position

The Australasian magazine of surveying, mapping & geo-information

Spatial Source

Position magazine
www.spatialsource.com.au

MEDIA KIT 2021

position
The Australasian magazine of surveying, mapping & geo-information

April/May 2019 – No. 100

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100th
EDITION
SPECIAL

NEXT GEN
GIS
From web to the Cloud to UX

Official publication of
SSSI

inside ▶

Virtual Reef Diver Informed intervention via spatial modelling

Absolute precision Cutting edge GNSS for road autonomy

Centennial reflection Looking back at an industry in flux

ABOUT POSITION

Position is the only magazine for spatial sciences, surveying, GIS, government and other mapping professionals to be circulated across Australia and New Zealand

CONTENT

Position magazine has been informing and educating industry professionals about surveying and spatial business applications for over 25 years.

But, as technology evolves, so does Position magazine. Position addresses the latest technology and applications across Australasia, including surveying, mapping, spatial analysis, remote sensing, photogrammetry, 3D modelling, hydrography, satellite positioning, environmental management, logistics and web-mapping applications.

AUDIENCE

Position is read across all levels of private business, government and academia, as well as by spatial technology product and service vendors. The magazine is enjoyed by professionals throughout the industry, including surveyors and GIS personnel, as well as those who rely on the industry's services.

Its in-depth reporting covers the growing use of location information in a wide range of spatially-enabled sectors such as infrastructure, local government, mining,

agriculture, disaster management, utilities, land-use planning, mapping, intelligence, cartography, defence and mainstream applications.

CIRCULATION

Published six times a year in February, April, June, August, October and December, Position is the industry publication of record across Australasia, with a distribution of 4500-5000 copies per edition.

Position magazine is the official magazine of the Surveying and Spatial Sciences Institute (SSSI) and is circulated to its entire membership. Also, industry decision makers have come to expect to see Position magazine at industry events around the region and the globe, including the Locate Conference, SSSI regional conferences and the FIG Working Week.

DIRECTORY

Position magazine also publishes a comprehensive Annual Industry Directory of companies and organisations servicing and supplying the surveying, mapping and geospatial industry in every December/January edition. The directory is also available online at www.spatialsource.com.au.

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Jonathan Nally
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READERSHIP STATISTICS

92%
Believe Position magazine has provided them with important information relevant to their role

64%
Are the primary decision maker or play an important role when purchasing new technology

79%
Keep the magazine for future reference

78%
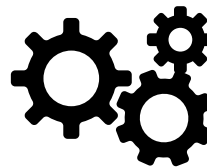Of readers spend 1 hour or more reading each issue

73%
Have used the adverts to source new products and services

75%
Of readers have been reading Position for 3 years or more

77%
Use Position to stay informed about new research, products and services

89%
Said the articles were very good or excellent

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FEATURES LIST 2021

ISSUE	FEATURES	EXTRA DISTRIBUTION
ISSUE 110 *December/ January 2021*	• **Research & development** – steering industry in the right direction • **Spatial data in the field** – current tech to build multi-disciplinary teams • **Computer vision and machine learning** – allowing the algorithm full autonomy • **Augmented reality** – bringing unprecedented realism to spatial data	Special Annual Directory Edition
ISSUE 111 *February/March*	• **Emergency and disaster management** – digital preparedness in a changing world • **Best leveraging location** – spatially empowered government and services • **Research & development** – steering industry in the right direction • **Asia-pacific focus** – strengthened ties between growing economies	
ISSUE 112 *April/May*	<u>The Locate 2021 Super-Issue</u> • **The new space race** – investigating Australia's extra-terrestrial investment • **The fourth industrial revolution** – IoT, Industry 4.0 and what it means for you • **UAV & AUV & UGV** – the increasing ubiquity of unmanned systems in professional applications	Locate Conference 2021 Brisbane, 29th Mar - 1st Apr
ISSUE 113 *June/July*	• **Open standards** – why the big players are embracing openness • **Smart transport and logistics** – the imminent arrival of autonomy • **The shifting business of geospatial** – leveraging latest tech and evolving business models • **Datums & dynamics** – adapting for precision	
ISSUE 114 *August/September*	• **Digital Twins** – the new dimension in infrastructure • **Hydrography and bathymetry** – surveying and sounding the distant depths • **Optimising the plot** – the technology reshaping agriculture	
ISSUE 115 *October/November*	• **Remote sensing 2.0** – the accelerating demand for space-derived data • **Precision where it's needed** – the latest in high accuracy survey methods • **Intelligent planning and infrastructure** – Smart grids, IoT and a changing world • **Mining & Offshore** – geoinformation for geological exploration	Ozri 2021, Dates TBD
ISSUE 116 *December/ January 2022*	• **Spatial data in the field** – current tech to build multi-disciplinary teams • **Computer vision and machine learning** – the myriad new applications for spatial work • **3D capture, processing and modelling** – multi-modal data acquisition and processing • **Augmented reality** – bringing the digital twin to life	Special Annual Directory Edition

