

# International Game Developers Association

## MEDIA KIT

15 March 2021



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## Non-Profit Supporting Game Developers

The International Game Developers Association (IGDA) is the largest non-profit membership organization in the world serving all individuals who create games. The mission of the IGDA is to support and empower game developers around the world in achieving fulfilling and sustainable careers.

As an international organization, the IGDA is a U.S.-based 501(c)6 non-profit professional association and a global network of collaborative projects and communities of individuals from all fields of game development - including programmers and producers, designers and artists, as well as writers, business people, QA team members, localization experts, and everyone else who participates in any way in the game development process. The IGDA brings together developers at key industry conferences, and in over 150 Chapters and Special Interest Groups (SIGs), to improve their lives and their craft.

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## Marketing and Social Outreach



The IGDA has an expansive and engaged network of game developers. Not only does this reach extend across the IGDA.org website, email lists, and social media platforms, but also across the social media networks of IGDA groups, such as its Chapters and Special Interest Groups. These groups have hundreds of these social media accounts in addition to the IGDA's social media.

### IGDA Insider

The IGDA emails a weekly newsletter, called the IGDA Insider, to its more than 29K subscribers. This letter has an impressive 33% open rate and is ideal for providing information to a wide range of developers.

### Website

The IGDA launched its new website at the end of November 2019. This site has vast improvements for featuring content, navigability, and mobile formatting. We have seen an increase in web traffic with this launch and expect to see a growth rate of approximately 10% per quarter. The IGDA website saw 26,306 views in August 2020.

### Direct Mailing - \$1000 / email blast

Send emails blasts to IGDA's over 29,500 subscribed developers. Discounts and free emailings available for Partners and Affiliates.

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## **IGDA News Articles and Insider Inclusion - \$500 / article**

The IGDA Insider reaches over 28,700 developers and has an amazing open rate of 29.65%, ensuring that 8,500 developers will read your message. IGDA Insider inclusions are free for Partners and Affiliates, but can be purchased for US\$500 per article.

## **Social Media Promotion - Free with Other Promotions**

With over 100,000 social media followers on various platforms and a highly engaged set of sub-communities, IGDA's social media has a far reach. Social media promotion is included with IGDA news articles, webinars, and event listings, and is free of charge for Partners and Affiliates.

## **Webinars - \$1000 / webinar**

The IGDA hosts streamed events and webinars on the IGDA Twitch account and other platforms. Webinars are an effective way to engage with the IGDA community and share information about your projects, efforts, knowledge, and company. Webinars intended to educate the audience are free of charge, promotional webinars are \$1000, but free for Partners.

## **Sponsorships - Pricing Varies**

The IGDA hosts and participates in many events throughout the year, with GDC featuring the largest number of events and sponsorship opportunities. These events garner up to 250K uniques live viewers and millions of static views.

