AUGI

Representing the Digital Design 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 digital design solutions; the second is to deliver the voice of the user community to software companies, thus assisting them in product development and giving users a say in the process.

What does AUGI do?

AUGI provides an environment for users to help users. We offer programs and services that provide user community access to one another and to digital design companies. Our goal is to implement programs that are lacking in the 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 200,000 registered members representing over 240 countries
- 400k 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

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 software users. Joining AUGI introduces members to a support system that includes people eager to share their expertise and product experiences with fellow members.

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

A Collective Voice for AutoCAD
AUGI members have the opportunity to request feature changes or additions to future releases of AutoCAD through the AUGI Wish List program. The Wish List is one of the most popular benefits that AUGI provides.
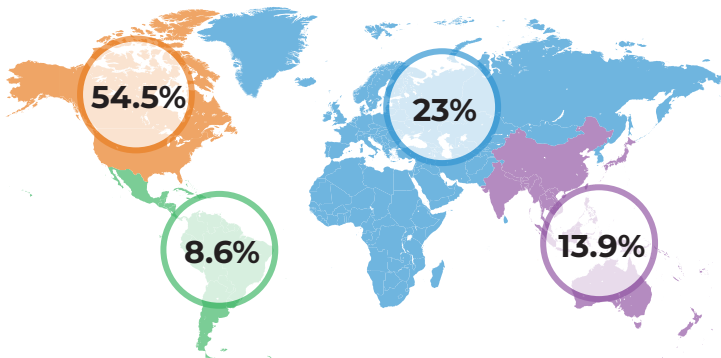
Publications
Popular AUGI publications have become the industry standard for delivering valuable tips and tricks and other important information. Members gain valuable insight through AUGI's monthly magazine, monthly e-newsletter, educational AUGI bulletins, and AUGI's official blog.
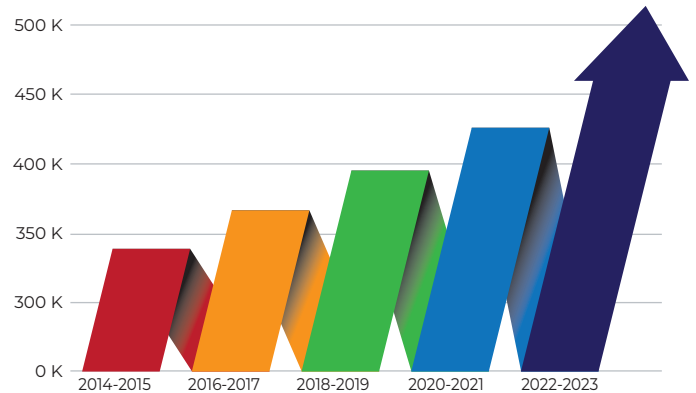
MEMBERSHIP PROFILES

With over 500,000 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.
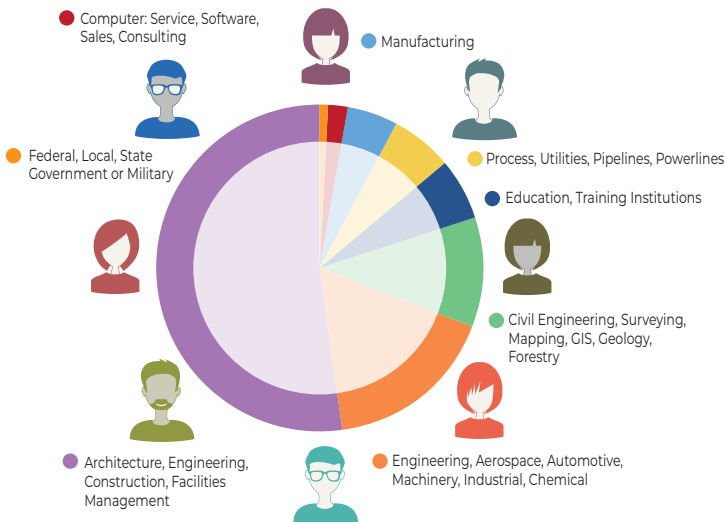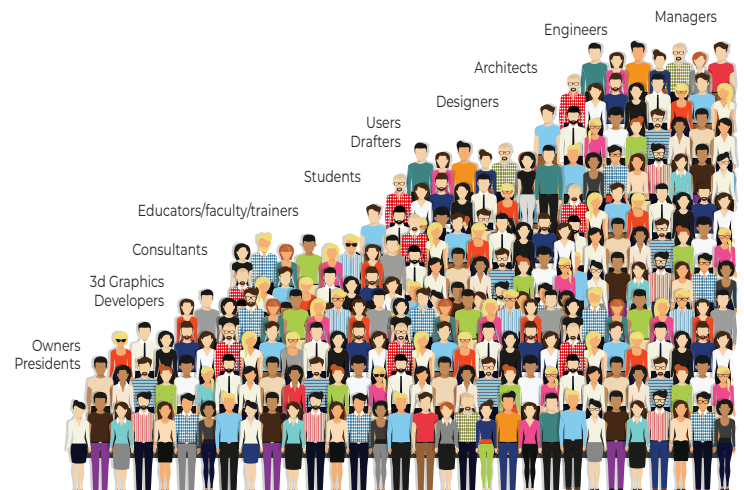
Membership by Region

