

# DEVELOP3D

TECHNOLOGY FOR THE PRODUCT LIFECYCLE

www.develop3d.com

**NEW FOR 2012!**  
**DEVELOP3D**  
**SUSTAINABILITY**  
**+ GLOBAL JOBS**  
**RESOURCE**



EDITORIAL CONCEPT

**DEVELOP3D is an integrated print and digital resource which tracks essential technologies used throughout the entire product development process.**

With a globally respected editorial team with unparalleled industry experience, DEVELOP3D disseminates information about emerging technologies whilst engaging with engineers and designers and assisting them in their increasingly complex software and hardware selection process.

DEVELOP3D is building a community of designers and engineers by providing an unrivalled resource of independent reviews, analysis, interviews and discussion. Content dovetails with the product development workflow and assists the user in squeezing productivity from their valuable 3D assets.

Readers are kept up to date with how technology choices affect working practices and the bottom line.

**Technology use in Product Development**  
**Computer Aided Design (CAD)**  
**Computer Aided Engineering (CAE)**  
**Computer Aided Manufacturing (CAM)**  
**Workstation Technology**  
**Rapid Prototyping**

**Print Readership:** Each month DEVELOP3D is circulated to over 15,000 named individuals in the core field of product development and manufacturing. The magazine's readership comprises key decision makers at all levels across many industry sectors.



**Digital Readership:** DEVELOP3D is available on the Apple iPad/iPhone and in PDF format. This has helped build a truly global readership, spanning the Americas, Europe, Asia Pacific and emerging manufacturing regions. Current downloads per month are 5,000.

**Product Data Management (PDM)**  
**Product Lifecycle Management (PLM)**  
**Systems Engineering**  
**Hardware**  
**Rendering and Animation**  
**Technical Publications**

**On the Web:** DEVELOP3D.com has become a regular part of thousands of designers and engineers daily browsing habits. Constantly evolving, it brings together content from the print edition, blog-content as well as up-to-date news, job offerings and much much more.



**Email newsletter:** If looking to reach a global audience of product development and manufacturing professionals directly into their inbox, email newsletters are the perfect method of getting a message out.

**Reverse Engineering**  
**Direct/Rapid Manufacturing**  
**Metrology and Inspection**  
**Design for Sustainability**  
**Mould and Die Design**  
**Input/Output Devices**

