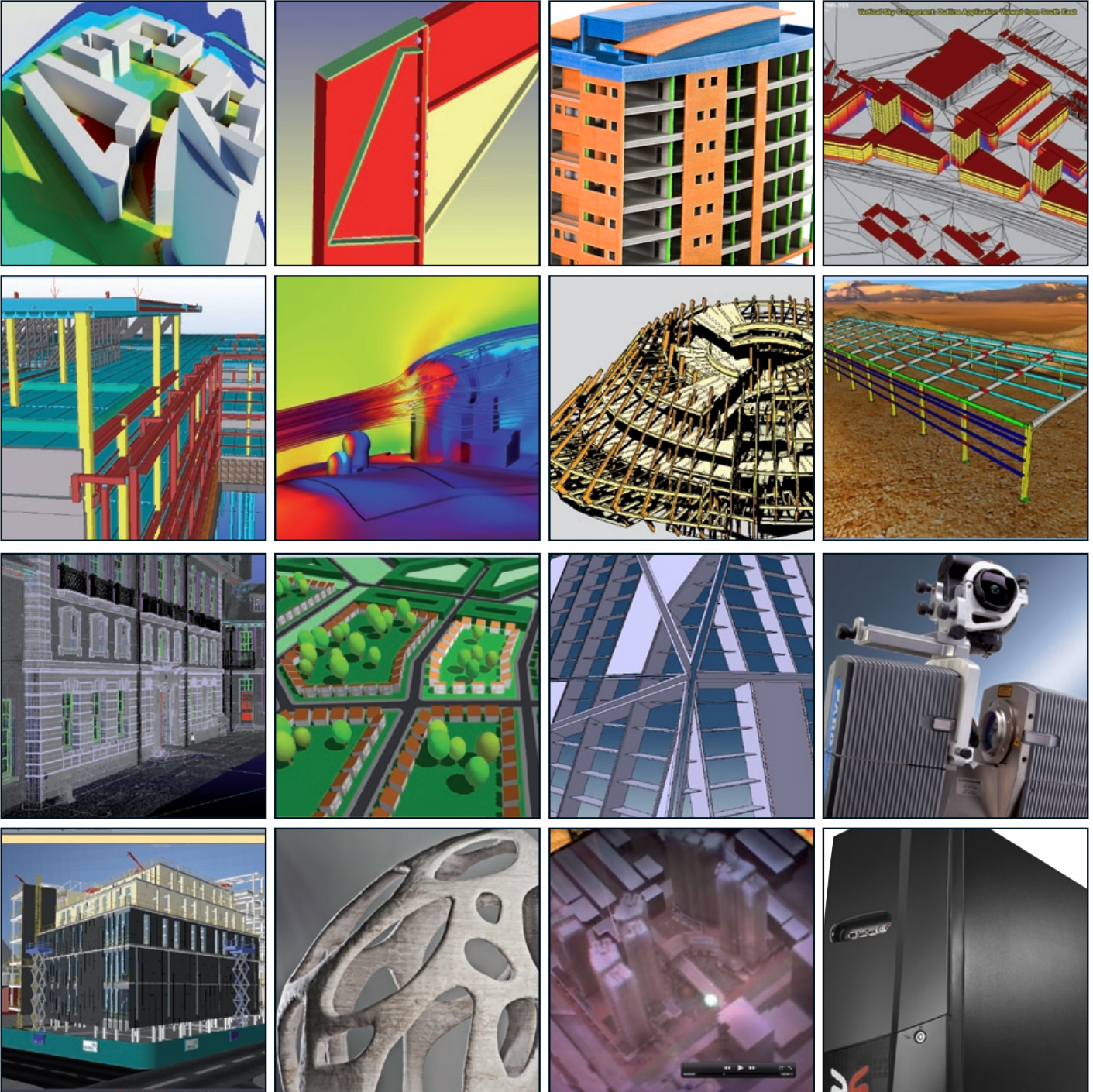


AEC MAGAZINE

Building Information Modelling (BIM) for Architecture, Engineering and Construction



MEDIA PACK 2012

www.aecmag.com

AECMAGAZINE

Building Information Modelling (BIM) for Architecture, Engineering and Construction

EDITORIAL FOCUS

AEC Magazine has a bold agenda that reflects the evolutionary nature of the fast moving Architecture Engineering Construction sector.

The magazine tracks the huge selection of software and hardware technologies at the disposal of architects and engineers throughout the world. These include concept shaping, 2D drawing, 3D modelling, Building Information Modelling (BIM), Green Building Design, Design Visualisation, Project Management, Structural Design and Analysis, Building Services, BOM, Rapid

Prototyping, Workstation Technology and the production of intelligent models that accompany the completed project through its lifecycle.

AEC Magazine is the only title devoted exclusively to AEC technology solutions in use throughout Building, Architecture, Civil & Structural Engineering – offering greater depth of coverage in the field than any other journal.

If you've a technology solution to sell into the AEC market, this is the place where users will expect to read about it!

INDUSTRY AREAS

Architecture	Structural Engineering	Surveying
Building Services	Civil Engineering	Property Development

READER PROFILE

Architects	Planners	Landscape Architects
Structural Engineers	Contractors	Consulting Engineers
Surveyors	Interior Designers	Building Services
Civil Engineers	Project Managers	Engineers
Facilities Managers	CAD Managers	Design Viz Specialists

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AECMAGAZINE Jobs NEW!