54.5%
23%
8.6%
13.9%

Membership Growth

500 K
450 K
400 K
350 K
300 K
0 K

2014-2015 2016-2017 2018-2019 2020-2021 2022-2023

Membership by Industry

- Computer: Service, Software, Sales, Consulting
- Manufacturing
- Federal, Local, State Government or Military
- Process, Utilities, Pipelines, Powerlines
- Education, Training Institutions
- Civil Engineering, Surveying, Mapping, GIS, Geology, Forestry
- Architecture, Engineering, Construction, Facilities Management
- Engineering, Aerospace, Automotive, Machinery, Industrial, Chemical

Membership by Position

Managers
Engineers
Architects
Designers
Users
Drafters
Students
Educators/faculty/trainers
Consultants
3d Graphics Developers
Owners Presidents

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Home Page

FULL BANNER

The AUGI.com Home Page is the source that users look to for updates about "what's happening" within the user 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

HALF BANNER

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 product users seeking solutions. It does not include Home Page or Forums.

Discussion Forum Pages

HALF BANNER
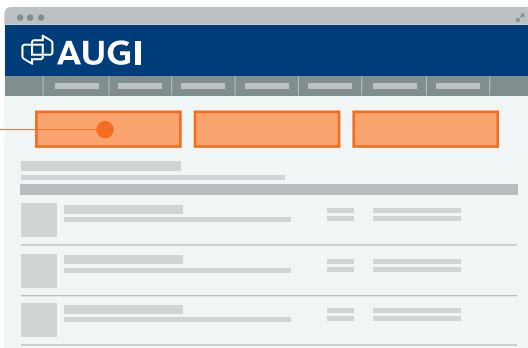
One of the most popular destinations for software product users on the internet is the AUGI Discussion Forum Pages, which attract the entire range of user types, from power users to BIM Managers. These are people that drive technology adoption. Advertising on the Discussion Forum Pages at AUGI.com is 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 its opt-in 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 software products
- CAD Management trends and issues
- Tech articles and tips & tricks
- Training advice
- CAD/BIM industry observations

AUGIWORLD Circulation:
200,000+ opt in digital subscribers per issue
www.augi.com/augiworld
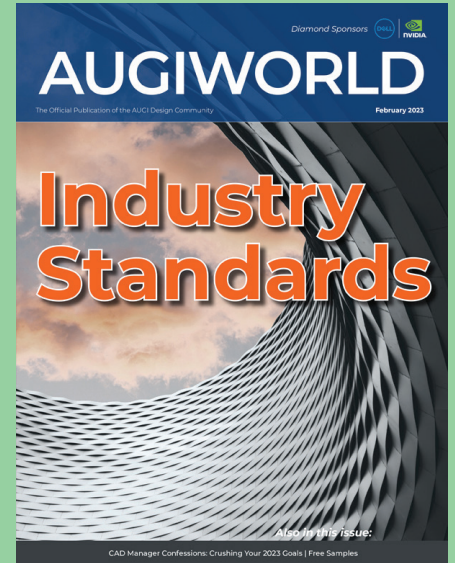
HotNews

HotNews, the monthly newsletter written for AUGI members, brings readers up-to-date on the latest news from AUGI, Autodesk, and the digital design 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 such as 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 digital design products.

HotNews Subscribers:
200,000+ 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 digital design 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 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 flexibly to predetermine how you want to spend, presets a highly favorable discount percentage on those services, and provides you with first priority in key marketing channels. And each year AUGI invites its sponsors to play a part in our annual general meeting 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 digital design user community to drive their companies' growth.