

Media Information 2015

# AECMAGAZINE

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



Dedicated to Building  
Information Modelling  
Technology  
(BIM) since 2002

[aecmag.com](http://aecmag.com)

## Unrivalled BIM coverage

AEC Magazine and aecmag.com has been dedicated to BIM technology since 2002. No other global magazine and website has the same level of dedicated BIM features, software reviews and case studies



## Original content

Unlike many AEC websites, which are merely news and article aggregators, AEC Magazine contains many original, in-depth content originated by our respected team of editors, drawing on over 50 years of collective experience in CAD/BIM technology.

## Marketing reach

Reach AEC magazine's community via print advertising, online banners, email newsletter sponsorship, targeted mailings, list rental, cover DVDs and inserts.



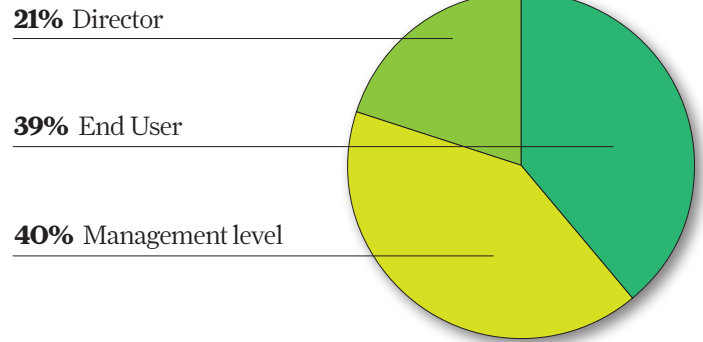
## Multiplatform

AEC Magazine is available in print, on the web, in PDF and on the Apple iPad and Kindle Fire. 10,000 print mags (25,000+ readers)\*. 9,000 digital magazine downloads per issue.

\*each magazine read by 2.5 readers on average

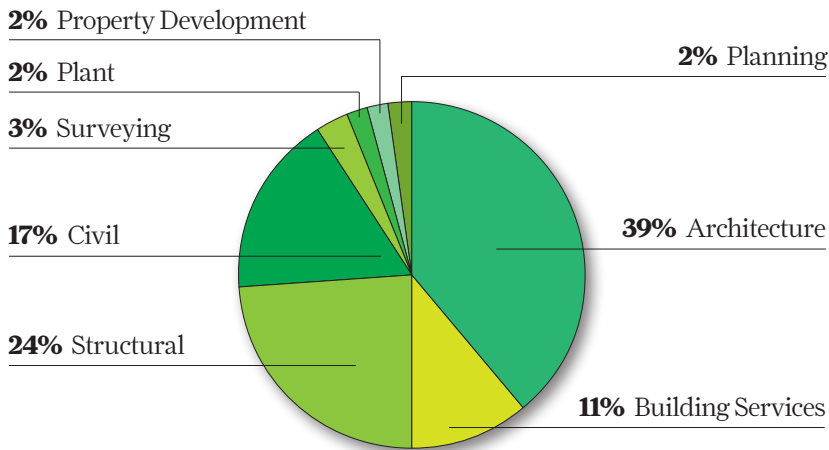
## Decision makers

AEC Magazine is a trusted route to those who have a major influence on purchasing decisions. Over 60% of our readers are management or director level



## Reader profile

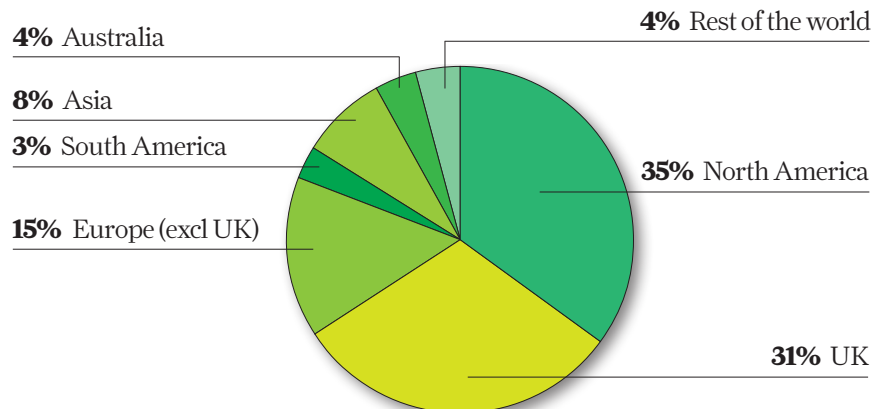
AEC Magazine caters for everyone touched by BIM from concept design to facilities management