This list is subject to change at the editor's discretion. If advertising is to run with feature please advise on booking.
Some conference distribution is still subject to confirmation. This can be checked with the publisher prior to each issue.

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2021 DEADLINES

ISSUE	EDITORIAL	AD BOOKING	AD MATERIAL	MAILING DATE
ISSUE 110 *December/January 2021*	31/10/2020	23/11/2020	27/11/2020	15/12/2020
ISSUE 111 *February/March 2021*	30/11/2020	21/01/2021	27/01/2021	15/02/2021
ISSUE 112 *April/May 2021*	16/02/2021	12/03/2021	17/03/2021	07/04/2021
ISSUE 113 *June/July 2021*	20/04/2021	14/05/2021	19/05/2021	07/06/2021
ISSUE 114 *August/September 2021*	15/06/2021	09/07/2021	14/07/2021	02/08/2021
ISSUE 115 *October/November 2021*	17/08/2021	10/09/2021	15/09/2021	05/10/2021
ISSUE 116 *December/January 2022*	12/10/2021	05/11/2021	10/11/2021	02/12/2021

These dates may change to accommodate additional conferences. We will notify advertisers of changes as they occur.

ADVERTISING RATES

AD SIZE	CASUAL	3X	6X
Full Page	$3,725	$3,353	$2,980
Double Page Spread	$7,265	$6,539	$5,812
Two Thirds Page	$3,165	$2,849	$2,532
Half Page	$2,610	$2,349	$2,088
Third Page	$2,050	$1,845	$1,640
Quarter Page	$1,540	$1,386	$1,232
Loose inserts (cpm)	$700	$630	$560

KEY POSITIONS & PACKAGES	CASUAL	3X	6X
Front Cover	$5,960	n/a	n/a
Front Cover Package (FC + 2 pages editorial)	$8,265	n/a	n/a

Other guaranteed positions: add 12.5% loading.
All prices are in Australian Dollars and exclude GST of 10%. All rates include agency commission of 10%.

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MATERIAL SPECIFICATIONS

File format - We prefer print ready PDF - Please prepare all PDFs as specified by the 3DAP guideline. See www.3dap.com.au

Other formats - InDesign, PhotoShop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths and images embedded. Maximum Ink weight to be no more than 300%. We do not accept ads in QuarkXPress above 6.5, Word, PowerPoint, Publisher or any Microsoft software.

Images - Minimum of 300dpi at 100% scaling. Line Art images Minimum of 1200dpi at 100% scaling. All images must be CMYK.
Image file formats should be TIFF or composite EPS and should not be compressed. Maximum Ink weight to be no more than 300%.

Bleed All bleed ads must have at least 5mm bleed all round with all trims and marks to be offset by at least 5mm Text to be a minimum of 10mm from edge of page.

TRIM SIZE (MM)	DEPTH	X	WIDTH
Single page	297	x	210
Double page spread	297	x	420
NON BLEED MATERIAL (MM)	**DEPTH**	**X**	**WIDTH**
Full page	270	x	185
Half page - vertical	270	x	90
Half page - horizontal	135	x	185
1/3 vertical	270	x	59
1/3 horizontal	90	x	185
Quarter page	135	x	90
Quarter page - horizontal	65	x	185
BLEED MATERIAL (MM)	**DEPTH**	**X**	**WIDTH**
Double page spread full bleed	297	x	420
Full page bleed	297	x	210
Half page bleed - vertical	297	x	102
Half page bleed - horizontal	150	x	210
1/3 horizontal bleed	105	x	210
1/3 vertical bleed	297	x	70
Quarter page bleed - horizontal	80	x	210