## **Career Center Job Postings - Pricing Varies**

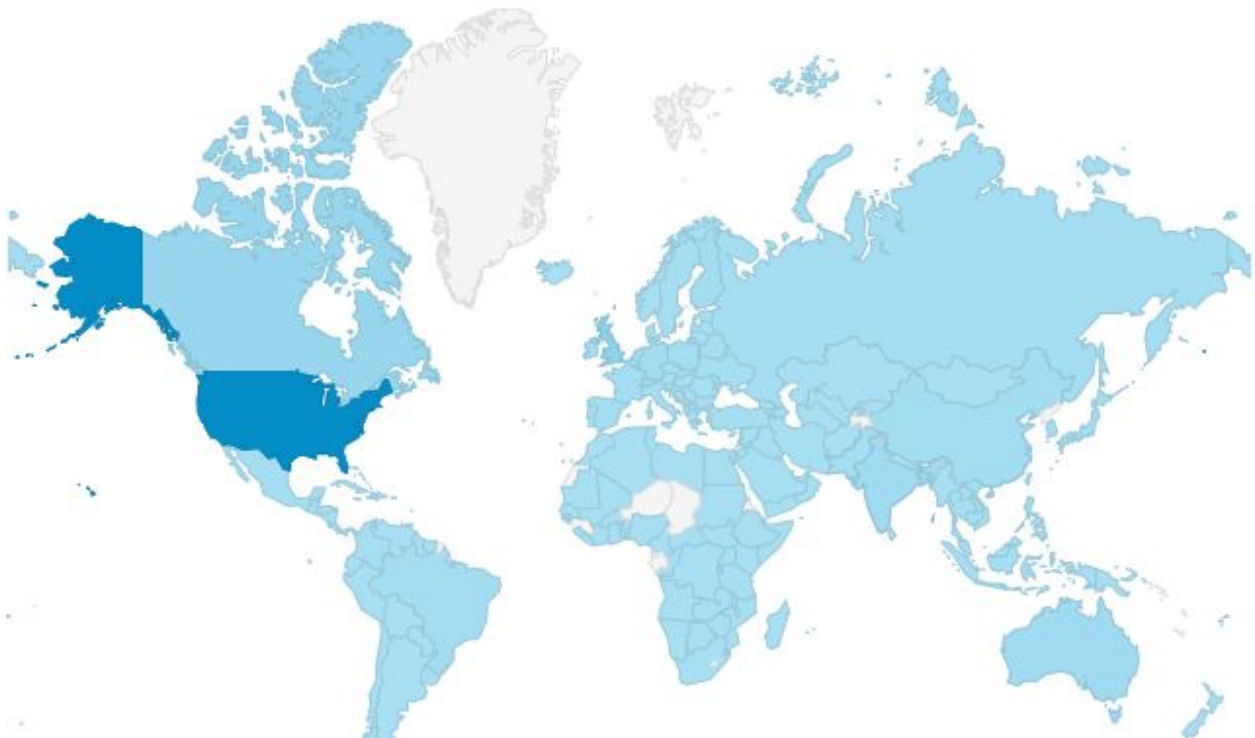
The IGDA Career Center offers a variety of job postings with additions ranging from featured job listings to emails about the job opportunities directly to game developers. The Career Center listings average over 15,000 job exposures and 650 job views every month. Find more information about these options at: <https://careers.igda.org/employer/pricing/>

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## Demographics

The IGDA has a truly global reach among its website and newsletter recipients.

Below is the regional demographics for IGDA's website traffic.



- 48% United States
- 7% United Kingdom
- 5% Canada
- 3% Australia
- 2% India
- 2% Germany
- 2% Finland
- 2% China

The following demographics are from the IGDA's Developer Satisfaction Survey 2017, which is sent to developers across all of IGDA's channels. The responses characterize IGDA's most engaged members.

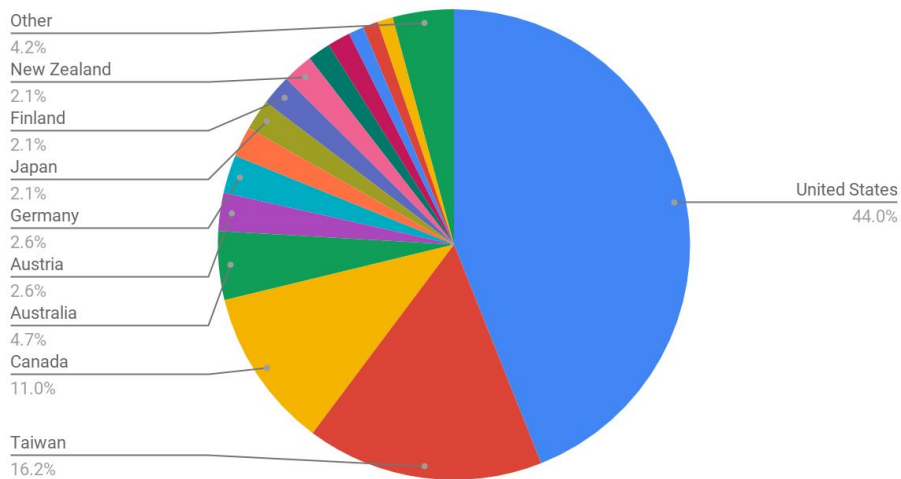
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## Race / Ethnicity / Ancestry

