

New World Notes:

Overview

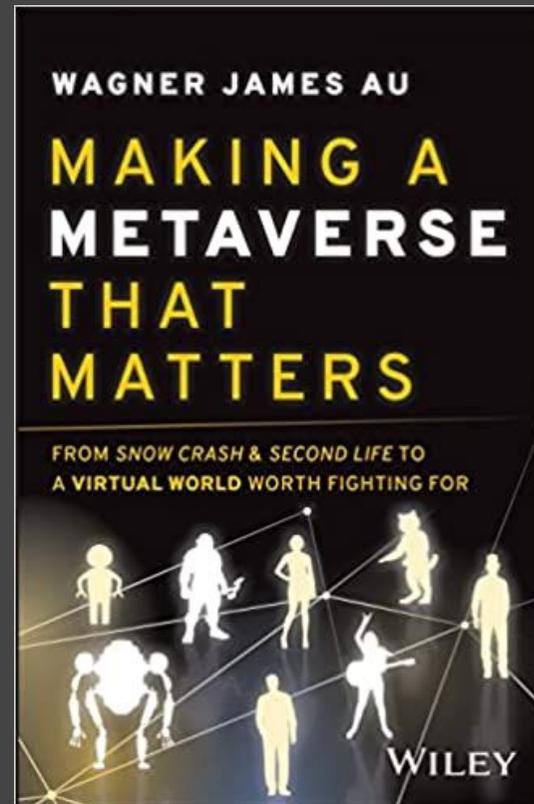
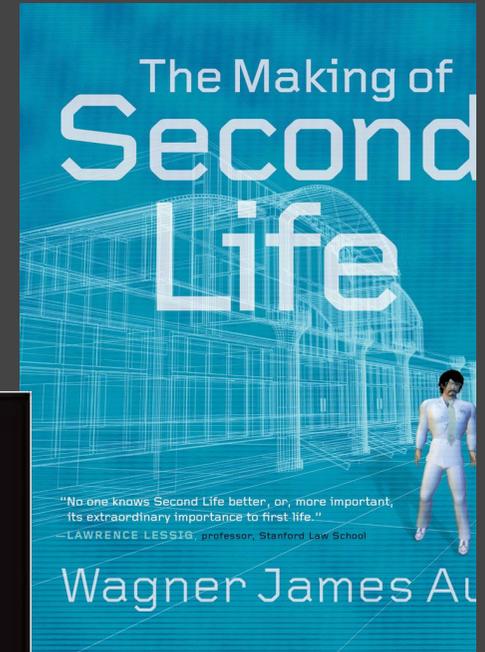
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Advertising Rate Card

Founded by James (“Hamlet Au” in SL) while Linden Lab’s official embedded journalist from 2003-2006, New World Notes is also the basis for his 2008 book *The Making of Second Life* (HarperCollins) and *Making a Metaverse that Matters* (Wiley), set for publication on June 2023 -- SL’s 20th anniversary!

Based in Los Angeles, James is also a longtime content / strategy /marketing strategist focused on games & virtual worlds with additional client experience in AI, futurism, China, UX/design, healthtech, web3, adtech, and US politics.

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Founded in 2006, New World Notes (nwn.blogs.com) is the longest-running, most-read blog devoted to Second Life news & culture and the Metaverse.

Featured by New York Times, WSJ, BBC, The Atlantic, LA Times, Kotaku, Polygon, and many other major news and gaming outlets.

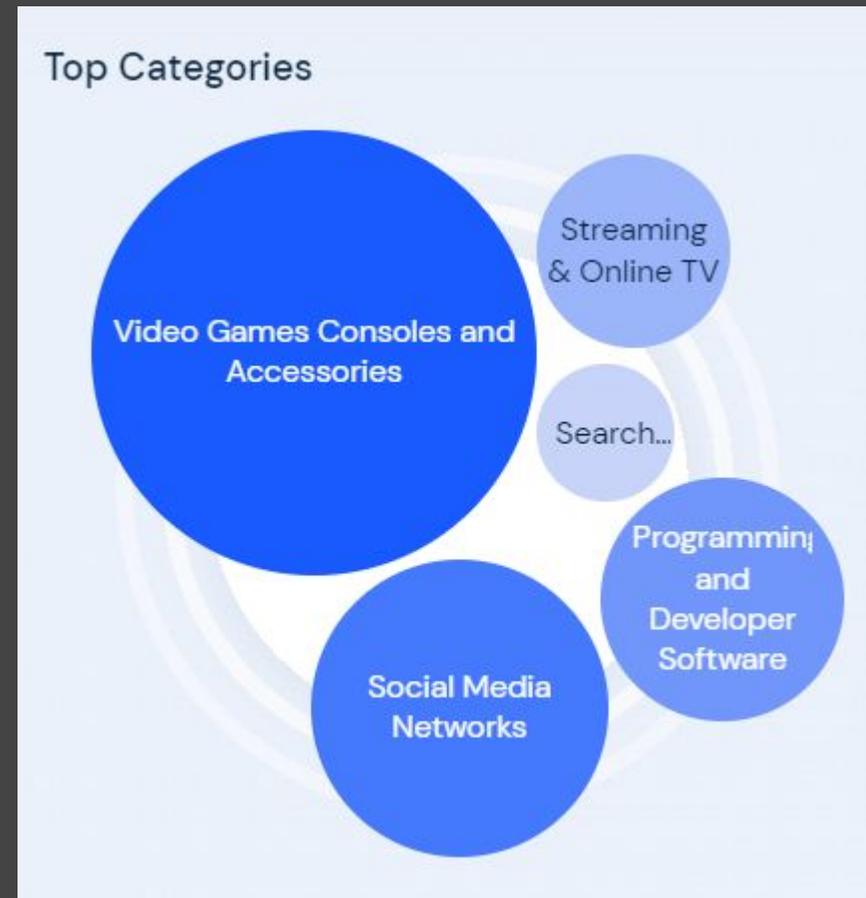
Averages 120,000-192,000 visits per month, with regular readership highly focused on virtual worlds (especially SL), games, technology, and tech hardware.