AEC Magazine has teamed up with CADjobhunter (www.cadjobhunter.com) to launch a new website dedicated to careers which require skills in CAD and BIM software (jobs.aecmag.com).

The site will help thousands of skilled candidates find their next technology focussed career and provide employees with a targeted environment in which to recruit

highly qualified professionals.

The agreement also marks the start of a new dedicated jobs sections in the print, PDF, and iPhone / iPad editions of AEC Magazine.

For more information contact:

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AEC MAGAZINE FEATURES 2012

January/February

Design Visualisation
Steel Design
Workstation Technology
Document Management
Laser scanning
Mobile CAD
Building Information
Modelling (BIM)

March/April

Structural Analysis
Construction
Civil Engineering
Large Format Printing
Project Management
Working On Site
Architectural Visualisation
Laser scanning



Courtesy of Atelier York (alex.york.co.uk)



May/June

- Rapid Prototyping/Model Making
- Structural Design
- Digital Mapping
- Design Visualisation
- Point cloud data for BIM
- Building Information Modelling (BIM)
- Workstation Technology

July/August

- Rendering Technology
- Building Information Modelling (BIM)
- Project Management
- Green Building Design
- Structural Engineering
- Digital Mapping and GIS
- 2D CAD

September/October

- Reinforced Concrete Detailing
- Green Building Design
- Design Visualisation
- Building Information Modelling
- Site Layout
- Architectural Design
- Laser Scanning
- File Viewing

November/December

- Structural Engineering
- Digital Mapping
- 3D Rendering and Animation
- Building Services Engineering
- Highway/Civil Engineering
- Document Management
- Training
- Facilities Management

Rate Card

2012 Advertising Rates

Size	Mono	Colour
DPS	£3,630	£4,688
Full Page	£2,032	£2,562
Half Page	£1,058	£1,587
Landscape or upright		
1/4 Page	£605	£1,133
Strip Ad	£1,375	

Premiums: Inside front / Outside back at 15%.

Inside back / Right hand pages at 10%.

Discounts: 5% for 3 or more and 10% for six or more. Agency discount 10%.

Appointments: £50 per sec.

Mechanical Data

Ad Size	Dimensions
DPS Trim	297 x 420mm
DPS Bleed	303 x 426mm
Full Page Trim	297 x 210mm
Full Page Bleed	303 x 216mm
Page Type Area	280 x 190mm
Half Page	130 x 190mm
Half Page	280 x 92mm
1/4 Page	130 x 92mm
Strip Ad	60 x 190mm



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or Steve King, Advertising Manager
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(Email) steve@x3dmedia.com

Online advertising with aecmag.com



AEC offers a number online opportunities for web advertising and newsletter sponsorship going out to our global community of readers.

Website advertising rates

Skyscraper (600 x 120px) £1,800 per month

Full Banner (468 x 60px) £1,500 per month

Rectangle (250 x 300px) £800 per month

Button (60 x 120px) £400 per month

Email bulletin advertising rates

Newsletter sponsorship £2,500

Full Banner (468 x 60px) £2,000

Other marketing opportunities

Inserts — an inexpensive way to get your product information directly into customer's hands. We can also offer 'bound-in' inserts and, where practical, wrapped 'outserts'. Call our sales team for more information.

Carrier Page 'Solus' — uses a pre-printed carrier page for printing the name and address of the subscriber, plus return post and change of address details. This 'solus' position is now available to advertisers — inexpensive and an instant response!

Internet — promote your website in the AEC website directory. A small entry can appear

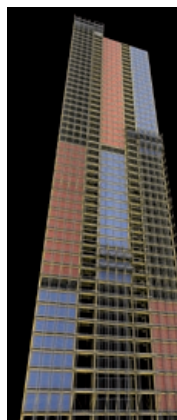
Circulation

AEC Magazine has a circulation of 10,000 copies, sent directly to subscribers engaged in Building, Architecture, Civil & Structural Engineering and Design Visualisation.

Readership is monitored to ensure quality control, with new readers being sourced from reliable industry research, exhibition and conference attendances as well as agreements with professional bodies.

Read AEC Magazine anywhere

AEC Magazine is now available on Apple's iPhone and iPad. Download from Apple's App store now. PDFs available from aecmag.com



each month for six or twelve month periods for minimal costs.

Cover Mounted CDs — we offer a complete package including explanatory editorial coverage inside the magazine and assistance in planning your project. Our past record on liaising with vendors on CD projects has been second to none.

Mailing List Rental — the AEC Magazine database can be rented in part by advertisers. The two-tier cost is £225 per thousand for companies who have advertised in AEC in the previous three months and £275 per thousand for others. Electronic list rental rate is £340 per thousand. To advertise on our electronic news bulletin call for current rates.

Publishing Data

AEC is published six times a year.

Final copy deadlines: Contact the Production Manager at production@x3dmedia.com.

Important! Previous copy will be used when agreed deadlines are missed.

Cancellation: Twelve weeks prior to the end of the month preceding publication.

Mono advertisements eight weeks prior to the end of the month preceding publication.

All cancellations must be made in writing and will be confirmed to you in writing by return.

Cancellation series bookings: Where discount rate series is cancelled prior to completion, all insertions up to the point of cancellation will be re-invoiced at the full rate card price.

Digital copy: Please supply as a **press optimised PDF (Acrobat 4.0 or less)** All picture files should be 300dpi and all colours CMYK.

Important! Please ensure adverts are supplied to the correct size and specifications. Any work carried out by us to correct wrongly supplied files will be charged to the advertiser at industry rates.



X3DMEDIA
community through content

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