AEC MAGAZINE

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

Dedicated to BIM technology since 2002
AEC Magazine is the only global publication to focus exclusively on Building Information Modelling (BIM) technology and beyond for architects, engineers & construction professionals, supporting projects from concept, design and construction all the way through to operations.

We present 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.

Our scope goes beyond BIM, looking at exciting new technologies for the built environment including VR / AR / MR, artificial intelligence (AI), generative design, drones, reality modelling, digital fabrication, digital twins, workstations and visualisation.

Unrivalled tech content

Unlike other architecture, engineering and construction industry-focused websites and magazines, AEC Magazine is 100% focused on BIM, CAD and the many technologies that augment the modern digital design and fabrication process.

Original, in depth articles

AEC Magazine features many original, in-depth articles written by our respected team of editors. Drawing on over 50 years of collective experience in CAD/BIM technology, we provide important context and drill down into the technical details. This includes analysis of new developments and in-depth testing of tools like design Viz and VR software / hardware, laser scanning and 3D workstations.
Multi platform

AEC Magazine is available in print, in PDF & on web
10,000 print magazine (25,000+ readers)*.
10,500 digital magazine subscribers.
35,000+ monthly page impressions.

*each magazine read by 2.5 readers on average

Dynamic community

The AEC Magazine community is growing all the time – through our website, social media channels (Facebook + Twitter) and by having a big presence at many prestigious events, including our own NXT BLD conference and exhibition.

In 2019 alone we had exhibition stands at Autodesk University (London and Las Vegas), BIM Show Live, Digital Construction Week (DCW), GeoBusiness and DEVELOP3D LIVE. Magazines were also distributed at Bentley Systems Year In Infrastructure (YII).

Tech-hungry readers

We have a highly focused readership of AEC professionals who have a strong interest in technology for architecture, engineering and construction — be that software, hardware or services.

Regular advertisers

We attract some of the biggest names in AEC technology, including HP, Bentley Systems, AMD, Trimble, Graphisoft, BIMObject, Topcon, Fujitsu, Scan, BIM Technologies, Z+F, Allplan, Solibri, Workstation Specialists, Lenovo, Nvidia and many more.
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 technology from concept design all the way to asset management.

Global reach
AEC Magazine’s audience centres on the UK, North America and Europe but touches all corners of an increasingly global AEC market.
2020 Editorial Calendar

AEC Magazine is published six times a year.

January / February
Artificial Intelligence (AI)
Project management
Blockchain
Computational design
Digital fabrication
Scan to BIM
Drones (UAVs)
Structural engineering
Mixed Reality (MR)

May / June
Mixed Reality (MR)
Digital Twins
Workstation technology
Laser scanning
Reality capture
Artificial Intelligence (AI)
3D printing
Collaborating with BIM data
Digital mapping and GIS

September / October
Pedestrian simulation
Geotechnical engineering
3D printing
Reality modelling
Building services (MEP)
Virtual Reality (VR)
4D simulation
Design visualisation
BIM for civil engineering

March / April
Game engines
Deep learning
Conceptual design
Rendering and animation
BIM for digital fabrication
Project costing
Building services (MEP)
Collaboration in the Cloud
Working on-site

July / August
Design Visualisation
Asset Management
Steel Design
Mobile workstations
Procurement
Virtual Reality (VR)
Large format printing
BIM for digital fabrication
Real time ray tracing

November / December
Project management
Smart Cities
Internet of Things (IoT)
Point cloud Data for BIM
Mixed Reality (MR)
Civil engineering
Training for BIM
Digital fabrication
Construction simulation
Editorial highlights from 2019

100th issue special
We got a bit nostalgic and looked back over 17 years of AEC Magazine - at the key events that helped shape our industry.

Unity bets big on AEC
With Unity Reflect AEC firms will be able to push rich BIM data out to multiple devices, quickly and easily. But what will this game engine app bring to the table?

Lenovo ThinkPad P53
In this world exclusive, we got hands on with Lenovo's new pro laptop that delivers the kind of 3D performance never seen before in a 15.6" mobile workstation.

The future of AEC technology
To celebrate the 100th edition of AEC Magazine we explored what AEC technology might look like in 2036 when the 200th edition comes out.

The generation game
The technology to design and fabricate high-quality engineered buildings is entering a disruptive phase. How will large AEC firms cope?

SPOT the difference - the robots are here
There's been lots of talk about the use of robots on site. Boston Dynamics SPOT Mini dogs are indeed the droids that the industry has been looking for.

