

**New World Notes:**

**Overview**

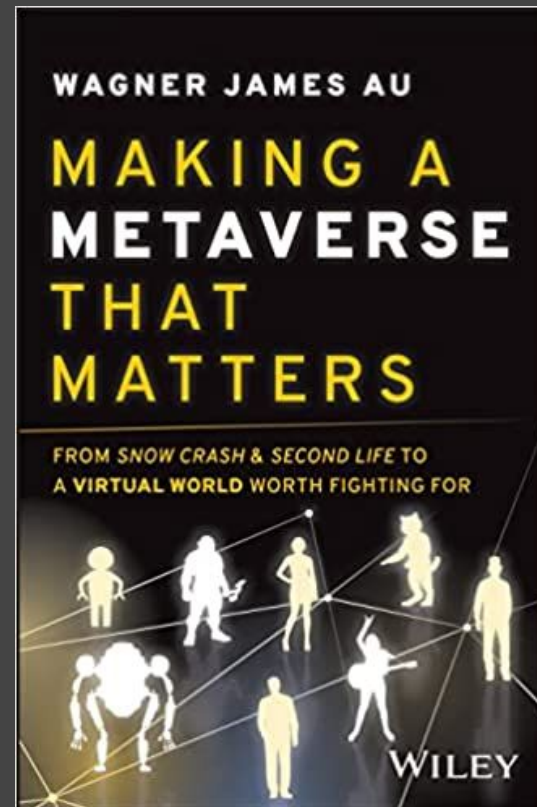
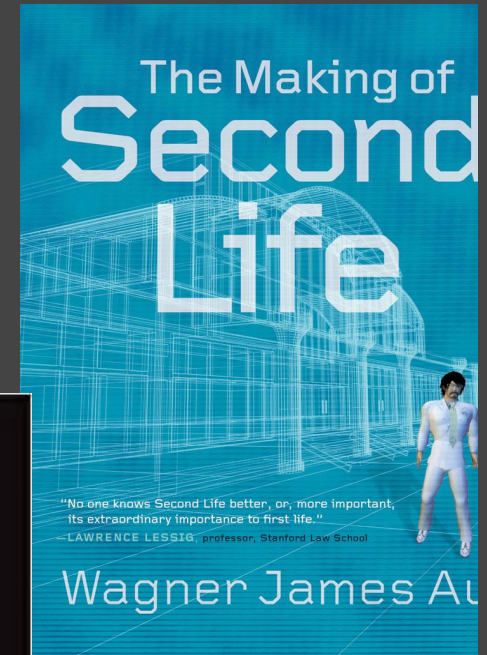
**&**

**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), published on June 2023, softcover TBA.

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.

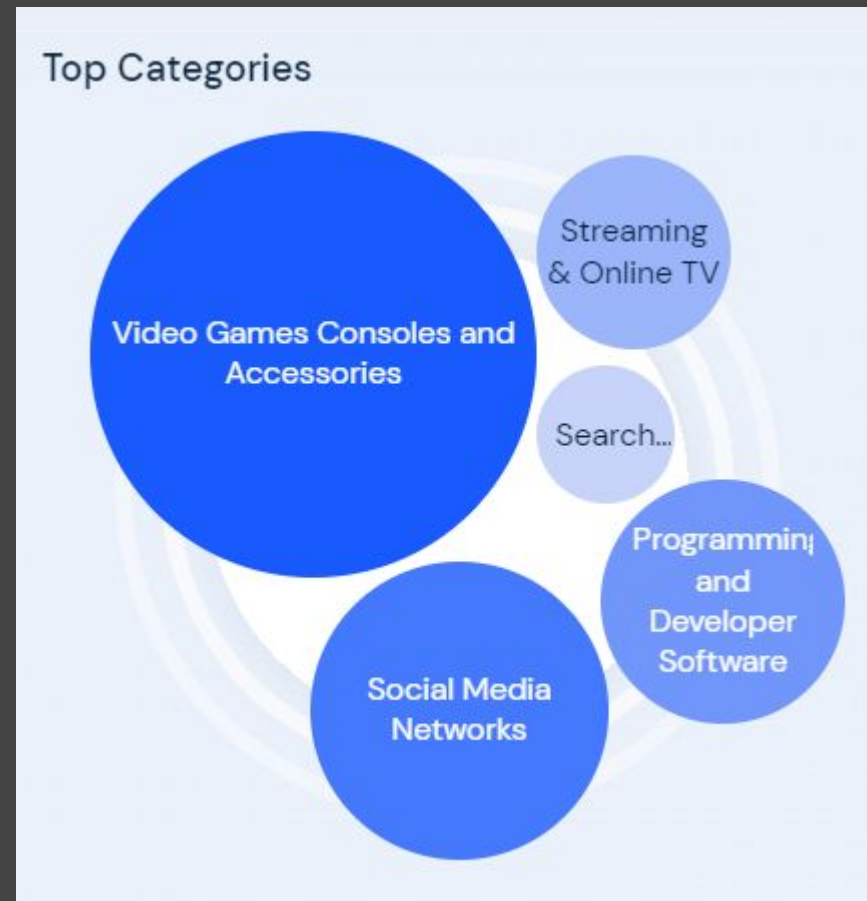
Averages 120,000-192,000 visits per month, with regular readership highly focused on virtual worlds (especially SL), games, technology, and tech hardware.

