



AUGI

Autodesk User Group International, AUGI, is officially recognized by Autodesk as representing the Autodesk user community.

AUGI has two prime directives: The first is to assist its members by presenting programs and information that will enhance their use of Autodesk solutions; the second is to deliver the voice of the user community to Autodesk, thus assisting Autodesk in product development and giving users a say in the process.

2016 MEDIA KIT

What does AUGI do?

AUGI provides an environment for users to help users. We offer programs and services that provide the Autodesk user community access to one another and to Autodesk. Our goal is to implement programs that are lacking in the Autodesk user environment rather than compete with programs already available to users. Our motto is "Users Helping Users." We work very hard to promote our membership as a community working together to strengthen each other and the community at large.

Why invest with AUGI?

You can be assured that all of AUGI's marketing opportunities including publications, websites, social media and events are all strategically targeted to the design industries you serve.

- Increase your exposure to more than 300,000 registered members representing over 240 countries
- ONE MILLION hits monthly on the AUGI.com website
- AUGI's strong, recognizable brand enables sponsors and/or advertisers to leverage that recognition to their own advantage

The Autodesk User Group International organization is one of the world's most powerful technology communities. AUGI members learn through quality educational resources and unique learning programs and events.

Membership benefits that draw crowds.

Peer-to-peer support

Round-the-clock access to worldwide peer-to-peer support from veteran Autodesk product users. Joining AUGI introduces members to a support system that includes people eager to share their expertise and Autodesk product experiences with fellow members.

Supplemental training

Online supplemental training for a variety of Autodesk products enriches members' learning experiences. Choice tips and special techniques from experienced users and instructors draws members back to AUGI frequently.

Collective Voice to Autodesk

AUGI members have the opportunity to request feature changes or additions to future releases of Autodesk products through the AUGI Wish List program. The Wish List is one of the most popular benefits that AUGI provides.

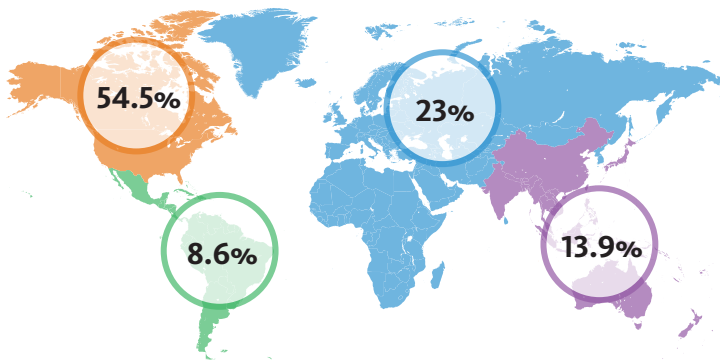
Publications

Popular AUGI publications have become the industry standard for delivering valuable tips and tricks and other important information. Members gain valuable insight through AUGI's monthly magazine, monthly e-newsletter, educational AUGI bulletins, and AUGI's official blog.

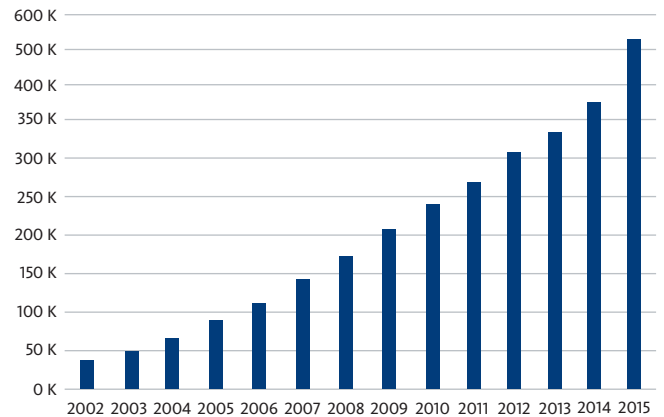
MEMBERSHIP PROFILES

With over 370,000 members worldwide, AUGI is represented in over 240 countries. The membership is composed primarily of Architects, Engineers, Designers, Drafters, CAD Managers and Trainers. AUGI gains approximately 3,000 new members per month.