CORE TOPICS IN FOCUS

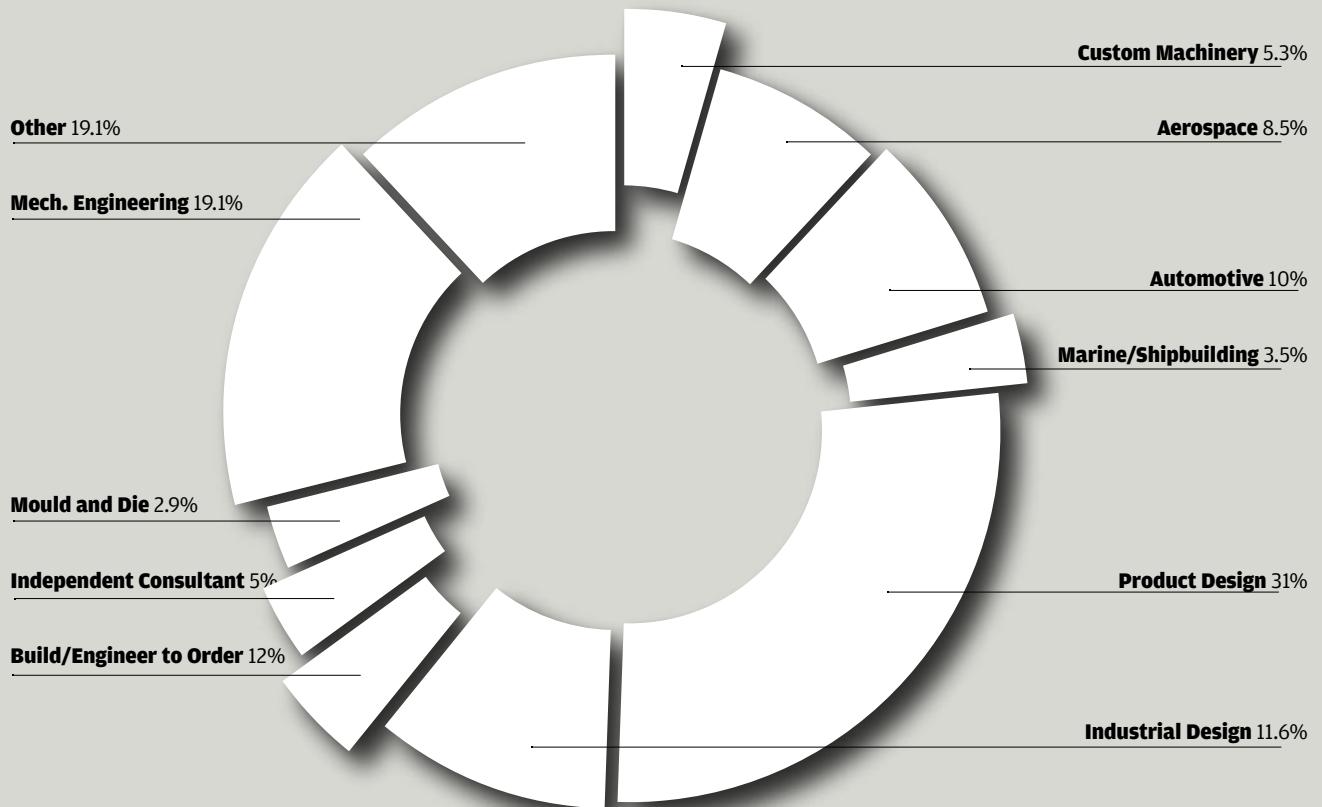


SAMPLE  
PAGES

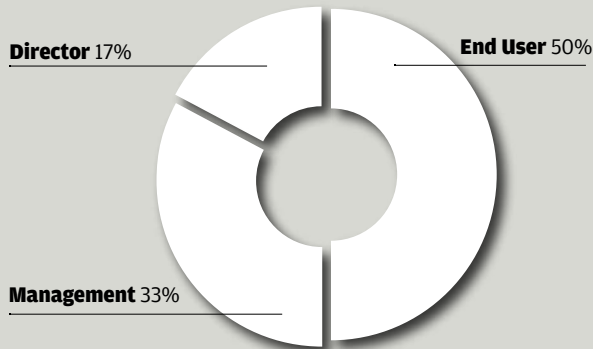


READERSHIP  
DEMOGRAPHICS

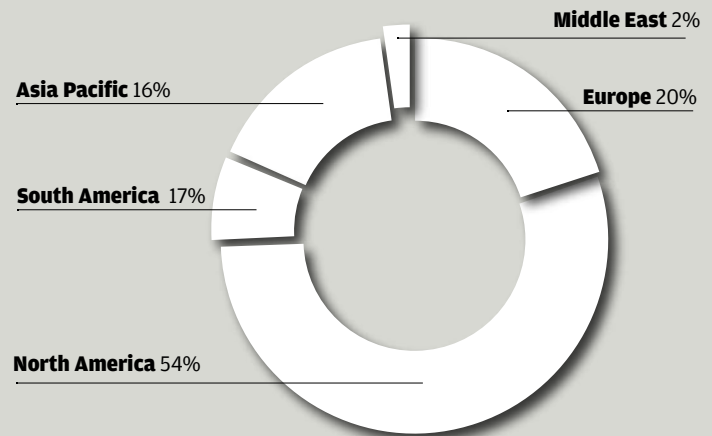
Each month DEVELOP3D is circulated to over 15,000 in print, 5,000 via our iPad and PDF downloads and many thousands more via the web. All are named individuals in the core field of product development and manufacturing. The magazine's readership comprises key decision makers at all levels including engineers, designers, managers and technical staff. We continually invest in our readership, drawing new subscribers from industry events, professional organisations and marketing.



## READER MANAGEMENT LEVEL



## READERSHIP OUTSIDE OF THE UK\*



\* delivered via web, email, PDF, iPad/iPhone editions

In an increasingly mature and advanced market many users have adopted their 3D system of choice for design and engineering. DEVELOP3D's primary goal is to assist users in extending their use of their 3D design data and helping them squeeze more productivity out of their assets and achieve greater competitive advantage.

Within DEVELOP3D all editorial content is positioned, discussed and evaluated with respect to the stages of the product development process. We have broken this down into seven stages.

