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.
About us

Multi platform
AEC Magazine is available in print, in PDF & on web.
10,000 print magazine (25,000+ readers).¹
12,000 digital magazine subscribers.
46,000+ monthly page impressions.²

¹Each magazine read by 2.5 readers on average
²July-September 2020

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.

During 2019-2020 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, Epic Games, Esri, Faro, Revizto, Teradici, Dell, Autodesk, Bricsys, Correvate, Nemetschek, Strucsoft Solutions, Atvero, Xinaps, Enscape, Space Group NBS, NavVis 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.
2021 Editorial Calendar

AEC Magazine is published six times a year.

**January / February**
- Design visualisation
- Mobile workstations
- BIM for digital fabrication
- Asset management
- Steel design
- Procurement
- Virtual Reality (VR)
- Large format printing
- Real time ray tracing

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

**September / October**
- Point cloud Data for BIM
- Project management
- Smart Cities
- Internet of Things (IoT)
- Mixed Reality (MR)
- Civil engineering
- Training for BIM
- Digital fabrication
- Construction simulation

**March / April**
- Pedestrian simulation
- Virtual Reality (VR)
- Geotechnical engineering
- 3D printing
- Reality modelling
- Building services (MEP)
- 4D simulation
- Design visualisation
- BIM for civil engineering

**July / August**
- Structural engineering
- Artificial Intelligence (AI)
- Project management
- Blockchain
- Computational design
- Digital fabrication
- Scan to BIM
- Drones (UAVs)
- Mixed Reality (MR)

**November / December**
- Rendering and animation
- Game engines
- Deep learning
- Conceptual design
- BIM for digital fabrication
- Project management
- Building services (MEP)
- Collaboration in the cloud
- Working on-site
Editorial highlights from 2020

That Autodesk letter
In July, a substantial number of leading AEC firms wrote an open letter to Autodesk CEO, Andrew Anagnost, highlighting a range of concerns. We explored why

The subscription yoke
The move to subscription was meant to lower the cost of software and make it easier to manage but for Autodesk customers it hasn’t really turned out that way

Graphisoft goes multi-disciplinary
With ArchiCAD 24, Graphisoft delivered four years of under-the hood development to revolutionise model collaboration

The social network
We highlighted 20 technologies that could help AEC firms and facility owners plan, function and mitigate risk in a socially distanced world

Collaborating in VR
For team collaboration and design / review in VR, we looked at how Autodesk BIM 360 emerged as a central hub, while the wireless Oculus Quest headset gained traction

Workstations for point cloud processing
Armed with a bucketful of CPUs, GPUs, memory and storage, we went in search of the ultimate workstation for registering / importing point clouds into Leica Cyclone Register 360

The social network special report
Major focus on workstations for BIM, design viz, VR and beyond, including several in-depth workstation reviews
Editorial highlights from 2020

Working from home
In the midst of Covid-19 lockdown, we explored how AEC firms coped, both technologically and culturally, and embraced new ways to communicate and collaborate.

The future of Revit
With many frustrated architectural practices wondering what the future holds for Autodesk’s 20 year-old BIM tool, we examined the tea leaves.

Teradici, with its PCoIP protocol, has always targeted the most demanding users of remote workstations. We explored how it’s now aiming even higher.

Revizto 5.0 preview
We took a sneak peek at the easy to use collaboration tool as it put BIM object data at the heart of the issue tracking process.

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AMD Threadripper Pro
As AMD partnered with Lenovo to launch a new CPU designed specifically for workstations, we explored what this might mean for a market dominated by Intel.

24 from the show floor
Two dozen firms (and even more technologies) that caught our eye at the Autodesk University Expo in Las Vegas.

3D printing in construction
As the construction industry experiments with offsite, modular and design for manufacture, we asked if 3D printing could play a key role.
Magazine advertising rates
(all dimensions horizontal by vertical)

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

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.
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-focussed 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 be 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.

“X3DMedia [publisher of AEC Magazine] is a highly valued HP partner. We selected X3DMedia to create our advertorials because of their deep market insight, industry expertise, and creative approach. Over the past few years X3DMedia has created multiple product and solution-focused supplements for HP, and they consistently deliver amazing results.”

Head of Global Industry Segments at HP
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.

Following a virtual event in 2020, **NXT BLD 2021** will return to the QE II Centre, London on 16 June, 2021.

Check out [nxtbld.com](http://nxtbld.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)

The very latest in product development technology will be brought to life in the UK in 2021 in an action packed conference and exhibition. DEVELOP3D LIVE UK 2021, now in its ninth year, will take place at the University of Sheffield.

Visit develop3dlive.com for more info.
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