Rate Card for RedShark
ABOUT REDSHARK

RedShark is a new online magazine, produced by EditShare, aimed at providing news, views and know-how for the moving image professional.

Launching in October 2012, RedShark’s ethos is based around the excitement in technological progress, and enthusiasm for the new creative opportunities that come with it.

With fresh content every day and a global, but localisable audience, the magazine will offer advertisers a direct line to thousands of potential customers, every day.

WHY ADVERTISE WITH REDSHARK?

RedShark aims to be the industry’s best source for the technological future.

With over 50 contributors, including top global journalists, there will be no better place to get in tune with the industry, and no better way to reach a concentrated pool of potential customers through RedShark’s various advertising opportunities.

RedShark has the reach and the scope - acquisition, distribution, craft, technology, business and finance - to build a sustained platform where advertisers get ongoing returns on their investment.

REDSHARK’S TARGET AUDIENCE

EditShare’s highly successful, Hollywood-strength editing software, Lightworks, has currently been downloaded approximately 360,000 times. It has become the editing software of choice for editors all over the globe - including multiple Oscar-winners and some of the biggest names in the business.

Over 40 per cent of Lightworks users have job titles of Producer, Director, Animator or VFX artist, along with Technicians, Videographers and, of course, Editors. And with 16,000 downloads each month, the list will continue to grow.

Each one of these unique users, plus thousands more brought in by social network sharing and recommendations, will be invited to read RedShark.
Guaranteed Traffic

EditShare and Lightworks enjoy a substantial number of website visitors and all of them will be exposed to interesting and varied articles from RedShark. That means 120,000 people each month will see articles and news, relevant to them and be encouraged to read more and, as a consequence, see your company’s advertising.
ADVERTISING OPPORTUNITIES

- **Mega Banner:** £40 cpm***
- **Head Banner:** £35 cpm***
- **Feature Ad:** £30 cpm***
- **MPU:** £35 cpm***
- **Half Page:** £35 cpm***
- **Category Break:** £30 cpm***
- **Footer Banner:** £25 cpm***

* Discount negotiable dependent on volume and commitment
*** Cost per thousand page impressions

To discuss your advertising needs please call our advertising manager
TECHNICAL SPECIFICATION

- **Copy Dimensions:**
  Please see our advertising site graphic for pixel sizes and dimensions.

- **File Size:**
  Maximum 30kb unless agreed otherwise (large files can have a detrimental effect on the user experience).

- **Destination URL:**
  Don’t forget to send us the link to the web page you would like us to send our readers to after clicking on your online advert.

- **Copy Changes:**
  We want to help you be as creative as you want to be. With this in mind we can run multiple adverts on a rotation system if required.

- **Transparency:**
  When your advertising campaign is signed off, we supply you with a login to the website to allow you to see exactly how many page impressions your advert has been exposed to, click through rates and the opportunity to extend/re-book future campaigns.

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or email advertising@redsharknews.com