**Design/Engineer → Simulate → Visualise → Manage → Collaborate → Prototype → Manufacture**

In every issue of DEVELOP3D we look at each of these product development stages from a different perspective. This will form the basis for our forward features list for 2011 and will also be the foundation for our online presence [www.DEVELOP3D.com](http://www.DEVELOP3D.com)

	Design/Engineering	Simulate	Visualise	Manage	Collaborate	Prototype	Manufacture
<b>February 2012</b>	Sustainability for Design	Finte Element Analysis	High Dynamic Range Imagery in Rendering	Product Lifecycle Management (PLM)	Online 3D Collaboration	Entry level RP for the office	Inspection & Metrology
<b>March 2012</b>	Mathematics and Design	Systems-based Simulation	GPU vs CPU Calculation	Integrating Business Systems	Data Translation	Technical Publications	Entry level CAM
<b>April 2012</b>	Direct vs. Parametric modelling	Entry Level FEA	CAD-integrated Rendering	Data Management for the SME	Exchanging Extended Product Information	Entry level Prototyping	Quality Assurance
<b>May 2012</b>	Surface Modelling	Electro-Mechanical Simulation	Photorealistic Rendering	Product Lifecycle Management (PLM)	Validating Data Exchange	How Green is RP?	Mould and Die Design
<b>June 2012</b>	Digital Concept Development	Simulation as an aid to Sustainability	Visualisation for Design Review	Data Management & the Small Business	3D CAD & Technical Illustration	Prototyping with Metals	5-axis Machining
<b>July / August 2012</b>	Rules-based Design	Finte Element Analysis	Technical Illustration	PLM and Sustainability	CAD + Electronics Interchange	Reverse Engineering	NC Verification
<b>September 2012</b>	Future of 3D design	Fluid & Structure Interaction	Advanced Viz Technologies	Integrating Design & Manufacturing	3D Data Formats	Achieving Production Intent	Inspection & Metrology
<b>October 2012</b>	Aerospace Design	Digital Factory	Digital Mockup	Requirements Planning and PLM	Digital Mock Up	Achieving Prototype Realism	Mould and Die
<b>November 2012</b>	Automotive Design	CAE to CAD	Real Time Visualisation	Visualising Data Processes	Electronic Data Interchange	Direct Manufacturing	Virtual Manufacturing
<b>December 2012 / January 2013</b>	Knowledge-based Engineering	Software/Hardware Simulation	CAD-integrated Rendering	First Step to Capturing Best Practices	Working with Third Party Data	Low-Cost Prototyping	Tolerance Analysis

DEVELOP3D's core editorial program will be supplemented throughout the year with regular monthly in-depth coverage on workstations and related hardware.

Throughout the year DEVELOP3D will also be present and distributed to a number of events / exhibitions including:

**DEVELOP3D LIVE:** 20th March 2012 at the Warwick arts centre, University of Warwick, UK

**MEDTEC UK:** Medical device design and manufacturing exhibition; 23 - 24 May, NEC, Birmingham, UK

**COFES 2012:** Congress on the Future of Engineering Software; 12 - 15 April, Scottsdale, Arizona, US

**MACH 2012:** 16 - 20 April, NEC, Birmingham, UK

**PDi 2012:** Product Design and Innovation event; 29 - 30 May, ExCel London, UK

**RAPID 2012:** North America's largest annual rapid manufacturing conference and exposition; May 22 - 25, Atlanta, Georgia, US

**New Designers:** The best of UK graduate designers; 4 -7 July, Business Design Centre, London, UK

**London Design Festival:** The Capital's biggest design event; September, London, UK

**TCT 2012:** The rapid product development and rapid manufacturing event; September, NEC, Birmingham, UK

**Euromold 2012:** A global fair for mould making, tooling, design and application development; November, Frankfurt, Germany

# DEVELOP3DLIVE

On the 20th March 2012 at the Warwick arts centre, University of Warwick, UK, DEVELOP3D magazine will be pulling all its industry strings to curate an event of mind-blowing design and manufacturing solutions from around the world. The event will showcase firms that have rethought their development processes to gain superiority in their markets, so you can learn new strategies and methods to sharpen your firm's design and engineering edge.

