

# CAD *User*

*Media Information 2024*

*"The definitive guide to  
CAD and Construction  
for over 30 years."*





# Trusted and Insightful Editorial

Established for over 22 years, **CAD User** AEC is focused exclusively on the market for Architectural, Civil Engineering, Construction design and build solutions. It is read by Construction Professionals throughout the industry.

Key areas such as Building Information Management (BIM) collaboration, project management and vertical market specialisations are covered on a regular basis alongside new product reviews,

case and technical studies.

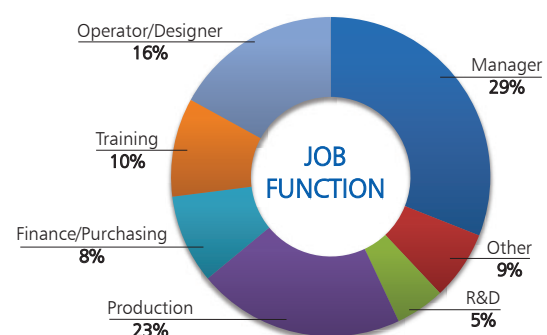
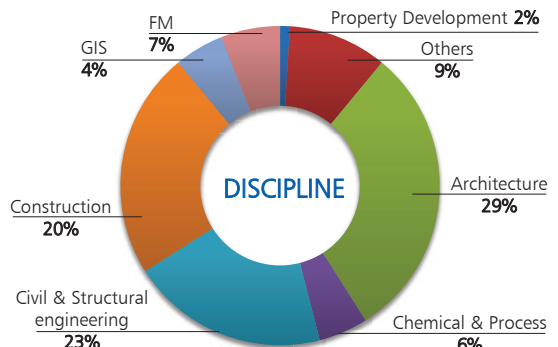
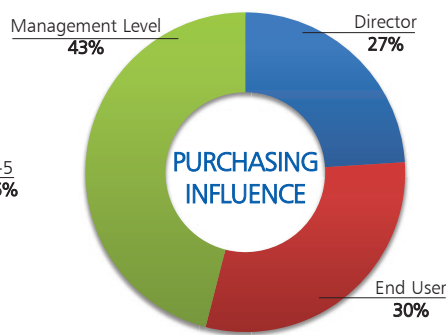
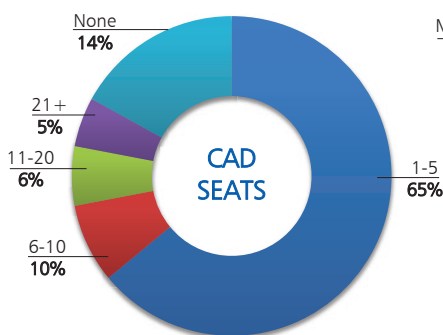
Every issue features independent news from across the AEC industry and includes:

- New product announcements
- Industry news
- Product Reviews
- BIM
- Architecture
- Civil engineering

- Building & Construction
- Facilities Management
- Building Services
- Structural Analysis
- Mapping
- Process, Plant & Piping
- collaboration & E-commerce
- Case studies/user profiles
- Exhibition and events previews

## Reaching People that Matter

**CAD User** is read by decision makers with decision making and purchasing power, meaning you reach the people that matter, in an environment they trust.



## Circulation & Readership

**CAD User** is the title which is circulated to 16,400 professionals responsible for the purchase of CAD products and services. It is read by:

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

## On-line Advertising

CAD User.com attracts a valuable audience of CAD professionals, and those interested in the CAD Industry.

The web pages are user-friendly, informative and attractive to look at. They are arranged and indexed in such a way that you can locate the information you want without any difficulty. Our Banner Advertising can link the visitor directly to your Web site.

"As part of a comprehensive online marketing strategy ... banner advertising on CAD USER.COM proved one of the most effective advertising placements. ... the third highest in an advertising campaign with 9 placements ... CAD USER.COM viewed on average more pages on the client's site, and had a higher conversion rate (to sales) than users from other advertising placements."

