



# Skwigly

ONLINE ANIMATION MAGAZINE

ADVERTISING  
**MEDIA PACK**

## ABOUT SKWIGLY

Skwigly Magazine is a leading online source of information on the UK animation industry, providing a regular staple of:

- Latest News
- Film, Event and Product Reviews
- Exclusive Interviews
- Events & Festivals
- Tutorials
- Skwigly Podcasts & Videos
- Animated Short Film Showcase
- Competitions & Polls

Skwigly employs a network of writers and contributors from all corners of the UK, plus a number from overseas, to cover all aspects of animation production and breaking stories. Our aim is to bring together members from all over the animation industry - illustrators, musicians, voice artists, producers, art suppliers, etc.

## OUR AUDIENCE

Our audience is extremely focused; comprising of animation professionals, production companies, freelancers, broadcasters, students & educational institutions, and other devotees of animation.

Website Stats *	
Unique visits	28,000 per month
Page views	45,000 per month
Average time on site	4 minutes
Visits from	208 countries - 40% from the UK, 60% International

\* Stats taken between April 2024 and March 2025

Social Media	
<b>Twitter / X followers:</b>	12,800+
<b>Facebook followers:</b>	5,500+
<b>Instagram followers</b>	5,900+
<b>YouTube subscribers:</b>	5,500+
<b>YouTube video views:</b>	2.7 million
<b>Newsletter subscribers:</b>	2,000+
<b>Podcast plays per month:</b>	2,000 (average)

## ADVERTISING OPTIONS & PRICE LIST

Banner Ad Name & Size	Ad duration (weeks)			
	1	2	3	4
<b>Website Skin / Tower Banners</b> (includes Header Banner)	£1000	£1500	£2000	£2500
<b>Header Banner</b> (1200 x 140px)	£150	£250	£350	£450
<b>Sidebar Ad</b> (400 x 400px)	£100	£150	£200	£250
<b>Facebook Cover Image Banner</b> (851 x 315px)	£50	£75	£100	£125
<b>Social Media Posts</b>				
<b>Twitter / X Sponsored Post</b>	£30 per post			
<b>Facebook Sponsored Post</b>	£20 per post			
<b>Instagram Sponsored Post</b>	£20 per post			
<b>Sponsored Articles &amp; Sponsored Newsletter Features</b>				
<b>Sponsored Article</b> (includes a banner - 785 x 100px)	£400 per article			
<b>Sponsored Newsletter Feature</b> (includes image, text and call to action)	£200 per feature			

We are always open to new advertising and sponsorship suggestions tailored to your requirements, and would be happy to discuss additional options not listed above.

## BANNER AD DETAILS

### THEMED SKINNING OF WEBSITE (includes Header Banner)

Our “themed skinning” option is ideal for companies who want brand exposure and visibility. This option places your artwork or design as the background image of our website, and is visible on all pages. Typically, your artwork will appear each side of our content, and can stretch to the edge of the browser window if desired. (Note: Not available on the mobile version of our site.) The **Header Banner** is included.



## HEADER BANNER

(1200 x 140 pixels)

