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.
**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.

- 22% Director
- 39% End User
- 39% Management level

**Reader profile**
AEC Magazine caters for everyone touched by BIM technology from concept design all the way to asset management.

- 2% Property Development
- 2% Planning
- 2% Plant
- 3% Surveying
- 17% Civil
- 23% Structural
- 11% Building Services (MEP)
- 40% Architecture

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

- 4% Australia
- 8% Asia
- 3% South America
- 15% Europe (excl UK)
- 4% Rest of the world
- 33% North America
- 33% UK

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
Surveyors
Drone operators
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)

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

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

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

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

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.

**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

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

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

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

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

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 / Viz / VR workstation special report
Focus on workstations for BIM, design viz, VR and beyond, including many in-depth workstation reviews
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)
- 90 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

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**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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<th>Description</th>
<th>UK (£)</th>
<th>US ($)</th>
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<tr>
<td>Full Banner</td>
<td>468 x 60px</td>
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<td>US$2,120</td>
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<tr>
<td>Leaderboard Premium</td>
<td>728 x 90px</td>
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<tr>
<td>Skyscraper</td>
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Rich Media

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Email newsletter advertising rates

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<tr>
<td>Newsletter sponsorship package</td>
<td>£2,000</td>
<td>US$2,570</td>
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<td>Includes a premium position static 468 x 80 ad plus an animated 468 x 60 web banner on aecmag.com for one month</td>
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<tr>
<td>Newsletter static banner ad (468 x 80px)</td>
<td>£1,500</td>
<td>US$1,930</td>
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HTML direct emailing rates

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<td>£2,700</td>
<td>US$3,470</td>
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<td>Dedicated HTML email sent by AEC Magazine on behalf of advertiser to third party subscriber list</td>
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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.
Bespoke marketing content

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.

**NXT BLD 2020** will be held at the Queen Elizabeth II Centre, London on 8 October, 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.

Attendees from NXT BLD 2019 include:

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
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