

AR..VR

MAGAZINE

MEDIA KIT 2018

ABOUT US



AR/VR MAGAZINE

AR/VR Magazine is an industry leading online publication, offering the latest news, reviews, trends, resources & analysis of the augmented reality, virtual reality & mixed reality industry.











Our audience is a highly targeted mix of passionate and curious fans, producers, developers and industry insiders.

<http://www.arvr magazine.com>



INTERESTING USER FACTS & STATS

Most Popular Countries

-  United States
-  United Kingdom
-  Germany
-  Canada
-  India
-  South Korea
-  Australia
-  France
-  Netherlands
-  Italy

Most Popular Day & Hour

MOST POPULAR DAY

Monday

19% of views

MOST POPULAR HOUR

3:00 PM

7% of views

Most Popular Device

- desktop
- mobile
- tablet

Most Popular Browser

- Chrome
- Safari
- Firefox
- Safari (in-app)
- Internet Explorer
- Edge
- Android Webview
- Opera
- Samsung Internet
- Mozilla Compatible Agent

Most Popular Mobile OS

- Apple iPhone
- Apple iPad
- (not set)
- Samsung SM-G920F Galaxy S6
- Samsung SM-G930F Galaxy S7
- Samsung SM-G935F Galaxy S7 Edge
- Samsung SM-G950F Galaxy S8
- Apple iPhone 6s
- Samsung SM-G925F Galaxy S6 Edge
- Samsung SM-G930V Galaxy S7

ADVERTISING

ADVERTISING

We have the following paid advertising opportunities available. All advertising is based on space, time and availability. Note: all sponsored content will be publicly indicated.

BANNER ADS

- Navigation - 728x90
- Page Top - 728x90
- Post Top - 728x90
- Post Bottom- 728x90
- Page Bottom - 728x90
- Sidebar – 350x250
- Background Image

SPONSORED POSTS

Sponsored posts have no expiration limit or word limit. They must be well written, relevant to the AR/VR industry, informative and offer value to our readers. Publishing due dates are one week prior to posting.

SOCIAL MEDIA BLASTS & PRODUCT PLACEMENT

Sponsored social media posting follows the same requirements as Sponsored Posts or Sponsored Reviews. Any physical product placement must be shipped and return postage paid if you want it returned.

SPONSORED REVIEWS

Sponsored reviews are done as time permits. All review products must be either shipped or access codes provided.

Any shipped items that you require returned must include paid return postage.

EMAIL BLASTS

Occasionally we do a sponsored email blast or mention. If this is something you are interested in, let us know. Limit only 1 per month, per client.

MEDIA CALENDAR

The following is a list of key industry events and sales holidays that we typically follow, discuss and promote. Since we are a digital only publication, all promotions must be delivered at least one week before the desired publishing date.

Key Events	Date / Mo	Description
CES	January	AR/VR & 360° hardware and software coverage
GSMA	Feb	Coverage of any mobile AR/VR developments
GDC	March	VR Games coverage
Facebook F8	May	Coverage of any Oculus or Facebook related news or upcoming developments
Google I/O	May	Coverage of any Android / Daydream related developments
E3	June	VR Games coverage
Summer 360°	June - Aug	Coverage of new 360° camera tech based on the summer tourist season.
Gamescom	August	VR Games Coverage
Apple iOS Event	Sept	Coverage of any Apple / iOS related AR&VR developments
Oculus Connect	October	Coverage of any Oculus related news or upcoming developments
Unity Unite	Various Dates	Coverage of any Unity developments as they relate to AR/VR or gaming.
Holiday Buyer's Guide Black Friday Deals Cyber Monday	November - December	Holiday sales and promotions coverage

AWARDS & JUDGING

We are often invited to be part of the judging panel for various industry related AR & VR awards. Below are some of the events we have participated in over the last year. If you would like us to be part of your judging panel, let us know!



EVENTS CALENDAR

If you are promoting an AR or VR related event or conference and would like to be added to our [event calendar](#), please follow the submission guidelines listed below. Please be aware that calendar entries are added based on review and approval only and as time permits.

- Please provide ALL details related to the event. (Date, location, links, promoters, etc.) Please be sure to check the other calendar [entries](#) in order to understand what info is necessary.
- Please provide a detailed description of the event and make sure that your text is well written and the copy is checked for grammar and spelling errors. We will not accept poorly written descriptions nor will we take time to check or rewrite any info.
- Please provide a header image that is 1110px wide x at least 400px high.
- If we agree on a banner, banner size is 350w x 250h in gif format.
- No last minute entries. Please submit your events at least one month in advance of the show date.
- In exchange, we would appreciate a link back to our website via our logo placement on your media partnership page.
- You can download our logos here: [AR/VR Magazine Logos](#)

MEDIA PARTNERSHIPS

We are open to doing a select number of high profile media partnerships per year. Unfortunately we can't accept all of them, but if you have an amazing event planned and would like to work together for cross promotion, please get in touch.

In exchange for Media Partnerships, here's what we require:

- A free press pass to the event
- Linked logo placement in the Media Partnership section of your website and print material. You can download our logos here: [AR/VR Magazine Logos](#)

Here's what we can offer:

- Event Calendar Placement
- Social Media Promotion, within reason
- A blog post about the event. (You must provide the copy / press release and the header image)
- Banner placement one month before the event (as banner space permits and you must provide the banner)
- Sorry, do NOT do newsletter mailings for media partnerships.

STRATEGIC PARTNERSHIPS

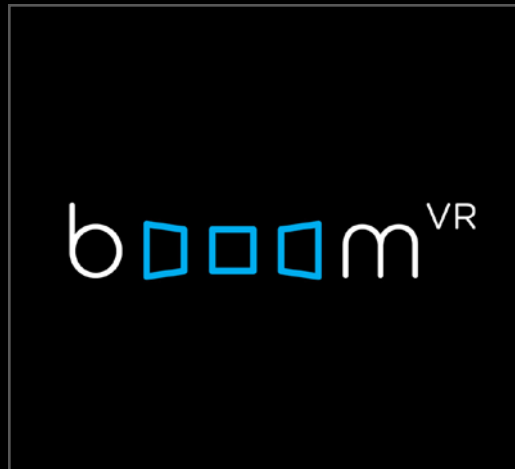
We have strategic partnerships with the following companies.



Playsnak

Global Next-Generation Game
Company

www.playsnak.com



boomVR

Virtual Reality Content Platform.

www.boomvr.com



Rocketbike ARVR

AR & VR Development Studio

www.rocketbikearvr.com



Inscale Interactive

Immersive Technology Presentation
Company

www.inscaleinteractive.com

CONTACT



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