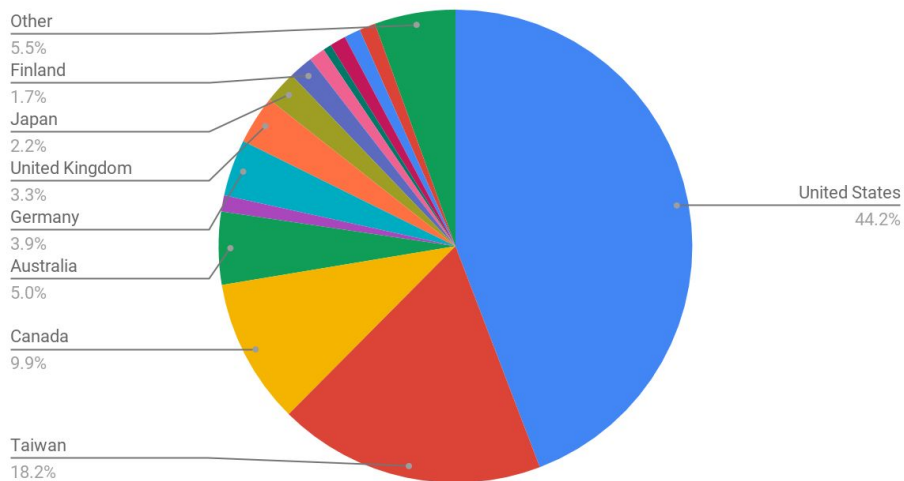
- 61% White / Caucasian
- 18% East / South East Asian
- 5% Hispanic or Latino
- 3% Pacific Islander
- 2% Arabian or West Asian
- 2% Aboriginal or Indigenous Peoples
- 1% Black / African

## Country Representation

### Country of Work



### Country of Origin



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## Gender

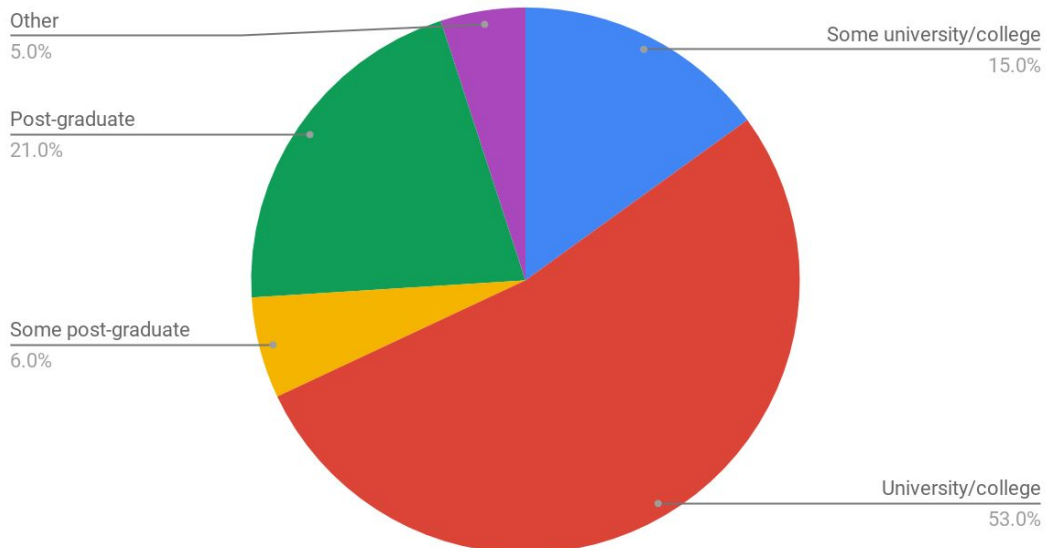
- 74% Male
- 21% Female
- 5% Other

## Job Role

- 27% Programming / Software Engineering
- 16% Game Designer
- 11% Producer or Project Manager
- 9% Senior Management
- 5% Artist

## Highest Education Attained

### Education



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## IGDA Partnerships

IGDA Partners get access to IGDA's large network of game industry contracts, as well as increased brand awareness and exposure through the IGDA channels.