- Architects
- Structural Engineers
- BIM Managers
- Surveyors
- Civil Engineers
- Facilities Managers
- Planners
- Contractors
- BIM Consultants
- Interior Designers
- Project Managers
- CAD Managers
- Landscape Architects
- Consulting Engineers
- MEP Engineers
- Design Viz Specialists
- Fabricators
- Estimators
- Quantity Surveyors
- Site Managers
- Construction Planners
- CAD technicians

## Global reach

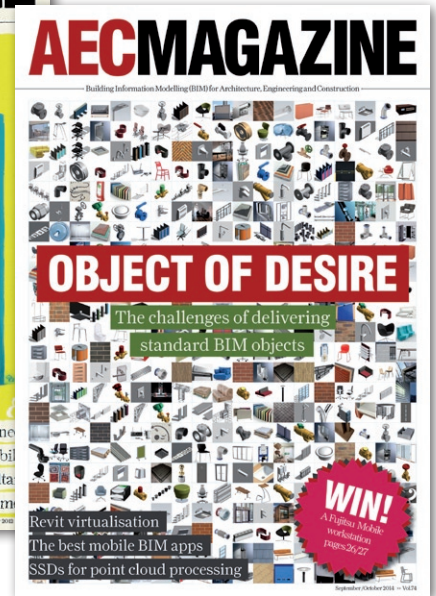
AEC Magazine's audience centres on the UK, North America and Europe but touches all corners of an increasingly global AEC market



## Editorial scope

AEC Magazine focuses exclusively on Building Information Modelling (BIM) technology for architects, engineers and construction professionals, supporting projects from concept through to operation. It presents

industry comments, technical reviews and case studies, written in plain English, helping construction industry professionals adopt 3D, model-based workflows and generate new efficiencies and revenue opportunities.



## 2015 editorial features

### January/February

**Point cloud data / laser scanning special edition**  
Workstation Technology  
BIM Training  
Structural Analysis  
Collaboration in the Cloud  
Working on site  
BIM for Digital Fabrication  
BIM for Architecture

### March/April

Design Visualisation  
Large Format Printing  
Construction Simulation  
Civil Engineering  
Project Management  
BIM Model Coordination  
Architectural Visualisation  
Collaborating with BIM data  
Project Costing

### May/June

Working with BIM On Site  
Structural Design  
BIM Standards  
Terrain Modelling  
Point Cloud Data for BIM  
Workstation Technology  
BIM for Structural Engineering  
FM and Asset Management

### July/August

3D Printing  
Digital Mapping and GIS  
Rendering Technology  
Project Management  
Green Building Design  
Structural Engineering  
Cloud-based Design  
Procurement  
BIM Model Coordination

### September/October

BIM for Civil Engineers  
Green Building Design  
Design Visualisation  
BIM for SMEs  
Laser Scanning  
Asset Management  
Mobile Technologies  
Concrete Design and Analysis

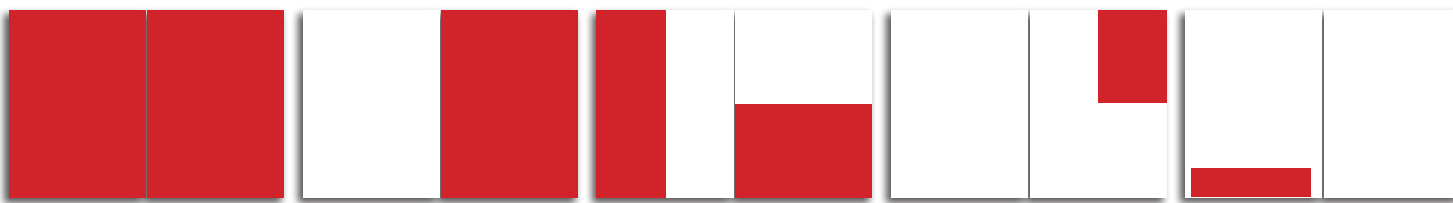
### November/December

Steel Design  
Digital Mapping  
3D Rendering and Animation  
3D Printing  
Building Services (MEP)  
Document Management  
Facilities Management  
Interoperability  
Computational Design



## Magazine advertising rates\*

(all dimensions horizontal by vertical)



### Double Page Spread

420 x 297mm (trim)  
426 x 303mm (bleed)

**£6,110** US\$10,080

### Full Page

210 x 297mm (trim)  
216 x 303mm (bleed)  
190 x 280mm (type area)

**£3,000** US\$4,950

### Half Page

92 x 280mm (upright)  
190 x 130mm (landscape)

**£1,800** US\$2,970

### Quarter Page

92 x 130mm

**£1,300** US\$2,145

### Strip Ad

190 x 55mm

**£1,500** US\$2,475

### Materials

- A press optimised PDF file (Acrobat 4 / PDF 1.3 compatible). All encapsulated CMYK images with a resolution of 300dpi. All fonts embedded.