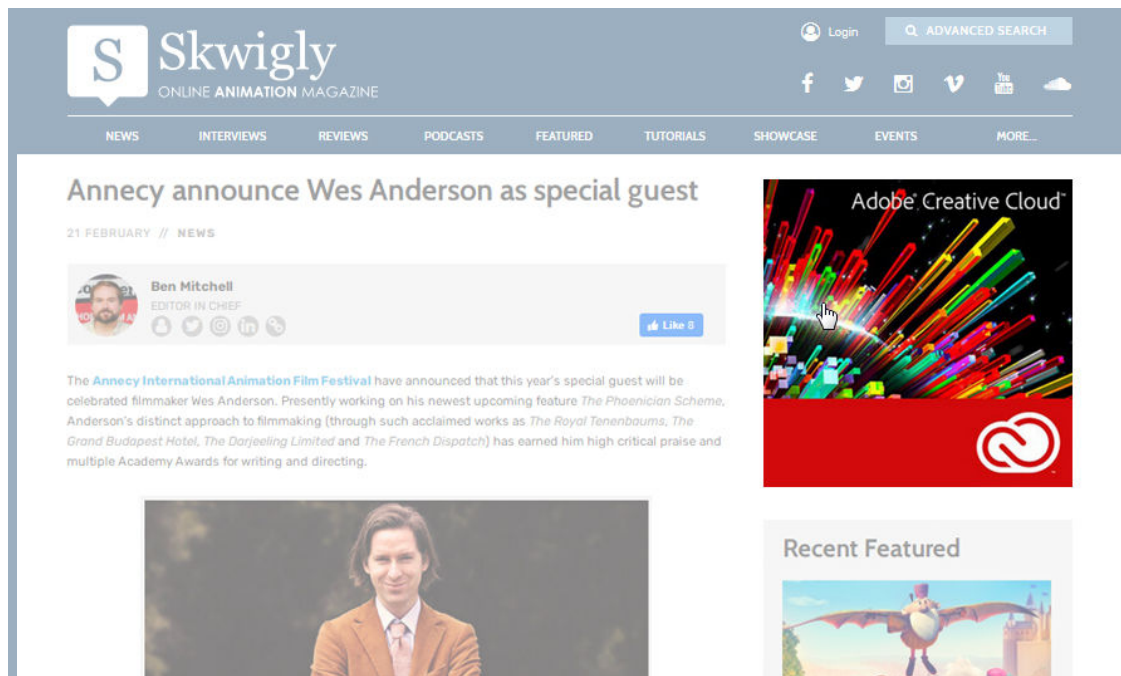
Our premier banner, which commands the audience's full attention, features on every page, and is positioned underneath the navigation bar, above the page fold. This is a non-rotating ad, and will be exclusive to you.



## SIDEBAR BANNER

(400 x 400 pixels)

Our most popular banner ad. We have three spaces available – one above the other – and these are allocated on a first-come basis. The sidebar ads feature prominently on all pages except the homepage.

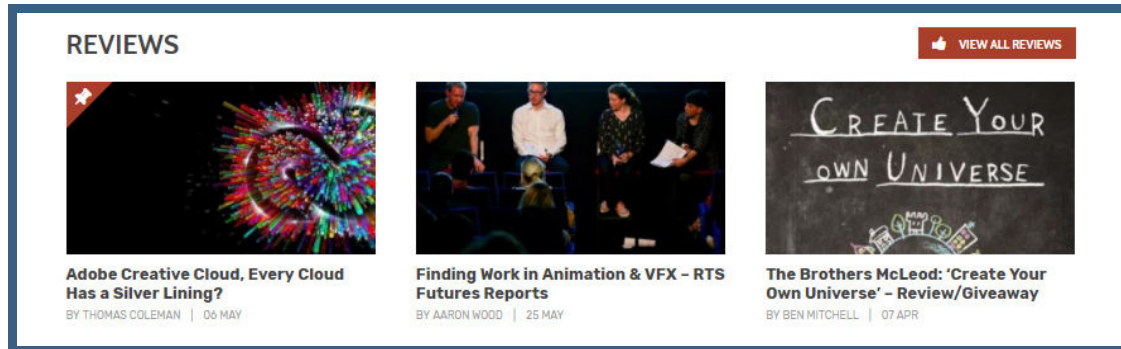


## SPONSORED ARTICLE & BANNER

We accept sponsored articles which follow the format of our other posts, with a banner (785 x 100 pixels) and small notification at the top identifying it as a sponsored article. These articles will be archived and therefore permanently on the site. This package includes promoting the article on Facebook and Twitter on the day of publication.

