

BENCH MARK

THE INTERNATIONAL MAGAZINE FOR ENGINEERING DESIGNERS & ANALYSTS FROM NAFEMS

media guide 2015-2016



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Simulation Governance: Managing
Simulation as a Strategic Capability
Nafems World Congress
Yield Line Analysis of Reinforced Concrete
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Engineering Simulation in the Cloud
FOR ENGINEERING DESIGNERS & ANALYSTS FROM **NAFEMS**

Under the Sea
Vibration of a Curved Subsea Pipeline
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the international magazine for engineering designers and analysts

benchmark, the industry respected magazine, is the only truly independent publication geared towards the analysis and simulation community. Launched in 1987, the magazine attracts a steady following of readers from across the globe. Read by some of the world's leading organisations, across a wide range of industries, the magazine is truly a benchmark of the community and an essential read for all engineering designers and analysts.

Published quarterly by NAFEMS – the international association for the engineering analysis community - the magazine has commanded respect for being the only truly independent publication that focuses specifically on analysis and simulation. With content encompassing news from all areas of engineering simulation from across the globe, articles in benchmark cover everything from FEA to CFD and incorporate all industries from aerospace to bio-medical engineering.

As the magazine continues to grow and evolve with the latest developments in analysis and simulation, benchmark will ensure that its readers can stay up-to-date with the latest developments in the industry and the most recent NAFEMS news.

topics covered in benchmark

- CAD/CAM Integration
- Composites
- Computational Fluid Dynamics (CFD)
- Computational Structural Mechanics (CSM)
- Dynamics and Testing
- Education and Training
- Finite Element Analysis (FEA)
- Geotechnics
- Multiphysics
- Simulation Data Management (SDM)
- Stochastics

...and many more

“ benchmark provides a pulse to its readers about the current world-wide NAFEMS activities, including those of its voluntary Working and Steering Groups, educational seminars and conferences, as well as technical articles on practical applications of engineering analysis and simulation methods and tools across a diverse set of industries. ”

Rodney Dreisbach | Boeing

“ benchmark offers a resource of excellent technical articles on various topics in multidisciplinary engineering analysis, contributed from experts in their fields, from around the globe. When we are searching for articles from others, or when we consider publications for EnginSoft and Flowmaster, we very often look at benchmark. It addresses readers in our fields like no other international Journal and offers a wealth of multidisciplinary engineering topics. ”

Marie Christine Oghly | Enginsoft

our audience

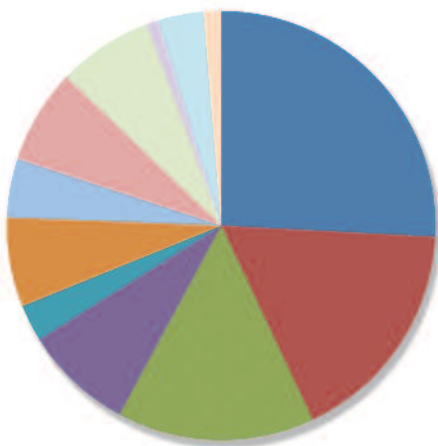
The audience of benchmark consists of those individuals and companies who have a strong interest in analysis and simulation, and as such the magazine offers a unique opportunity to engage with this very specific and targeted audience.

Established in 1987 as the only independent magazine specifically targeted towards the engineering analysis community, benchmark has without question become a necessity for the community. With a hard-earned reputation for high-quality, topical content, the magazine attracts a readership of around **15,000** individuals in over **50** different countries.

The global reach of the magazine is demonstrated by the wide spread of benchmark readers from every corner of the world. Although the highest concentration of our audience is located in Europe and North America, it is worth noting that the magazine has also established a steady flow of readers in Asia, South America,

Australasia, and Africa. With such a globally diverse readership, it is evident that benchmark has an important place in community which stretches beyond geographical limits.

The importance of benchmark within the community is demonstrated in the high quality of the readers that the magazine has established. Not only does the magazine have appeal all over the World, it also attracts readers from some of the world's largest and most successful organisations who are renowned within the community for their cutting edge technology and dedication to simulation and analysis. Such companies include Boeing, Ferrari and Siemens to name but a few.