Together with sponsors Dell Precision Workstations and AMD FirePro professional graphics, attendees will be able to learn how to make the most out of their existing hardware, and prepare for migration from Windows XP to a supported Windows platform. Our dedicated hardware track will cover everything from mice, though workstations, graphics cards, laser scanners, 3D displays to rapid prototyping machines.

For more details visit - [www.develop3dlive.com](http://www.develop3dlive.com)

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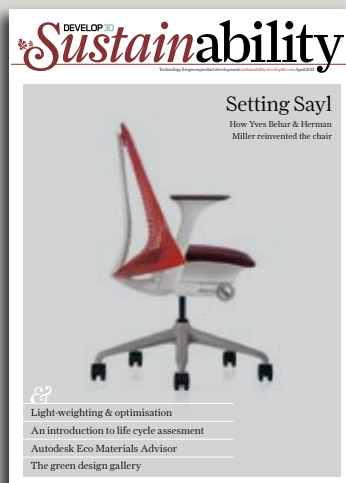
# DEVELOP3D Sustainability



**DEVELOP3D Sustainability's aim is to help design and engineering organisations better understand sustainable product development.**

The integrated print and digital resource covers the concepts, methodologies, business cases and technologies that will help bring sustainable products to market.

It explores how green design and manufacturing principles can be integrated with existing digital product development technologies to reduce environmental impact and gain competitive advantage.



Editorial content is presented through project profiles, interviews with leaders in the field and deep-dives into the tools and methodologies that help support sustainable design practices and production.

This will be backed up with deep-dives into the disparate tools and practical methodologies available to assist with sustainable design and production.

**For more details visit:**  
[sustainability.develop3d.com](http://sustainability.develop3d.com)

**Whole Systems Design**  
**Life Cycle Assessment (LCA)**  
**Lightweighting & Optimisation**  
**Biomimicry & Design**  
**Tackling Compliance**

**Management of Materials Information**  
**3D Printing - implications and benefits**  
**Integrating LCA into Conceptualisation**  
**Design for Disassembly & Service**  
**Simulation as a path to Sustainability**

**Design for End of Life**  
**Making sense of green product certifications**  
**Building a business case for green product development**

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SolidSmack is one of the leading 3D CAD websites. Read daily by tech savvy professionals in the MCAD and PLM industry, 3D CAD users, Mechanical Engineers, Industrial Designers, Machinists, IT Specialists, Business Owners and more.

For more information visit [www.solidsmack.com](http://www.solidsmack.com).

Some Brief Site Statistics:

- \* Visitors: 120,000+ (57,000+ unique) monthly
- \* Page views: 90,000+ monthly
- \* No of Posts: 1,000+
- \* RSS: 2,500+ daily RSS readers



Contact Steve King to discuss special advertising opportunities available: [steve@x3dmedia.com](mailto:steve@x3dmedia.com) or **+44 (0)203 355 7314**

## CUSTOM PUBLISHING

**The X3DMedia team is experienced with the creation of high-quality, engaging content to gain clients greater exposure and to create highly effective marketing assets.**

By using our specialism in creating technical, yet clear, concise, informative content presented in a highly engaging manner, we can bring your message to your existing community and new potential customers. Previous projects have been produced for trade shows, user events and are also used as digital assets. All projects can be produced in multiple languages, including French, German, Spanish, Italian and Dutch for maximum global impact. Our customers include Autodesk, Siemens PLM Solutions, SolidWorks, Geomagic, AMD/ATI, HP and Dell.



“Each year we work very closely with the X3DMedia team to produce a number of product focused supplements; the writing style, layout and content is always received with lots of positive comments from our customers, prospects and internal people helping us to share the value of our latest product developments.

The supplements are an excellent marketing tool being used both in electronic form, printed form as well as repurposed for major events combining several supplements into one with a very compelling front cover, layout etc. This is something we continue doing as it's proven to be an invaluable part of our marketing efforts.”

Jan Larsson, EMEA Marketing Director,  
**Siemens PLM Software**

## COMMUNITY FOCUSED RESEARCH

Are you looking to discover attitudes towards a particular technology, how and where specific tools, workflows and process are used or where users find bottlenecks? X3DMedia can assist.

Through mining of existing data and custom research, X3DMedia can provide insight and the information you need to plan products, packaging and to target the biggest market opportunities.

We have a variety of methods and resources available including both qualitative and quantitative methods. From informal through survey work and into more intensive surveys and interviews.