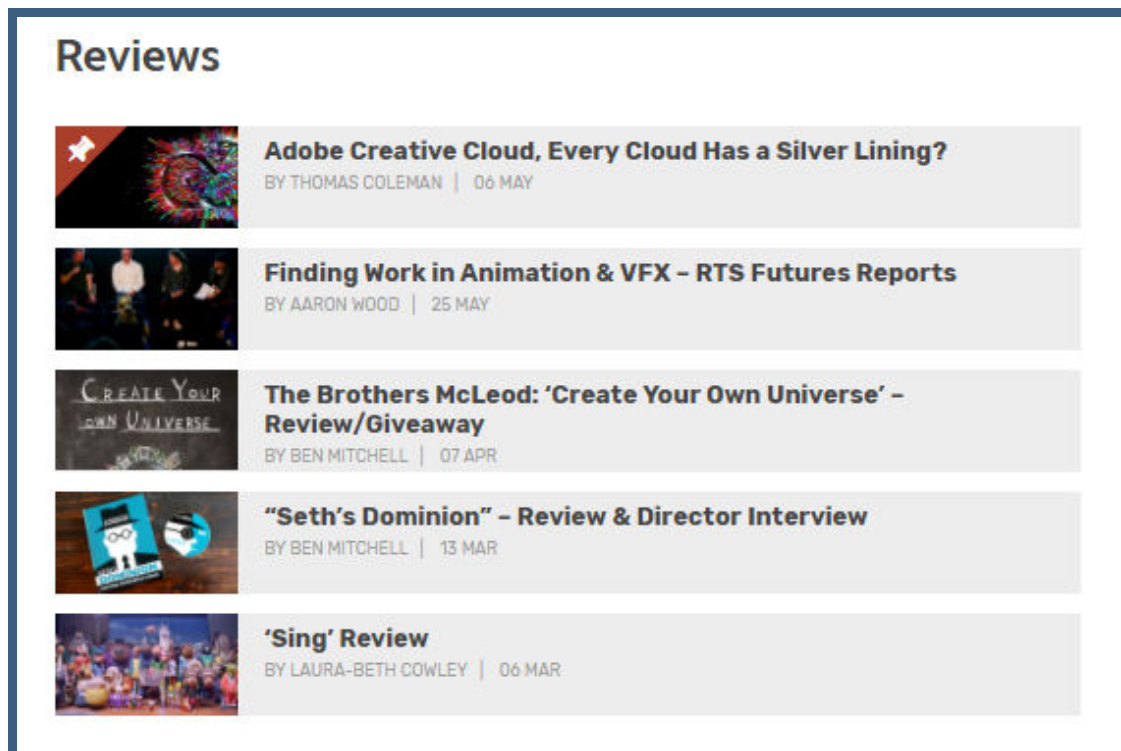


Sponsored articles automatically qualify as **'pinned articles'** for a 2-week duration. This means that they will be pinned to the homepage and the top of the category page, maximising their exposure (see the next 2 images for examples of this – indicated by the red pin icon).



Pinned article on homepage for 'Reviews' category

If you would like to pin your sponsored article to the homepage and category page for longer than 2-weeks, we would be happy to discuss this with you. (We can only accept one 'pinned article' for each category at one time.)



Pinned article on Reviews page – always appears as the first article

## SPONSORED NEWSLETTER FEATURE

If you would like to get your message out to our newsletter subscribers, we can offer a featured slot in our monthly newsletter, which is published on the third Tuesday each month (this is subject to change.)

The featured slot appears towards the top of the newsletter, and incorporates the following:

- An image (600 x 250 pixels - .jpg or .png)
- Heading / title
- Up to 150 words text description
- A URL for the call-to-action button



## SOCIAL MEDIA OPTIONS

### FACEBOOK COVER IMAGE BANNER

(851 x 315 pixels)

If you have a campaign more suited to creating awareness on social media, our Facebook cover image space will reach this segment of our audience. We can supply a template for your design, if required.



## **FACEBOOK SPONSORED POST**

A sponsored Facebook post is a post that appears on the organic timeline of our profile page. Your post will be pinned to the top of our timeline for 1 week and can include:

- An image (Size: 1200 x 1200 pixels max.)
- 100 words (max.) for the description, and a URL (if required),

## **TWITTER / X SPONSORED POST**

A sponsored Twitter / X post is a post that appears on the organic timeline of our profile page. Your post will be pinned to the top of our timeline for 1 week and can include:

- An image (Size: 1080 x 1080 pixels max.)
- 280 characters (max.) for the description, hashtags, @mentions, and a URL (if required)

## **INSTAGRAM SPONSORED POST**

A sponsored Instagram post is a post that appears on the organic timeline of our profile page. Your post will be pinned to the top of our timeline for 1 week and can include:

- An image (Size: 1000 x 1000 pixels max.)
- 200 words (max.) for the description, hashtags, @mentions, and a shortened URL (if required)

## BANNER AD SPECIFICATIONS

We support most formats including jpg, png, gif and animated gif. The maximum file size permitted will depend on the format, but as a guide, banners should be no larger than 120kb. We can supply pre-defined templates for some of our banner options, if requested.

Artwork, along with the URL link, should be emailed to [aaron@skwigly.co.uk](mailto:aaron@skwigly.co.uk) no later than 5 working days before the first day of the agreed advertising period. All invoices are due upon receipt. Payment details will be listed on the supplied invoice (we accept Paypal or bank transfers).

We regret that we cannot publish a banner before payment has been made.

