

CAD User

Media Information 2026

*“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.

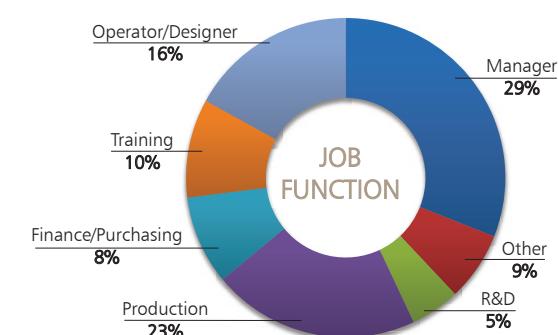
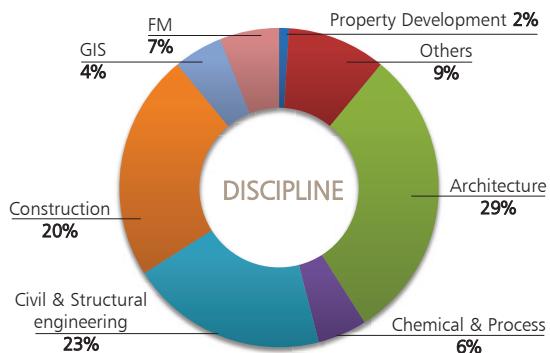
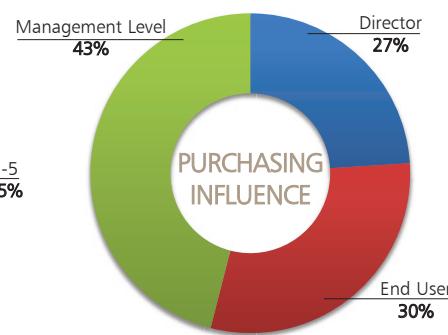
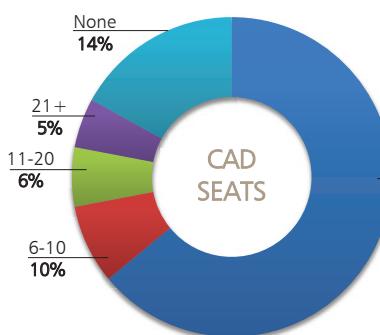
Every issue features independent news from across the AEC industry and includes:

- 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
	- trim	297
	- type	287
Double page	- bleed	307
	- trim	297
	- type	287
Half page	- horizontal	130
	- vertical	287
Third page	- horizontal	95
	- vertical	287
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%

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

4pp	First 1000	1,000 run on
2pp	£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

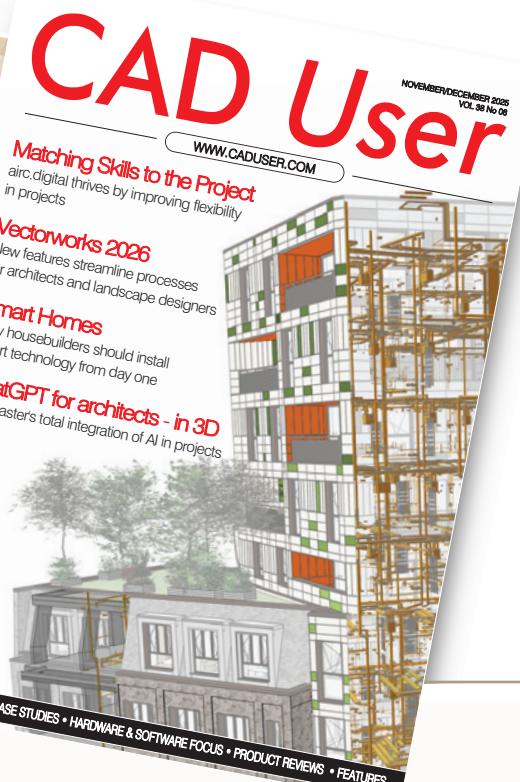
Josh Boulton
Sales Director

①: 01883 380054
@: josh.boulton@btc.co.uk

CAD User

www.caduser.com

CAD User is published by
Barrow & Thompkins Connexions Ltd. (BTC)
Suite 2, 157 Station Road East
Oxsted. RH8 0QE



EDITORIAL

David Chadwick
Editor

①: 01883 380054
@: cad.user@btc.co.uk

PRODUCTION

Abby Penn
Production Manager

①: 01883 380054
@: abby.penn@btc.co.uk

NEWS DESK

Mark Lyward
News Editor

①: 01883 380054
@: mark.lyward@btc.co.uk

SUBSCRIPTIONS

Christina Willis
Subscriptions Manager

①: 01883 380054
@: christina.willis@btc.co.uk