Jonathan Moore, AdValue UK Limited, The European Online Media Agency

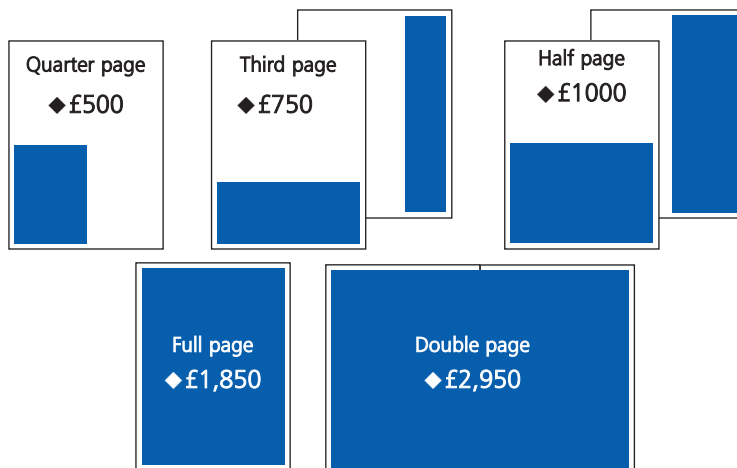
# Rates

## Advertising series discounts

Series:	3	6	12
Discount:	5%	10%	15%

Other sizes available by prior arrangement

All rates are four colour



## Advertisement Sizes

Height (mm)	Width		
Single page	- bleed	307	220
	- trim	297	210
	- type	287	200
Double page	- bleed	307	440
	- trim	297	420
	- type	287	400
Half page	- horizontal	130	190
	- vertical	287	90
Third page	- horizontal	95	200
	- vertical	287	72
Quarter page		130	90

## SPECIAL POSITION PREMIUMS

Inside front cover	+30%
Inside back cover	+20%
Outside back cover	+40%

Other	
First right hand page	+15%
Other right hand page	+10%
First double page spread	+10%

Agency commission	10%
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## LIST RENTAL

Targeted to your requirements  
 Name and Addresses: £175 per thousand  
 Email addresses: £275 per thousand  
 Min order: 3000 records

## INSERTS (cost per 1,000)

Loose (min 2,000)		Bound in (Full circulation)	
up to 10g	£150	up to 10g	£190
over 10g	+£2.50/g	over 10g	+£2.50/g

## COVER/BELLY WRAPS (supplied by client)

£245 per thousand

## TIP-ONS

Cover Tip-on (min 2,000)		Inside Tip-on (min 2,000)	
up to 10g	£245	up to 10g	£195
over 10g	+£2.50/g	over 10g	+£2.50/g

## REPRINTS

	First 1000	1,000 run on
4pp	£950	£200
2pp	£800	£100

## PDF FILE

£950

## CDS - COVER MOUNTED : POA

## WEB BANNER ADVERTISING

Subject To Size, Position and Frequency

£750 per month on home page (468 x 60 pixels)

£950 per month on home page (120 x 600 pixels)

## TECHNICAL REQUIREMENTS

Digital copy accepted as 300 dpi PDF (with registration) ,  
 or as TIF/JPEG files at 300dpi (finished size).

## CAD USER eNEWSLETTER

The CAD User Magazine eNewsletter is sent every month to all our 22,000 subscribers and covers the latest news from the industry as well as opinion pieces and software reviews.

Read by the whole of the CAD User readership, the eNewsletter provides the perfect platform to communicate with the market quickly and efficiently within a trusted environment.

## Advertising rates for the e-newsletter

Issue Sponsorship £1500

To include large Digital Banner in Page Header and 1 editorial article. **Size: 468 x 85**

Large Digital Banner in Email Body -  
 £950 per insertion. **Size: 444 x 71**

# Getting in Touch

## ADVERTISING SALES

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# CAD User

www.caduser.com

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