**File size:** No bigger than 120kb  
**Format:** jpg, png, gif  
**Send files to:** [aaron@skwigly.co.uk](mailto:aaron@skwigly.co.uk)

Please supply the full URL that you want the ad to link to (ie: - <https://www.yourdomain.com>)

## PODCAST ADVERTS

The **Skwigly Animation Podcast**, and our 'extra' podcast series', are one of our most popular features. Published throughout the year, we mix star interviews with news and friendly banter between our presenters. The podcast is available on popular podcast platforms including **Apple Podcasts**, **Spotify**, **Google Podcasts**, **Tune-In** and **Soundcloud**, and is downloaded over 2,000 times per month by animation professionals, students, and enthusiasts alike.

We offer a range of advertising slots within a podcast episode. Slots are 30 seconds long and all include the option to feature your graphic on the podcast page.

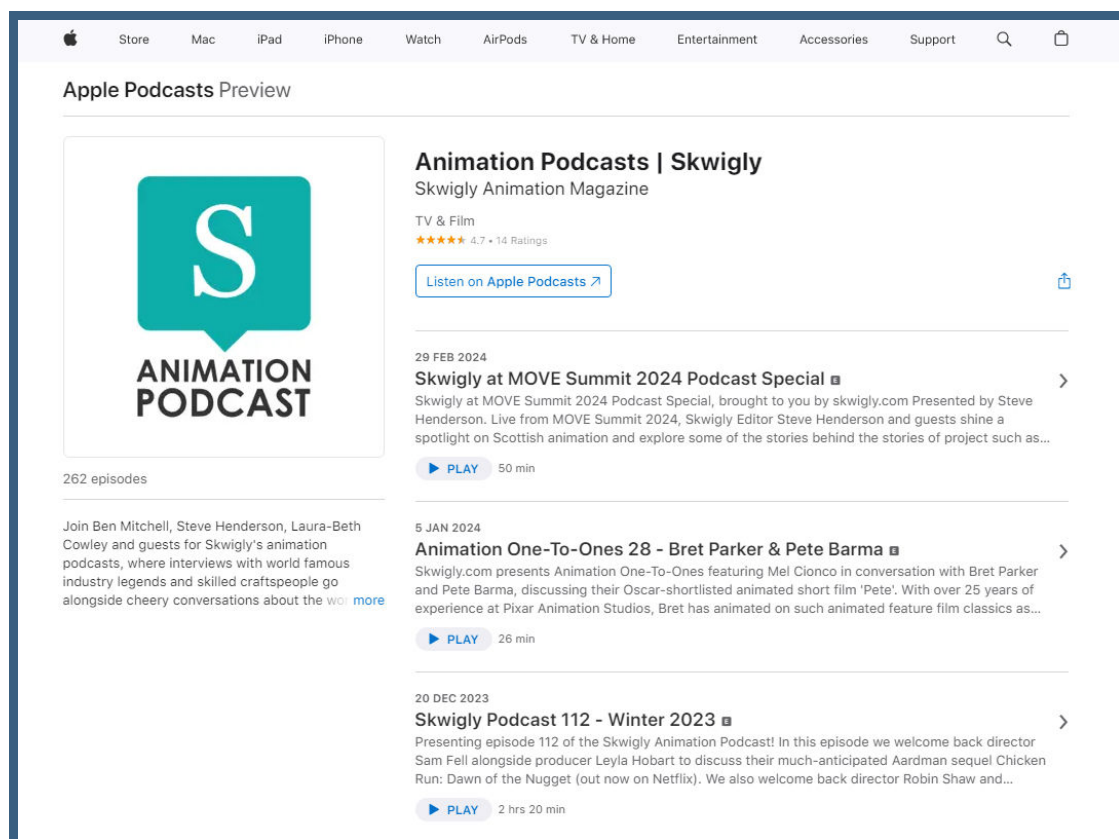
### Podcast Advert Formats:

1. Our standard offering is a "straight text read" worked into the podcast script. We will work with you to produce an advert that highlights your key messages.
2. Alternatively, if you want to supply a pre-recorded advert, we can accommodate this, subject to our technical specifications.
3. If you would like a custom advert/jingle, Skwigly can produce this for you. Additional charges apply. Contact [aaron@skwigly.co.uk](mailto:aaron@skwigly.co.uk) for more information.