**For more information on our custom publishing and research services offerings and to discuss your individual requirements, contact Al Dean on +44 (0) 7525 701 541 or [specialprojects@x3dmedia.com](mailto:specialprojects@x3dmedia.com)**

## DEVELOP3D JOBS HELPING DESIGNERS & ENGINEERS

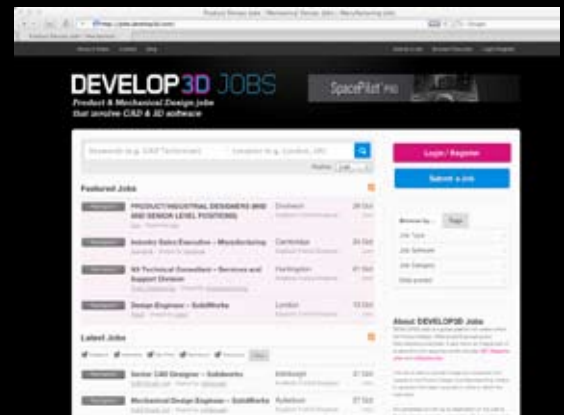
# DEVELOP3D JOBS

**DEVELOP3D Jobs ([jobs.develop3d.com](http://jobs.develop3d.com)) is one of the most effective places to advertise your Product and Mechanical Design vacancies. With prices starting from just £100 you are able to advertise in print and online and have your vacancy seen on two additional sites.**

The site is a global resource which helps thousands of skilled candidates find their next technology focused career and provides employers with a targeted environment in which to recruit highly qualified professionals.

### Online:

- A dedicated listing on DEVELOP3D jobs
- The option of replicating this job also on [www.CADjobhunter.com](http://www.CADjobhunter.com) & AEC Magazine Jobs ([jobs.aecmag.com](http://jobs.aecmag.com)) at no extra cost.
- An announcement to our followers and fans on Twitter and Facebook
- Job listing visible on the main DEVELOP3D site alongside the articles.
- A dedicated listing on the DEVELOP3D RSS feed.



### Advertise in DEVELOP3D:

DEVELOP3D also has a dedicated jobs sections which appears in the print, PDF, and iPhone / iPad editions of the Magazine.

### Why advertise in Print

- Specifically target 50,000 Product and Mechanical Designers
- Excellent employer branding, provides a great opportunity to showcase why you are an employer of choice
- Your roles will appear online at DEVELOP3D Jobs with a 'Featured' status

For more information contact:

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## MAGAZINE ADVERTISING RATES\*

(all dimensions horizontal by vertical)

<b>Double Page Spread</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>	<b>Strip Ad</b>
420 x 297mm (trim) 426 x 303mm (bleed)	210 x 297mm (trim) 216 x 303mm (bleed) 190 x 280mm (type area)	92 x 280mm (upright) 190 x 130mm (landscape)	92 x 130mm	190 x 55mm
<b>£6,110</b>	<b>£3,000</b>	<b>£1,800</b>	<b>£1,300</b>	<b>£1,500</b>

Guaranteed Position **+10%**

Discounts are available for multiple insertions. For non-standard sizes please contact sales@x3dmedia.com

### Loose Inserts\*

Weight up to 10 grams **£120** per 1,000

Weight 11 to 20 grams **£145** per 1,000

Weight 21 to 30 grams **£175** 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** per 1,000

Weight 21 to 30 grams **£220** per 1,000

Advertisers can target the whole circulation or a targeted audience defined by region, sector, job discipline.

### Electronic List Rental \*

List Rental available rate **£340** per 1,000, minimum 5,000 contacts

### Services and Training Advertising\*

Single insertion **£120**

Double Box **£200**

Discounts are available for multiple insertions.



### Advertising Materials Spec:

- 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](mailto:production@x3dmedia.com) or placed on your FTP site for download

Incorrect material supplied may incur a production charge

## WEBSITE ADVERTISING RATES\*

Skyscraper (600 x 120px) **£1,800** per month

Full Banner (468 x 60px) **£1,500** per month

Rectangle (250 x 300px) **£1,000** per month

Button (60 x 120px) **£800** per month

## EMAIL BULLETIN ADVERTISING RATES\*

Newsletter sponsorship **£2,500**

Full Banner (468 x 60px) **£2,000**

\*\*\*all prices exclude VAT

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