Readership by location

- UK & Ireland (26%)
- North America (17%)
- DACH (15%)
- Nordic (8%)
- Iberia (3%)
- France (7%)
- Italy (4%)
- Other Europe (7%)
- Asia (7%)
- South America (1%)
- Australasia (3%)
- Africa (1%)



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NOKIA

SIEMENS

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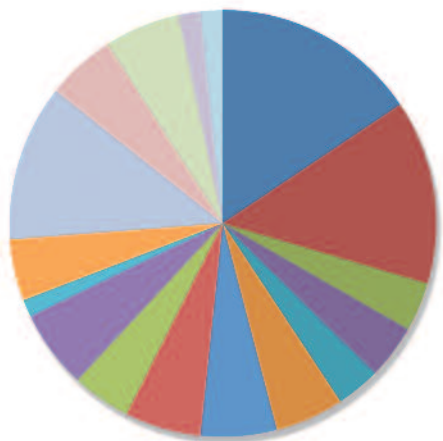
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benchmark differs from most other magazines in the engineering sector as our readers have an active and pre-qualified interest in engineering analysis and simulation. No other independent magazine appeals specifically to this audience. Our readers are at the very forefront of analysis and simulation and this is demonstrated by the job titles of our readers:

- Senior engineer
- Product manager
- FE analyst
- Principal engineer
- CFD technical leader
- Advanced applications engineer
- Head of structural design
- CAE group leader
- Computational structural analysis manager
- Structural analysis specialist
- Mechanical engineer

The readership of benchmark is diverse in that it attracts readers from a broad range of industries but all our readers have one thing in common – a shared passion for engineering analysis. No other magazine appeals totally and specifically to this audience, making our magazine a must read for those within the analysis community.

Readership by industry



- Aerospace (16%)
- Automotive (14%)
- Bio-medical (4%)
- Civil (4%)
- Construction (3%)
- Consumer Products (5%)
- Defence (6%)
- Design Engineering (6%)
- Hardware (4%)
- Marine (6%)
- OEM (1%)
- Oil and Offshore (5%)
- Power and Energy (12%)
- Process Manufacturing (5%)
- Research and Technology (6%)
- Transport (2%)
- Other (2%)

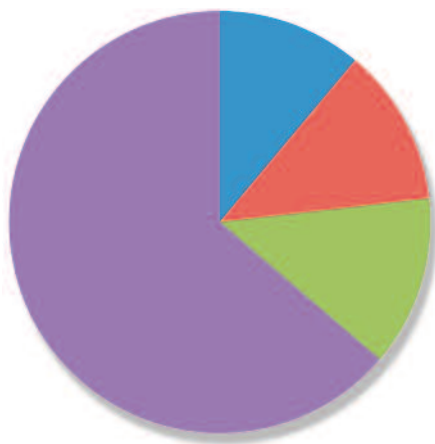
As well as an established readership in industry, there are also a great number of readers from academia and the leading vendors within the industry such as ANSYS and Simulia.

benchmark offers a unique opportunity to reach out this highly specific group of individuals in a way unlikely to be achieved through other publications. As the only truly independent magazine across the globe which is geared specifically towards this group, it is certain that benchmark truly has the attention of this group.









Readership by sector

- Academia (11%)
- Consultancy (12%)
- Vendor (13%)
- Industry (64%)

www.nafems.org

the website

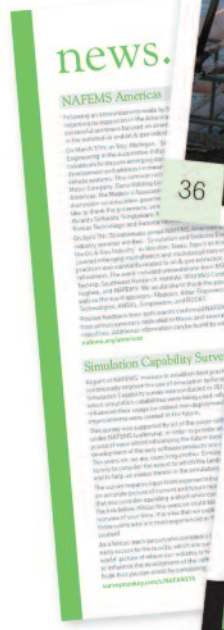
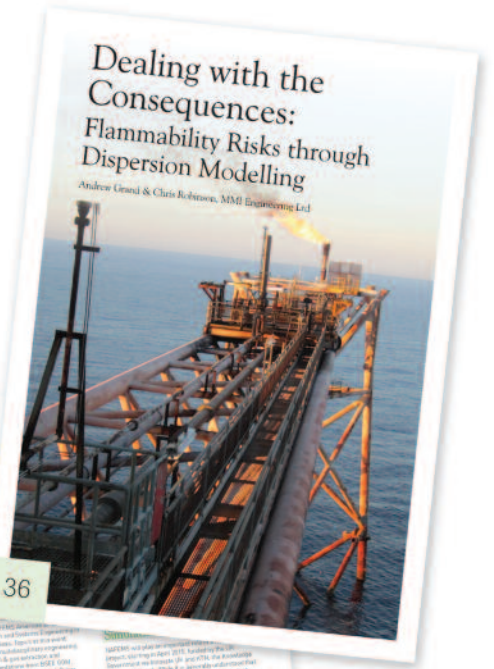
In addition to this, benchmark also engages with our audience through our comprehensive benchmark webpage which is featured on the NAFEMS website. Through this page, NAFEMS members can browse past articles and features, and view the digital copy of the latest issue. With the NAFEMS site attracting over 70,000 hits every month, the benchmark page is another prime opportunity to engage with an audience with a specific interest in engineering analysis and simulation.



editorial overview

Undoubtedly, benchmark has attracted its audience due to its high level of content which is also developed through our deep understanding of our audience. As benchmark is the only independent magazine which focuses specifically on analysis and simulation, all content is targeted to align with the interests and specialisms of our readers. Articles span all areas of simulation from FEA, CFD, PLM & CAE, encompassing all industries from aerospace to bio-medical engineering.