## PODCAST ADVERT OPTIONS & PRICES

Podcast Time Slot *	Prices
Beginning of podcast	£150 (for 30-second slot)
Mid-way through	£100 (for 30-second slot)
End of podcast	£75 (for 30-second slot)

\* Skwigly offer only one ad per podcast per advertiser



The Skwigly Animation Podcast on Apple Podcasts

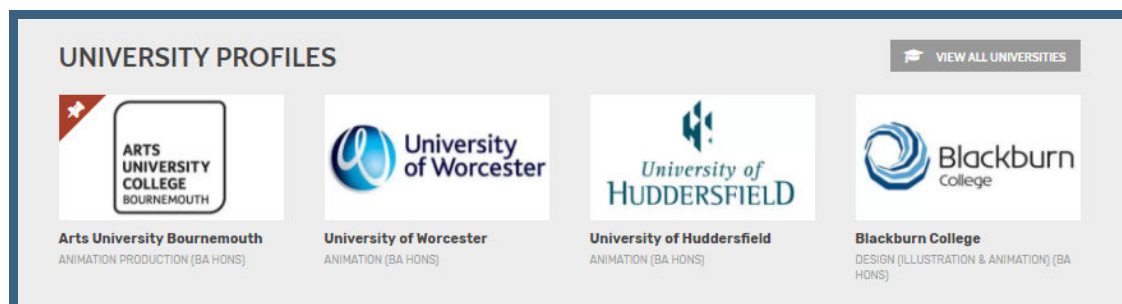
## UNIVERSITY PROFILES

One resource that Skwigly offers its audience are our **Animation Course / University Profile** pages, which list recognised animation courses in the UK. Each profile displays a limited amount of basic information (course, address, phone number, email, URL and logo) by default, for free.


In addition to this, we offer a full **University Profile for £400**. This includes:

- Course information (cost of fees, available places, alumni, course duration, UCAS number, established date)
- A written article about the course(s) or university itself
- Image gallery (up to 18 images)
- Videos and showreel
- Option to pin university to the top of the list for maximum exposure (only available to one university profile at one time).

Once the Full Profile is published it will stay live on the site, with the option to update the information at any time for an **additional £75**.



Pinned University Profile on homepage for Animation Courses




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## Falmouth University







BA (HONS) ANIMATION & VFX

Penryn Campus, Reliever Road, Penryn, Cornwall, TR10 9EZ

01326 254121

[Visit Website](#) | [Email Us](#)

### Animation and Visual Effects (BA Hons)

<b>Start Date</b>	September
<b>Cost</b>	£9,250 - UK and EU students. £15,000 - International students
<b>Places</b>	70 per annum
<b>Duration</b>	3 years Full Time
<b>Alumni</b>	Aardman Animations, Sony Pictures, Framestore, The Mill, Double Negative, MPC, London, MPC, Vancouver, Ubisoft Motion Pictures, Cinesite, Tiger Aspect, Studio Aka, TT Fusion, Brown Bag Films, Centroid, Projection Artworks, Pixel Circus, Dot to Dot, King Bee, Content Creatures

On the highly successful BA (Hons) Animation & VFX course at Falmouth we will prepare you for an exciting career in a rapidly growing industry. We place an emphasis on working collaboratively where you'll gain important team experience in animation production processes and work in a true-to-life simulated studio environment. We also recognise the importance of you developing your own portfolio and showreel to give you the perfect start in your chosen field of expertise.

Subscribe to our


### NEWSLETTER

Get the latest on animation news, events, podcasts, competitions and exclusives

### INDEPENDENT ANIMATION





DEVELOPING, PRODUCING AND DISTRIBUTING YOUR ANIMATED FILMS


ONLINE RESOURCE



Falmouth Animation & VFX Showreel




Falmouth Animation & VFX



Balancing the technical and the creative perfectly, Animation & VFX is the ideal start to your career. We work closely with you to nurture your animation and VFX skills using industry-standard software and pipelines, allow you to explore a wide range of media and help you to develop your complementary skills in the areas of design, drawing, movement, character and storytelling.

### Image Gallery

## CONTACT

If you are interested in advertising on Skwigly's website or social media platforms, or other forms of sponsorship, please contact Aaron Wood:

**Email:** aaron@skwigly.co.uk

**Phone:** +44 (0) 7739 002530

Whether you are running a campaign for a set amount of time or looking for a media partnership, we are open to new advertising and sponsorship suggestions and would be happy to discuss additional options not listed above.

Thank you for reading our Advertising Media Pack – we look forward to hearing from and working with you in the future!

