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

Dedicated to BIM technology since 2002

Celebrating 100 issues Jan/Feb 2019
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.

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 and digital twins.
About us

Multi platform

AEC Magazine is available in print, on the web, in PDF and on Apple iOS and Kindle Fire.
10,000 print magazine (25,000+ readers)*.
10,500 digital magazine subscribers.
30,000+ monthly page impressions.

*each magazine read by 2.5 readers on average

Global 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 2018 alone we had exhibition stands at Autodesk University (London and Las Vegas), BIM Show Live, Digital Construction Week (DCW), GeoBusiness and DEVELOP3D LIVE (UK and USA).

Magazines were also distributed at Bentley Systems Year In Infrastructure (YII), Spar3D, Unreal Engine Build:London’18 for Architecture

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.

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.
Audience

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.
2019 Editorial Calendar

AEC Magazine is published six times a year.

January / February
- 3D Printing
- Reality modelling
- Virtual Reality
- Artificial Intelligence (AI)
- Geotechnical engineering
- Pedestrian simulation
- Laser scanning
- Design Visualisation
- BIM for Civil Engineering

March / April (Workstation special)
- Deep learning
- Conceptual design
- Rendering and Animation
- BIM for Digital Fabrication
- Concrete Design and Analysis
- Project Costing
- Building Services (MEP)
- Mixed Reality
- Working on-site

May / June
- Digital Twins
- Workstation Technology
- Building Services (MEP)
- Artificial Intelligence (AI)
- Mixed Reality
- 3D Printing
- Collaborating with BIM data
- Digital Mapping and GIS
- Reality capture

June / July
- Smart Cities
- Internet of Things (IoT)
- Point Cloud Data for BIM
- Virtual Reality
- BIM for Civil Engineering
- BIM Training
- Digital Fabrication
- Construction Simulation
- Project Management

September / October
- Blockchain
- Computational Design
- Digital Fabrication
- Project Management
- Scan to BIM
- Artificial Intelligence (AI)
- Drones (UAVs)
- Structural Engineering
- Mixed Reality

November / December
- Asset Management
- Steel Design
- Workstation Technology
- Procurement
- Large Format Printing
- Design Visualisation
- BIM for Digital Fabrication
- Collaboration in the Cloud
- Moving to BIM

2019 Editorial Calendar

AEC Magazine is published six times a year.
Editorial highlights 2018

Workstation special edition
Focus on workstations for CAD/ BIM, design viz VR and beyond, including 8 in-depth workstation reviews

Mixed Reality: HoloLens on the construction site
How Trimble is helping shape the construction site of the future

Five tools for real-time rendering
Bring your designs to life in a fully interactive, high fidelity environment

Autodesk and the cloud
Will moving to a cloud-based service mean you lose control of your process?

The future of construction
The importance of software in the design of modular buildings manufactured off site

Automatic for the people
Applying design automation to real world projects

Becoming part of design
The ambition of Epic Games Enterprise to make Unreal Engine part of the design process

The CDE conundrum
What needs to happen to Common Data Environments to better support efficient information flow
Editorial highlights 2018

2nd Generation AMD Ryzen Threadripper
The power of 32 cores in this in-depth review of AMD's new workstation CPU

Laser scanning for verification
In depth review of Verity, which compares point clouds against design and fabrication models

Real time ray tracing
The future of rendering with Nvidia RTX technology

Dreaming spires, towering vision
How Newtecnic is changing the design, manufacture and construction of complex facades

When GIS meets BIM
BIM models of completed buildings, bridges and roads in context for live data and analysis
## Magazine advertising rates
(all dimensions horizontal by vertical)

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Price (£)</th>
<th>Price (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>420 x 297mm (trim)</td>
<td><strong>6,110</strong></td>
<td><strong>US$7,940</strong></td>
</tr>
<tr>
<td></td>
<td>426 x 303mm (bleed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>210 x 297mm (trim)</td>
<td><strong>3,000</strong></td>
<td><strong>US$3,900</strong></td>
</tr>
<tr>
<td></td>
<td>216 x 303mm (bleed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>190 x 280mm (type area)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>92 x 280mm (upright)</td>
<td><strong>1,800</strong></td>
<td><strong>US$2,340</strong></td>
</tr>
<tr>
<td></td>
<td>190 x 130mm (landscape)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>92 x 130mm</td>
<td><strong>1,300</strong></td>
<td><strong>US$1,690</strong></td>
</tr>
<tr>
<td>Strip Ad</td>
<td>190 x 55mm</td>
<td><strong>1,500</strong></td>
<td><strong>US$1,950</strong></td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>UK Price</th>
<th>US Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60px</td>
<td>£1,650</td>
<td>$2,150</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per month</td>
<td>per month</td>
</tr>
<tr>
<td>Leaderboard Premium</td>
<td>728 x 90px</td>
<td>£3,000</td>
<td>$3,900</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per month</td>
<td>per month</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600px</td>
<td>£1,800</td>
<td>$2,340</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per month</td>
<td>per month</td>
</tr>
<tr>
<td>Rich Media</td>
<td></td>
<td>£4,000</td>
<td>$5,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per month</td>
<td>per month</td>
</tr>
</tbody>
</table>

## Email newsletter advertising rates

**Newsletter sponsorship package** **£2,000** US$2,600
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$1,950

## HTML direct emailing rates

**HTML direct mailing** **£2,700** US$3,510
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 final page.**
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.”

Sean Young, 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.

In June 2018 the event was held at Congress Centre, London, UK.

Plans are underway for two 2019 events - in London UK and in Boston, USA.

Check out nxtbld.com or contact our sales team for the latest information.

Sponsorship / exhibition packages start at £2,000
**NXT BLD** attracts AEC technologists from the top 200 AEC firms, including R&D teams, Partners, CTOs, BIM Managers and research graduates.

**Attendees from NXT BLD 2017/18 include:**

---

**NXT BLD 2017 DELEGATES**

95%
Very satisfied or satisfied with the conference
59% Very satisfied, 36% satisfied, 5% neutral, 0% dissatisfied

93%
Very likely or likely to attend again
69% Very likely, 24% likely, 7% possible, 0% unlikely

“This was exactly what I’ve been looking for - a conference that is (very) reasonably priced and that goes beyond BIM. Finally!”

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 2019 in an action packed conference and exhibition.

DEVELOP3D LIVE UK, now in its eighth year, will take place at Sheffield University on 17 April 2019. Visit develop3dlive.com for more info

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