Recent articles in benchmark have considered topics as diverse as adaptive re-meshing in structural analysis, fire engineering, and the practice design against fatigue in power plant technology. As well as covering a vast array of articles, benchmark also includes regulars such as 'vendor view', 'Q&A', 'NAFEMS news', 'NAFEMS events', 'the CAE guy' and 'industry events'.



submitting articles

At benchmark we greatly welcome article submissions, reiterating our independent and unbiased nature.

If you have an article you wish to be considered for benchmark, then please contact the editor david.quinn@nafems.org with your proposed article title and when you expect to submit the article.

As benchmark is a fiercely independent publication, it is important that all articles are as impartial as possible. Any articles which are deemed to have excessive 'sales content' will not be considered. Any articles which contain any broad statements or unsubstantiated claims (e.g. software x is the best in the market) will also be excluded, or heavily edited before publication.

BENCHMARK RESERVES THE RIGHT TO EDIT ANY SUBMITTED ARTICLE BEFORE PUBLICATION AND SUBMISSION OF AN ARTICLE DOES NOT GUARANTEE INCLUSION IN THE MAGAZINE

Below are some guidelines for submission:

copy deadlines

Issue	copy deadline	diary/news deadline
january	november 15th	december 1st
april	february 15th	march 1st
july	may 15th	june 1st
october	august 15th	september 1st

submission requirements

article Text	ms word
graphics & photographs	tiff/jpeg 300dpi
preferred length	1000-1500 words
delivery format	by e-mail to david.quinn@nafems.org

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January 2014

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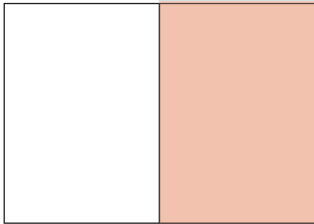
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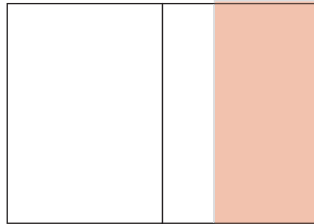
advertising opportunities

benchmark magazine

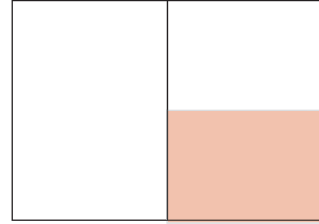
product advertising



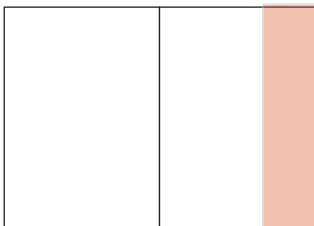
full page
297 x 210 mm*
£1540



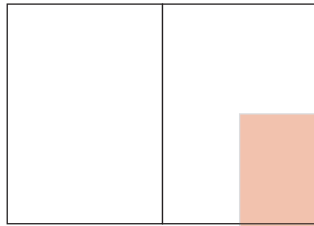
two column
297 x 117 mm*
£1230



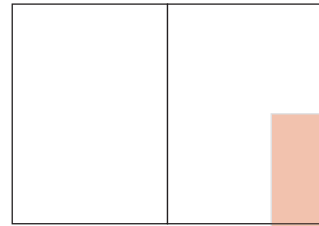
half page (landscape)
148 x 210 mm*
£925



single column
297 x 55 mm*
£630



quarter page
148 x 105 mm*
£475



half column
148 x 55 mm*
£315

* bleed size: add 3mm to all sides

cover rates

inside front cover
£250 supplement

inside back cover
£150 supplement

back cover
1 issue £1750
4 issues £6300
6 issues £8880

inserts (single A4 page – 10 grams max)

£1700 per issue

multiple insertions discount

2 insertions – 5% off
4 insertions - 10% off

staff and course advertising in benchmark (NAFEMS members only)

full page	297 x 210 mm	£770
two column	297 x 117 mm	£615
half page	148 x 210 mm	£460
single column	297 x 55 mm	£300
quarter page	148 x 105 mm	£250
half column	148 x 55 mm	£155

advertising deadlines

april issue	1st march
july issue	1st june
october issue	1st septemebr
january issue	1st december

benchmark website

banner	£135 per month animated GIF or JPEG file size up to 20kb dimensions - 230px wide x 100px tall
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cancellation

for pre-booked advertising all cancellations must be received at least one month prior to the deadline date, otherwise full charges will apply

artwork

all press advertising must be supplied via e-mail as hi-res Adobe PDF with fonts embedded
full page adverts will require a 3mm bleed all round

all website advertising must also be supplied via e-mail in GIF or JPEG format and be 230x100 pixels
we can accept file sizes up to 20kb

invoicing

invoicing will be in £ sterling

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www.nafems.org