

AUDIENCE CHANNELS

DESIGN DE247 was founded as computer-aided design (CAD) became mainstream, and we have continued to cover its evolution into 3D modeling, onto the Cloud and now through the introduction of artificial intelligence into algorithm-driven design and the use of virtual and augmented reality. End users—whether household consumers or industrial purchasers—are demanding extremely complex products that are intuitive to use. Design engineering teams want to know how design software can help them provide that user experience.

Technology Coverage: ECAD, Conceptual Design Software, Optimization, Embedded System Design, Generative Design Software, Simulation-as-a-Service, Pre-processing MCAD, Rendering, Topology Optimization, UI/UX

DESIGN									
MEDIUM	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPT	OCT/NOV	DEC
Online Issue/ Website	Browser-Based CAD	Engineering the America's Cup	Does DfAM Require a New Breed of CAD?	Optimization vs. Generative Design	AI/Machine Learning for Design	Does Lightweighting Require Safeguards? AR/VR for Automotive Design	Electronics Design Challenges	CAD Movie Magic	Design Technology Outlook
Special Focus Online Issues	Simulation and Design Software Innovations The Future of Medical Design		Cloud-Based Design and Remote Collaboration	Digital Manufacturing	Generative Design	Additive Manufacturing Innovations	Designing for Automotive	Augmented/ Virtual/ Extended Reality Designing for Aerospace	
Hot Seat Webinars			Sustainable Design		Engineering Workstations		Additive Manufacturing	Generative Design	
Events	3DEXPERIENCE World (Virtual)	AMUG	RAPID+TCT	Digital Engineering Summit				formnext AU	

In partnership with:

SIMULATION Simulation-led design promises to drastically reduce time to market by replacing many time-consuming physical tests, allowing engineers to iterate today's more complex products and systems in less time, and even virtually experience how products they are designing will be used. However, to meet its full promise, simulation has to spread throughout the design engineering team, which means it has to be affordable and easier to use for non-analysts.

Technology Coverage: 3D Printing Simulation Software, Analysis, CFD, Composites/Advanced Materials, Generative Design and Optimization, Electromagnetic Interference (EMI), FEA, Licensing/Simulation-as-a-Service, Multiphysics, Noise/Vibration/Harshness (NVH), System Simulation, Visualization

SIMULATION									
MEDIUM	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPT	OCT/NOV	DEC
Online Issue/ Website	Fundamentals of Interpreting Simulation Results	Sailing Through Simulation	Simulating the AM Process	Simulation-Driven Design	Open Source Simulation	Automotive Simulation Trends	Multiphysics Simulation	Convergence of Design and Entertainment Visualization Tools	Simulation Technology Outlook
Special Focus Online Issues	Simulation and Design Software Innovations The Future of Medical Design			Digital Manufacturing			Designing for Automotive	Augmented/ Virtual/ Extended Reality Designing for Aerospace	Workstation Reviews
Hot Seat Webinars		Digital Twin			Engineering Workstations	Simulation Software Licensing		Generative Design	
Events	3DEXPERIENCE World (Virtual)			Digital Engineering Summit	NAFEMS World Congress			CAASE21 AU	
Show Package					NAFEMS Show Package				

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PROTOTYPE/MANUFACTURE We are in the midst of a revolution in manufacturing that began with the digitization of design and simulation, continued into rapid prototyping and now is extending onto the manufacturing floor with end-use 3D printing and advanced subtractive processes. To capitalize on this disruption, engineering teams want to understand how to design for additive manufacturing, take advantage of hybrid additive/subtractive solutions, simulate new materials and processes with computer-aided manufacturing (CAM) technology and make use of virtual prototypes.

Technology Coverage: 3D Printing, 3D Printing Materials, 3D Scanning/Reverse Engineering, Augmented/Virtual Reality, CAM (CNC/milling equipment and toolpath simulation), Metrology, Service Bureaus



PROTOTYPE/MANUFACTURE									
MEDIUM	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPT	OCT/NOV	DEC
Online Issue/ Website	3D Printing and Designing for Disaster Response	Additive Manufacturing Approaches for Lightweighting	Materials Innovations	How 3D Printing Enables Generative Design	Simulation for Additive	Dos and Don'ts of Metal AM	Printed Electronics	3D Printing and Design Flexibility	Prototype/ Manufacture Technology Outlook
Special Focus Online Issues	The Future of Medical Design				Generative Design	Additive Manufacturing Innovations	Designing for Automotive	Designing for Aerospace	
Hot Seat Webinars		Digital Twin	Sustainable Design				Additive Manufacturing		
Events	3DEXPERIENCE World (Virtual)	AMUG	RAPID+TCT	Digital Engineering Summit				CAASE21 Formnext AU	
Show Package			Additive Package						

ENGINEERING COMPUTING Modern design engineering is possible thanks to advances in readily accessible computing technologies. Computing is the engine and data is the fuel. Design engineering teams, including IT management, need to know how the latest computing innovations can speed product design and development, improve collaboration and make use of the massive amounts of data available.