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Rhino Inside
The architects' favourite Rhino 3D with Grasshopper working inside pretty much any Windows application - even Revit.
Editorial highlights from 2019

**BIM: designing for safe & smart maintenance**
By using BIM, it’s much easier to get people thinking about the maintainability of buildings, wrote UWE’s Mike Ford and risk consultant Dr Nick Bell

**Architectural viz for everyone**
Epic Games is making a massive play for the arch viz market. So big, in fact, that it gave away a fully-featured architect-friendly viz tool. No strings attached

**Nvidia Quadro RTX 4000 review**
Nvidia’s new professional GPU was (and still is) a phenomenal proposition for real-time 3D graphics, VR and GPU rendering

**BIM: not just for specialists**
We found out how Revizto is bringing projects to life for many more stakeholders at Wilmott Dixon

**Embracing digital fabrication**
The move to the fabrication of buildings in factories is happening in a blink of an eye, but the current generation of BIM tools are not up to the job

**Exclusive: Autodesk Project Plasma**
We got a world exclusive on Project Plasma and Autodesk’s vision to deliver seamless, collaborative BIM-to-fabrication, in a federated world

**BIM / Viz / VR workstation special report**
Focus on workstations for BIM, design viz, VR and beyond, including many in-depth workstation reviews

**Out of the shadows**
We got hands-on with the Varjo VR-1, an incredible high resolution VR headset that is still like nothing we’ve seen before

**Workstation special edition**
Focus on workstations for BIM, design viz, VR and beyond, including many in-depth workstation reviews
## Magazine advertising rates

(all dimensions horizontal by vertical)

### 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

### Loose Inserts
- Weight up to 10 grams **£120 (US$155)** per 1,000
- Weight 11 to 20 grams **£145 (US$185)** per 1,000
- Weight 21 to 30 grams **£175 (US$225)** 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$225)** per 1,000
- Weight 21 to 30 grams **£220 (US$285)** per 1,000

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

### Double Page Spread
- 420 x 297mm (trim)
- 426 x 303mm (bleed)
- **£6,110** US$7,840

### Full Page
- 210 x 297mm (trim)
- 216 x 303mm (bleed)
- 190 x 280mm (type area)
- **£3,000** US$3,850

### Half Page
- 92 x 280mm (upright)
- 190 x 130mm (landscape)
- **£1,800** US$2,310

### Quarter Page
- 92 x 130mm
- **£1,300** US$1,670

### Strip Ad
- 190 x 55mm
- **£1,500** US$1,930
Website advertising rates

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Email newsletter advertising rates

- **Newsletter sponsorship package £2,000** US$2,570
  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 80px) £1,500** US$1,930

HTML direct emailing rates

- **HTML direct mailing £2,700** US$3,470
  Dedicated HTML email sent by AEC Magazine on behalf of advertiser to third party subscriber list

Custom digital packages

**AEC Magazine online is changing, and we want your brand to be a part of that - giving you the optimum exposure to the right market, with the best visual experience.**

As a result, we’re open to working with new forms of advertising beyond the standard. Whether you want rich media custom mastheads, or mobile-focused graphics, speak with us to plan your next big launch, or to work on how to reconnect with existing customers, or even for a simple banner ad redesign.

For more information, contact our Sales Team - see details on page 14.
The AEC Magazine team is very skilled in the creation of high-quality, engaging marketing assets. We use plain English to help architects, engineers and construction professionals understand often complex design and engineering technologies. Information is presented in an engaging graphical way.

Assets can produced in PDF for digital distribution or in print for customer-facing trade events. Projects can be produced in multiple languages, including French, German, Spanish, Italian and Dutch for maximum global impact.

We have produced content for Autodesk, Siemens PLM Software, Geomagic, PTC, AMD, HP, Dell, Fujitsu, Nvidia and others.

We also offer a full range of design and writing services from case studies to brochures.
NXT BLD brings next generation AEC technologies to life in an exclusive conference and exhibition, covering emerging technologies which facilitate new ways of designing, enhancing the use of 3D models, applying Artificial Intelligence and offering new possibilities in digital fabrication and construction.

**NXT BLD 2020** will be held at the Queen Elizabeth II Centre, London on 9 June, 2020.

Check out [nxtlbd.com](http://nxtlbd.com) or contact our sales team for the latest information.

Sponsorship / exhibition packages start at £2,200.
NXT BLD attracts AEC technologists from the top 200 AEC firms, including heads of technology, R&D teams, partners, and BIM Managers.


NXT BLD 2019 DELEGATES

97% of delegates were very likely or likely to recommend the event to a colleague

92% of delegates were very satisfied or satisfied with the conference

“Once again a very impressive day that perfectly hits the AEC industry tech sweet spot!”
NXT BLD delegate
Technology for the product lifecycle

DEVELOP3D tracks the use of product development technology from concept all the way to manufacture and beyond. Topics range from 3D CAD/CAM/CAE software and workstation technology to 3D printing, reverse engineering and design visualisation.

develop3d.com

Conference and Exhibition in Sheffield (UK) and Boston (USA)

The very latest in product development technology will be brought to life in the UK and USA in 2020 in an action packed conference and exhibition.

DEVELOP3D LIVE UK, now in its ninth year, will take place at the University of Sheffield on 16 April 2020. Visit develop3dlive.com for more info.

DEVELOP3D LIVE USA, now in its fourth year, will take place in Boston in the Fall 2020. Visit d3dliveusa.com