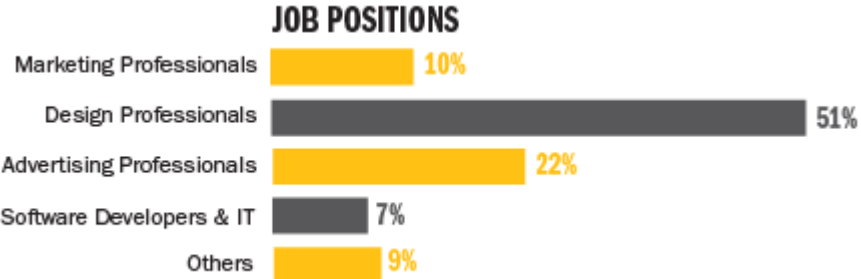# ALL CREATIVE WORLD WEBSITE DEMOGRAPHICS

JOB POSITIONS

Marketing Professionals 8%
Design Professionals 49%
Freelancers/Consultants 13%
Presidents, Executives & Administrators 9%
Photographers & Videographers 4%
Software Developers & IT 5%
Others 12%

SITE USAGE

10% Personal

30% Both

60% Business use

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ADS OF THE WORLD WEBSITE DEMOGRAPHICS

JOB POSITIONS

Position	Percentage
Marketing Professionals	12%
Design Professionals	19%
Advertising Professionals	52%
Software Developers & IT	8%
Others	9%

COMPANY SIZE

25% **Small** (5 or less employees)

11% **Medium-sized business** (5 - 250 employees)

60% **Large** (250 or more employees)

BRANDS OF THE WORLD WEBSITE DEMOGRAPHICS

JOB POSITIONS

Position	Percentage
Marketing Professionals	10%
Design Professionals	51%
Advertising Professionals	22%
Software Developers & IT	7%
Others	9%

COMPANY SIZE

43% **Small** (5 or less employees)

46% **Medium-sized business** (5 - 250 employees)

11% **Large** (250 or more employees)

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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

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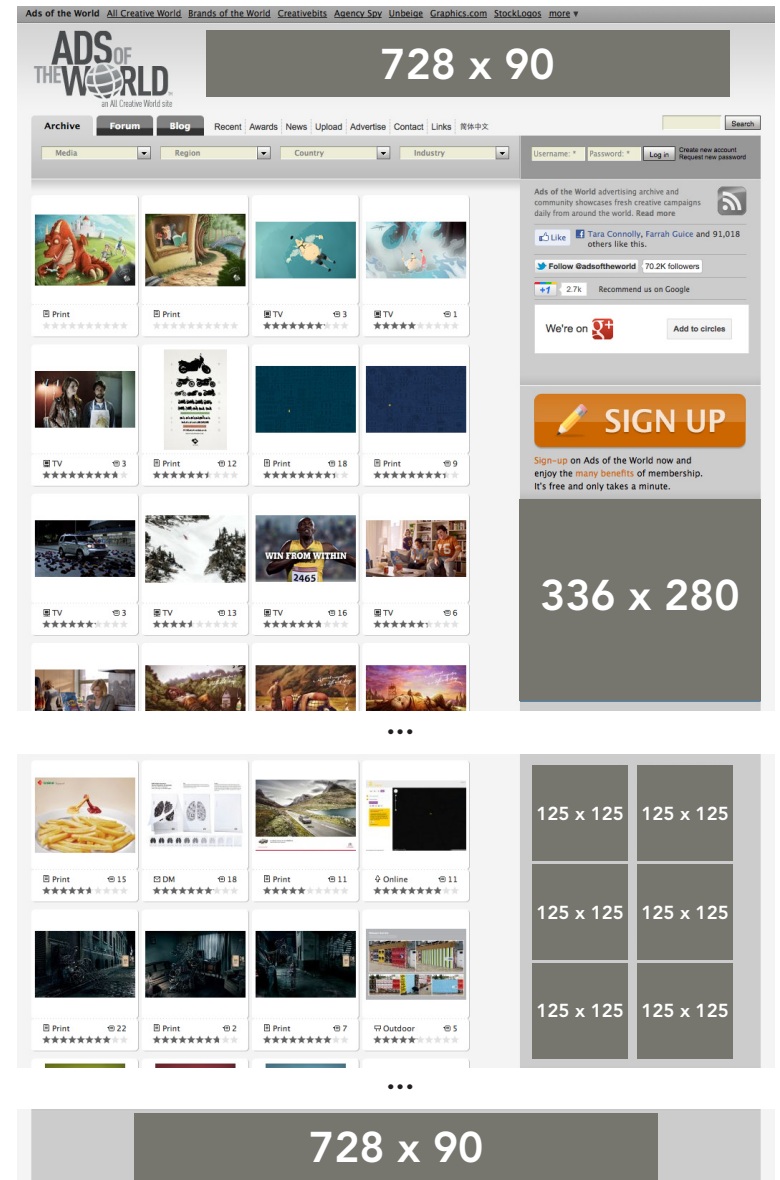
GRAPHICS.COM NEWSLETTER

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.

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.

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