### **Platinum Partnership - US\$15,000/yr**

- Unlimited webinar presentations to IGDA members
- 12 emails blasts (US\$12,000 value) and 20% off of additional email blasts
- Unlimited free job postings
- Monthly inclusions in the IGDA Insider (\$6,000 value)
- Logo and link listed on the IGDA Partners page, and first access to industry information

### **Gold Partnership - US\$5,000/yr**

- 4 webinar presentations to IGDA members
- 4 emails blasts (US\$4,000 value) and 20% off of additional email blasts
- 20 free job postings
- Quarterly inclusions in the IGDA Insider (\$2,000 value)
- Logo and link listed on the IGDA Partners page, and first access to industry information

### **Silver Partnership - US\$3,000/yr**

- 1 webinar presentation to IGDA members
- 2 emails blasts (US\$2,000 value) and 20% off of additional email blasts
- 5 free job postings
- Quarterly inclusions in the IGDA Insider (\$2,000 value)
- Logo and link listed on the IGDA Partners page, and first access to industry information

### **Bronze Partnership - US\$1,000/yr**

- 2 inclusions in the IGDA Insider (\$1,000 value)
- 20% off of email blasts
- Logo and link listed on the IGDA Partners page, and first access to industry information

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## IGDA Studio Affiliation

IGDA Studio Affiliates show their support of individual developers in their wellbeing and career growth with their membership. Developers of the affiliate studios receive all of the IGDA individual membership benefits, including a digital membership card, and affiliate studios also receive additional benefits as a studio member, including exposure and promotion to IGDA's network, job postings, and discounts on software and hardware.

### Benefits

- Promotion on IGDA's social media channels
- Event discounts, including:
  - 10% off GDC passes
  - US\$500 off Gamescom
  - 10% off DICE passes
  - Over \$4,000 in other event discounts
- Thousands of dollars in hardware and software discounts
- IGDA Career Center
  - Free job postings
  - Quarterly featured job placement
- Connection with the IGDA's over 150 local chapters and special interest groups
  - Connect with target developer groups
  - Host local events
- Access to the IGDA's Expert Resource Library
- Logo and link listed on the IGDA Affiliates page
- First access to industry information and sponsorship opportunities

### Pricing

The cost is a flat rate of studio affiliate is US\$200 for up to 15 developers for one year. The benefits deck and larger studios pricing are available at

<https://igda.org/membership/igda-affiliates/>



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## Sponsorships

The IGDA hosts and participates in many events throughout the year, with GDC featuring the largest number of events and sponsorship opportunities. Ask Renee ([renee@igda.org](mailto:renee@igda.org)) for more sponsorship information and current opportunities.

## IGDA Insider Inclusion

The IGDA Insider reaches over 28,700 developers and has an amazing open rate of 29.65%, ensuring that 8,500 developers will read your message. IGDA Insider inclusions are free for Partners and Affiliates, but can be purchased for US\$400 per article.

## Direct Mailing

Send emails blasts to IGDA's over 28,700 subscribed developers for US\$1,000 per email (discounts and free emailings available for Partners and Affiliates).

## Social Media Promotion

With nearly 100,000 social media followers on various platforms and a highly engaged set of social media sub-communities, IGDA's social media has a far reach. Social media promotion is free of charge for Partners and Affiliates. Due to high curation of these platforms, opportunities vary. Contact Renee ([renee@igda.org](mailto:renee@igda.org)) for more details.

## Career Center Job Postings

The IGDA Career Center offers a variety of job postings with additions ranging from featured job listings to emails about the job opportunities directly to game developers. The Career Center listings average over 15,000 job exposures and 650 job views every month. Find more information about these options at: <https://careers.igda.org/employer/pricing/>

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## Contacts

### Sales Enquiries

[staff@igda.org](mailto:staff@igda.org)

### Affiliate and Partner Enquiries

[affiliates@igda.org](mailto:affiliates@igda.org)

### Sponsorship Enquiries

[sponsor@igda.org](mailto:sponsor@igda.org)

### General Enquiries

Renee Gittins, Executive Director

[renee@igda.org](mailto:renee@igda.org)

### Career Center Enquiries

Justin Williamson, Sales Consultant

[justin.williamson@communitybrands.com](mailto:justin.williamson@communitybrands.com)

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1 Eglinton Ave. E., Suite 705, Toronto, ON M4P 1E8, Canada