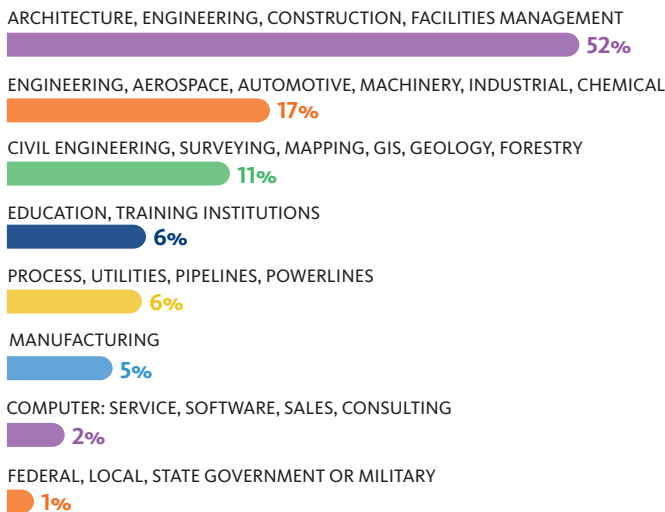
Membership by Region



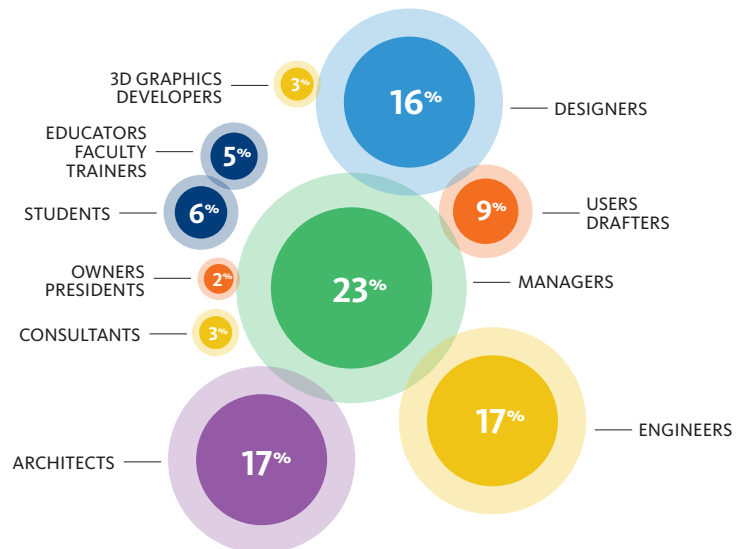
Membership Growth



Membership by Industry



Membership by Position



WEBSITE ADVERTISING

AUGI.com is the international information center for all AUGI members, serving over one million page views to more than 300,000 absolute unique visitors each month. AUGI.com provides members with a central place to come together to learn and share, being the gateway through which users travel in their quest for Autodesk product knowledge.



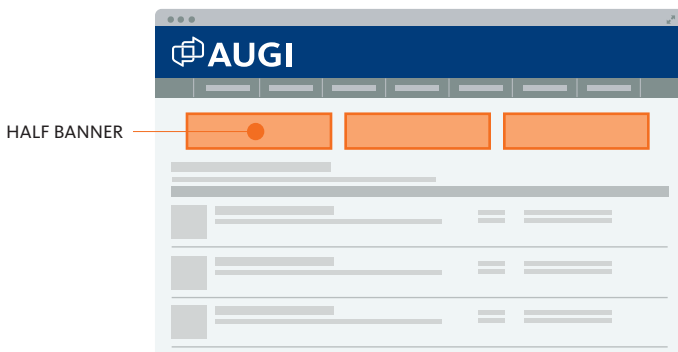
Home Page

The AUGI.com Home Page is the source that users look to for updates about “what’s happening” within the Autodesk community. With regular updates and new information each week, advertising on the AUGI.com Home Page is a fast way to become noticed by users seeking interaction.



Leaf Pages

Featuring highly trafficked sections such as the AUGI Library, publications like AUGIWorld Magazine, and AUGI HotNews, as well as the Product Communities, advertising on Leaf Pages on AUGI.com will ensure your campaign remains visible to Autodesk product users seeking solutions. It does not include Home Page or Forums.



Discussion Forum Pages

One of the most popular destinations for Autodesk product users on the web is the AUGI Discussion Forum Pages, which attract the entire range of user types, from power users to BIM Managers. These are people that drive technology adoption. Advertising on the Discussion Forum Pages at AUGI.com is a quick way to reach users seeking answers. It does not include Home Page or Leaf Pages.

PUBLICATION ADVERTISING

AUGIWorld Magazine

AUGIWorld, the official publication of AUGI, is a monthly electronic magazine designed to help readers improve their use of Autodesk products and learn new techniques. Every issue is packed with product tips & tricks and other technical fare, CAD management issues, and education trends.