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.

Sponsored post

Sponsored video

In-post ad

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のオマケパースナ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


Partnerships lasting 3 months or longer also get one “sponsored by” mention / tag per week in promotion of NWN posts on Facebook and Twitter -- amplifying reach to 50K+ consumers who can click directly to your social page.

 **Second life friends**




 **Wagner James Au** shared a link. 10h · 🌐 ⋮

These are amazing! "Geoff Quinnell's stream is a collection of gorgeous vintage travel postcards from Second Life. He sees the beauty of SL and presents it in a world before computers and color photography." (Brought to you by **Dutchie in Second Life**, creator of fine SL furnishings.)

See more here Quinnel pics here:  
<https://nwn.blogs.com/.../geoff-quinnell-sl-flickr...>



[NWN.BLOGS.COM](https://nwn.blogs.com)  
**Today's SL Flickr Pick: Geoff Quinnell Creates Virtual World Images That Look Like Postcards**

   Laura Leeland, Tony Drake and 7 others

# IDEAL EXTERNAL PARTNERSHIPS

FRIDAY, JANUARY 09, 2015

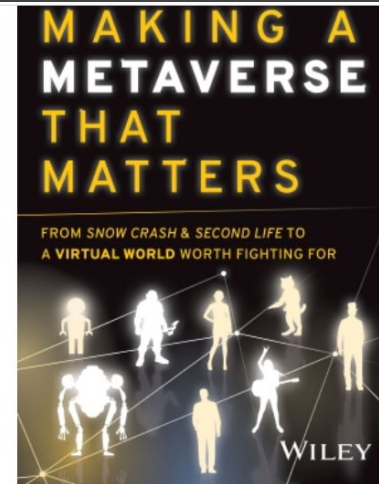
## SL Go Places: Motorbiking Across Second Life's Massive Mainland (Or At Least Trying & Foolishly Failing)

Last night I fired up SL Go (from NWN partner OnLive) on my musty old Dell laptop to try and fulfill a goal I've had for many years: Travel across the Second Life mainland in one continuous trip in real time, without flying. My first attempt went, well, way wacky -- watch:



As you can probably tell, I haven't driven a motorcycle in Second Life in a long time, and this particular model has a twitchy engine and steering system that's hard to handle. (That is to say, it's like an actual turbo-charged motorcycle.) If you're an SL biker, I'd love your suggestions for a bike that's easier for an amateur. Because I'm definitely trying this again: One cool thing about using Second Life with SL Go on an old laptop (I observed very biasedly) is the seamlessness of crossing through sims at high speeds, without the long pauses and laggy display you would otherwise get.

Visit powered by:



In addition to virtual world-based brands, especially from Second Life, New World Notes readers engage best with brands in these categories:

- Metaverse platforms, virtual worlds, and sandbox MMOs
- Sandbox and/or immersive games
- Technology products related to gaming/metaverse platforms

Partnerships include the option of working with James on product, marketing, and PR strategy.

## Current New World Notes partnership rates (payable in USD or Linden Dollars):

- 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 US:

[ads@new-world-notes.com](mailto:ads@new-world-notes.com)

Or directly to James:

[wjamesau@gmail.com](mailto:wjamesau@gmail.com)

[wja\\_hamlet](#) (Discord)

## 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.)