Source: SimilarWeb

Total Visits Last 3 Months



Top Categories



New World Notes works with dozens of brands (both virtual and IRL) as “media partners” presenting relevant content to its readership with placements across the site.

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New World Notes

the internet's longest-running metaverse news and culture site. from wagner james au, author of "the making of second life"

Weekend Shopping List: This Mesh Head is so Beautiful That it Barely Looks Like an SL Avatar | Main | Top Three Posts from New World Notes Last Week!

FRIDAY, JANUARY 23, 2015

SL Go Places: Angel Manor, The Second Life Sim Everyone's Talking About

The moment I saw the Second Life machinima everyone's talking about this week, I instantly knew which SL sim I'd visit this week via SL Go (from NWN partner OnLive): Angel Manor, where it's set. Is it as marvelous as it appears in the machinima? I fired up my pokey old Dell laptop (which can hardly run any Second Life client without choking and sputtering) and launched SL Go to give it a first-hand look. As you'll see, it really does look like it appears in the video:

SL Go Places: Angel Island

Visit powered by: **SLGO** by ONLIVE

In fact, if anything, the island is far more detailed than even the video suggests, boasting broad and beautiful indoor and outdoor areas that flow seamlessly together – and when you look up close, all the tiny, lovingly wrought elements that add true immersion and personality to a Second Life sim. (Be sure to visit the basement pool.) To go there, just copy/paste this address into SL Go or the Second Life viewer of your choice:

<http://slurl.com/secondlife/Angel%20Manor%20Park/0/0/0>

Used to be, I'd watch a machinima like this and think, "Well, there's another place I won't really be able to visit myself without buying a high-end desktop PC." Indeed, Kaya Angel recently left a comment in the post about his video, and gave the specs he used to make his machinima:

shop at **DUTCHIE** Furniture & Homes

RECENT POSTS

Artist Uses ChatGPT AI to Create Text-Based Adventure Game – Then Feeds That Text Into Midjourney AI to Create Images for Game

Second Life's Source Code is Finally on Github!

Today's Flickr Pick: Wackily Exploring Second Life With a Surf Board in Tow

Sannyの日本語バーチャルワールドニュース: 2022年11月 Sanny Reports For Virtual Japan

Monday Memory: Metaverse Artist, Grieving For Her Dead Husband, Recreates Him as an Avatar

Top 6 Posts Including Major VRChat Moves

Permanent
300 x 300
.GIF ad

Current New World Notes partnership rates (payable in USD or L\$):

- Sponsored post, 300-500 words: \$300/post or L\$68,000, up to one per week. (Must arrange content 5 business days+ in advance.)
- Sponsored video: \$100 or L\$22,000. Must be included in sponsored post. Video to be created by sponsor, though we can recommend producers.
- In-post ad: \$100 or L\$22,000 post.
- Permanent 300x300 ad: \$150 or L\$34,000 or month.

PACKAGE RATES:

- 2 of the above for 10% discount for 3 month commitment
- 2 of the above for 20% discount for 6 month commitment
- Other packages available, Talk with us!

*All partnerships include "sponsor thanks" promotion on James/New World Notes' Twitter, Facebook, and Plurk channels -- 15K followers.

Contact New World Notes' Advertising:

“Demonica” (lhasamencur.dagger)

E-mail: ads@new-world-notes.com

SOCIAL:

FINE PRINT:

Preference given to brands that best fit New World Notes' editorial focus and readership interests.

Brand ads/content on New World Notes must be “PG-13”, whether or not brand content includes Adult-rated content. (But preference given to general use brands.)