Available free of charge to users worldwide, AUGIWorld is published twelve times per year. The paperless, electronic magazine is available to all AUGI members, who receive this envirofriendly edition via e-mail (roughly 50% located in North America.) AUGIWorld is also published a paper format for it's Professional members.

AUGIWorld provides advertisers a way to maintain brand and product name exposure within the user community in a picturesque and tangible way.

The editorial content of AUGIWorld includes:

- Tutorials for the newest Autodesk products
- CAD Management trends and issues
- Tech articles and tips & tricks
- Training advice
- CAD/BIM industry observations



AUGIWorld Circulation:
300,000+ opt in digital subscribers per issue
www.augi.com/augiworld

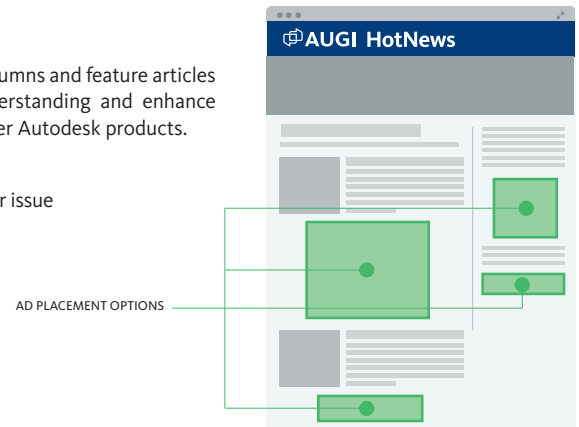
HotNews

HotNews, the monthly newsletter written for AUGI members, brings readers up-to-date on the latest news from AUGI, Autodesk, and the Autodesk community. With feature articles, product tips & tricks, special offers and announcements, HotNews keeps AUGI members in the loop.

HotNews is sent to all AUGI members via email, disseminates timely information about upcoming events, special offers from Autodesk and its third-party developer community, general

announcements, and a number of columns and feature articles designed to deepen members' understanding and enhance their use of AutoCAD, Revit, and other Autodesk products.

HotNews Subscribers:
300,000+ opt in digital subscribers per issue
www.augi.com/augihotnews



Bulletins (List Rentals)

Bulletins are the official channel of communication to all AUGI members. Our list rentals can be used to promote industry related events, webcasts, news and other AUGI-approved value offers to the largest Autodesk user community. As we grow each month, we expand the reach of these efforts by adding around 3,000 new members per month.

Connect to new leads and customers using our vendor driven email blasts. We offer successful campaigns to vendors and sponsors. You first develop the message content in HTML and we send it on to our members. You can promote special offers, discounts, new products, etc. This is essentially email for hire.

You develop the email and we send it out to our members worldwide or down to a filtered group of our members. Pricing is based on distribution count and filters used.

Distribution Options
Bulletins can be sent directly via email to any targeted selection of members. Example: An announcement for a webcast targeting architects may be sent only to members in the architectural industry in a geo-targeted city or location. We can filter by product(s) used, regional location, domain names, and industry or send to our entire database. Our average rate for opens and click-thru surpass the industry standards.



SPONSORSHIPS

AUGI has a variety of ways to help Autodesk resellers, Autodesk Developer Network members, Autodesk Training Centers, and others get the highest return on their advertising and sponsorship dollars.



So you know you want to support AUGI and take advantage of our marketing channels. But you don't know exactly what or when you will need our services. A sponsorship could be the right fit since it allows you the flexibility to predetermine how you want to spend, prescribes a highly favorable discount percentage on those services, and provides you with first priority in key marketing channels. And then at Autodesk University, each year AUGI invites its sponsors to play a part in our AU activities and offers membership interactions that no one else has access to.

One of our AUGI Media Account Executives can work with you to devise a plan that will encompass multiple media opportunities to help you gain the most exposure. From highly targeted learning and networking events, to industry publications, to highly trafficked international websites, AUGI's media opportunities and programs allow sponsors to convey their messages and engage the Autodesk user community to drive their companies' growth.

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Without a doubt one of the best sources for technical support anywhere. If I have a problem or I'm just looking for guidance, the vast wealth of information found in here (AUGI) is amazing. It also gives me the opportunity to give some assistance back or provide invaluable backup support when the need arises. source of information.

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— BILL ADAMS
WJ ADAMS BUILDING DESIGNER
HALLETT COVE, SA, AUSTRALIA