- TIF (300dpi and CMYK)

Adverts to be supplied via email to [production@x3dmedia.com](mailto:production@x3dmedia.com)

### Loose Inserts\*

Weight up to 10 grams **£120 (US\$200)** per 1,000  
Weight 11 to 20 grams **£145 (US\$240)** per 1,000  
Weight 21 to 30 grams **£175 (US\$290)** per 1,000

Advertisers can target the whole circulation or a targeted audience defined by region, sector, job discipline.

### Bound Inserts and Cover Cards\*

Weight 10 to 20 grams **£175 (US\$290)** per 1,000  
Weight 21 to 30 grams **£220 (US\$360)** per 1,000

Advertisers can target the whole circulation or a targeted audience defined by region, sector, job discipline.

## Website advertising rates

**Skyscraper** (120 x 600px) **£1,800 (US\$3,000)** per month

**Full Banner** (468 x 60px) **£1,500 (US\$2,500)** per month

**Leader board** (728 x 90px) **£1,800 (US\$3,000)** per month

## Email bulletin advertising rates

**Newsletter sponsorship package** **£2,500 (US\$4,100)**

Includes a premium position static 468 x 80 ad plus an animated 468 x 60 web banner on aecmag.com for one month

**Newsletter static banner ad** (468 x 60px) **£2,000 (US\$3,300)**

## HTML Direct emailing rates

**HTML Direct emailing:** rate £1,700 (US\$2,700). 5,000 contacts

To advertise please contact

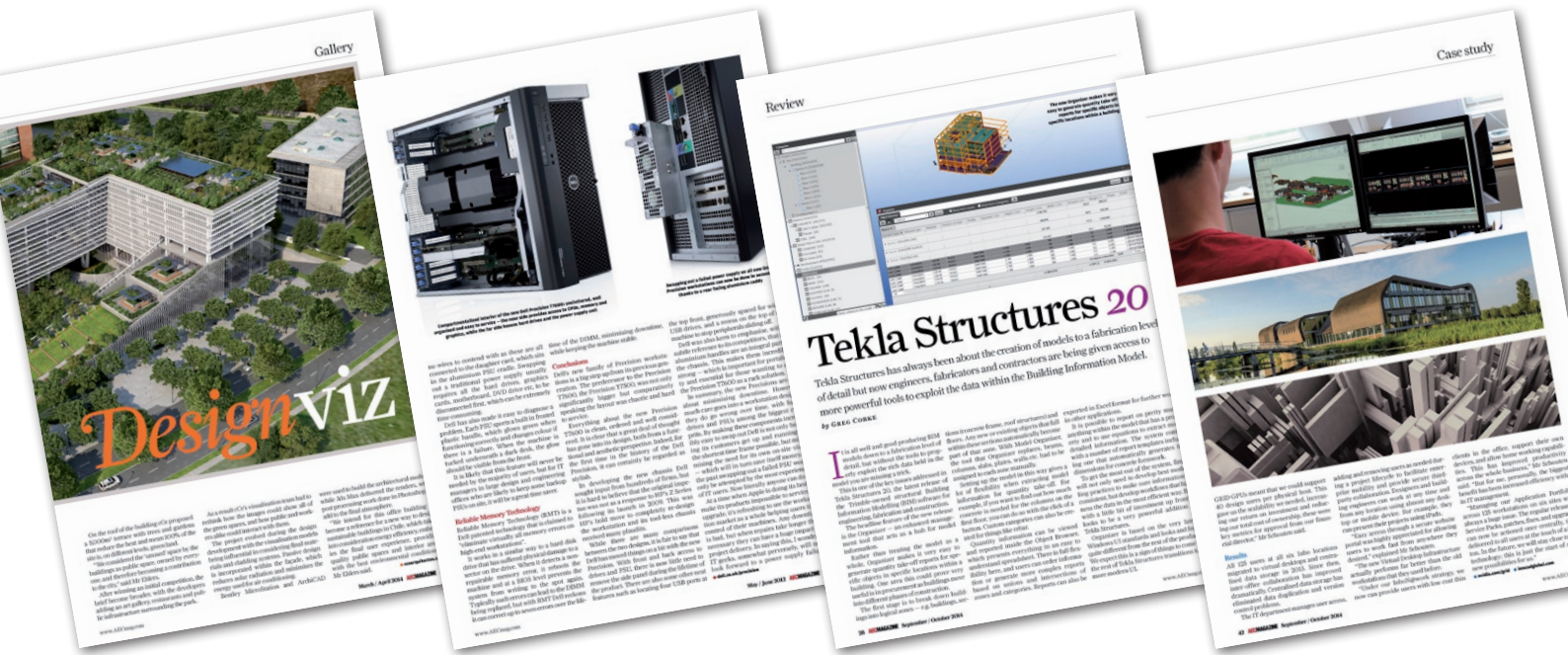
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