Technology Coverage: Cloud Computing, Clusters, Graphics, Data Centers/HPC, IT Consulting, Networking, Peripherals (monitors, printers, haptic feedback devices, mice), Storage, Virtualization, Workstations

ENGINEERING COMPUTING									
MEDIUM	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPT	OCT/NOV	DEC
Online Issue/ Website	Remote Computing (Mobility/ Virtualization/ Cloud)	CPU vs. GPU: Where are the Benefits in Engineering Software	Design Cybersecurity	Data Science Workstations	Edge vs. Cloud	Configuring a CAD Workstation	Workstation Innovations	Rendering and Visualization	Engineering Computing Outlook
Special Focus Online Issues	Simulation and Design Software Innovations		Cloud-Based Design and Remote Collaboration	Digital Manufacturing			Designing for Automotive	Augmented/ Virtual/ Extended Reality Designing for Aerospace	Workstation Reviews
Hot Seat Webinars					Engineering Workstations	Simulation Software Licensing			
Events	3DEXPERIENCE World (Virtual)			Digital Engineering Summit	NAFEMS World Congress	SIGGRAPH		CAASE21 AU	

DIGITAL THREAD The work of design engineering teams has a direct impact on every stage of manufacturing and the supply chain. Technologies are available to better connect the digital thread weaving through the enterprise and beyond, but design engineering teams need advice on the workflow management tools and processes required, as well as the integration of Internet of Things (IoT) solutions into new products. Forward-thinking engineering teams are looking for ways to reinforce the digital thread.

Technology Coverage: IoT Platforms, Communication Protocols, Data Acquisition, Digital Twins, Product Lifecycle Management (PLM), Quality Management

DIGITAL THREAD									
MEDIUM	JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEPT	OCT/NOV	DEC
Online Issue/ Website	Building a Pandemic-Proof Supply Chain	Low-Code Development Tools	Manufacturing as a Service	Documenting the Digital Thread	Digital Twins	Connected Cars the IoT	Reverse Engineering	The Future of PLM	Digital Thread Outlook
Special Focus Online Issues			Cloud-Based Design and Remote Collaboration	Digital Manufacturing			Designing for Automotive	Designing for Aerospace	
Hot Seat Webinars		Digital Twin	Sustainable Design				Additive Manufacturing		
Events	3DEXPERIENCE World (Virtual)			Digital Engineering Summit				CAASE21 AU	

DE 2021 RATES

DIGITAL ENGINEERING ONLINE ISSUE RATE CARD

	1X	6X	12X	18X
Full-Page	\$4,800	\$4,600	\$4,400	\$4,200
1/2-Page	\$2,880	\$2,750	\$2,640	\$2,520

Ad Sizes	Width	Height
Magazine Trim Size	7.875"	10.75"
2-page Spread (live area)	15.25"	10.25"
2-page Spread (w/bleed)	16"	11"
Full-Page (live area)	7.375"	10.25"
Full-Page (w/bleed)	8.125"	11"
1/2 Page Vertical	3.375"	10"

ISSUE MECHANICAL SPECS

- **Publication Trim Size:** 7.875" x 10.75"
- **Preferred File Format:** Adobe PDF

CLOSE DATES

JAN/FEB	1/15/21	JUL/AUG	7/16/21
MAR	2/12/21	SEP	8/17/21
APR	3/16/21	OCT/NOV	10/15/21
MAY	4/16/21	DEC	11/16/21
JUN	5/14/21		

DE 247 NEWSWIRE eNEWSLETTER SPECS

ARTWORK DUE DATE:

1 week prior to deployment date.

FILE FORMATS:

- JPG, PNG, GIF; Animated GIF. 3 loops maximum, animation length up to 15 seconds.

SIZE: 72 dpi, 60kb maximum file size.

COLOR: RGB color mode.

Additional Information:

- Include click-thru URL
- Sound and pop-ups are not accepted.
- A 1x1 pixel border is required to be built within the dimensions of the ad for creative with a white background.
- Ad Tags will not work on newsletters, but 1x1 click trackers are acceptable.
- 300px x 250px ad banner
- Headline and accompanying text (65 word max).
- Click-thru URL

SPECIAL FOCUS ONLINE ISSUE (SFI) RATE CARD

1X	6X	12X	18X
\$6,000	\$5,800	\$5,600	\$5,400

- SFI's have a limited number of sponsors and include lead generation.
- DE allows combination frequency between the magazine and SDIs.

2021 Special Focus Issues Online

Month	Topic	Deadline
January	Simulation and Design Software Innovations	1/18/21
February	The Future of Medical Design	2/15/21
April	Cloud-Based Design and Remote Collaboration	4/19/21
May	Digital Manufacturing	5/17/21
June	Generative Design	6/14/21
July	Additive Manufacturing Innovations	7/19/21
September	Designing for Automotive	9/20/21
October	Augmented/Virtual/Extended Reality	10/18/21
November	Design for Areospace	11/16/21
December	Workstation Review Roundup	12/10/21

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