Double page spread
297mm x 420mm

Single page
297mm x 210mm
Add 5mm for bleed

1/2

1/3

1/2 horizontal

Quarter page

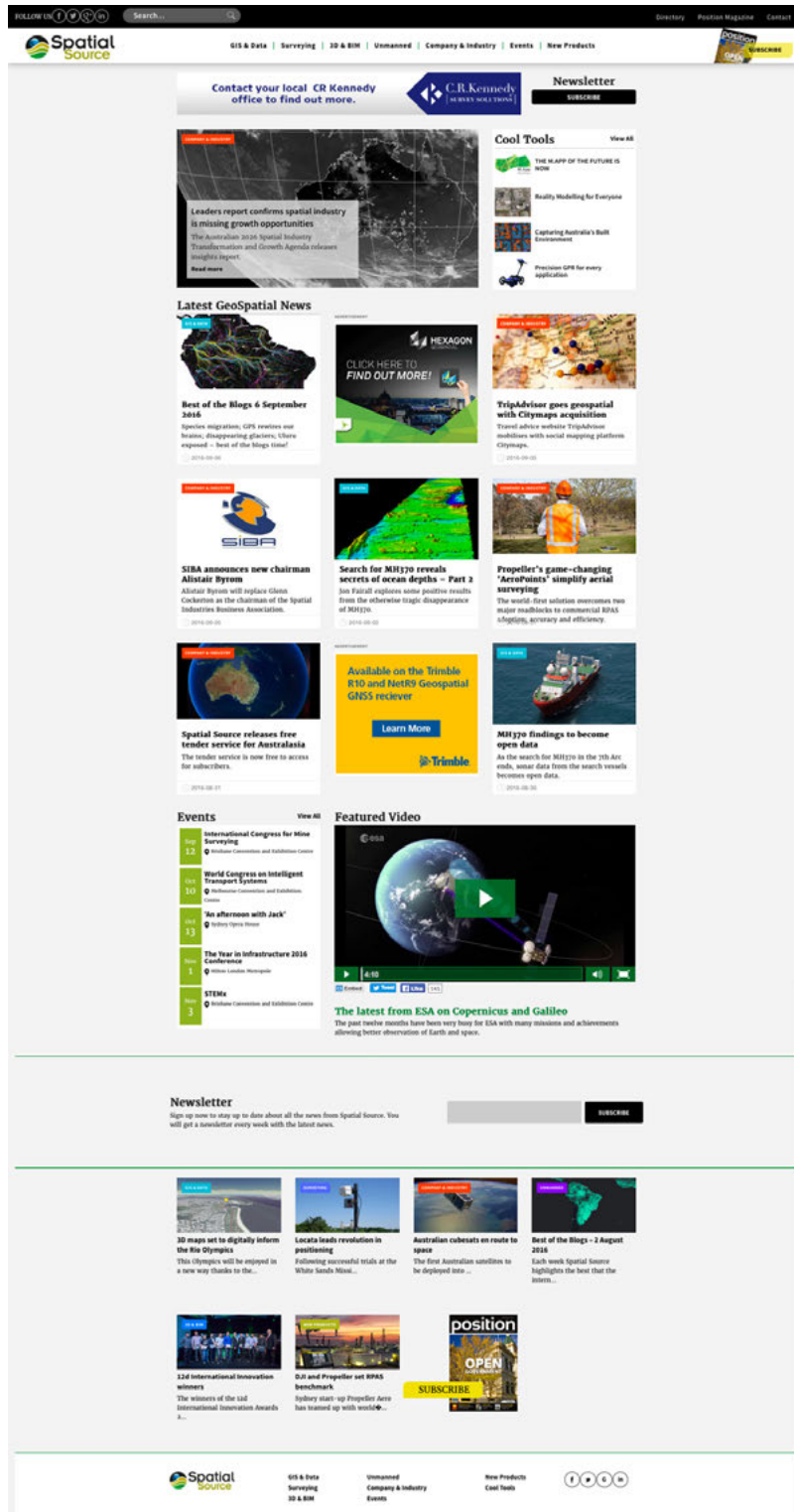1/3 horizontal

1/4 horizontal
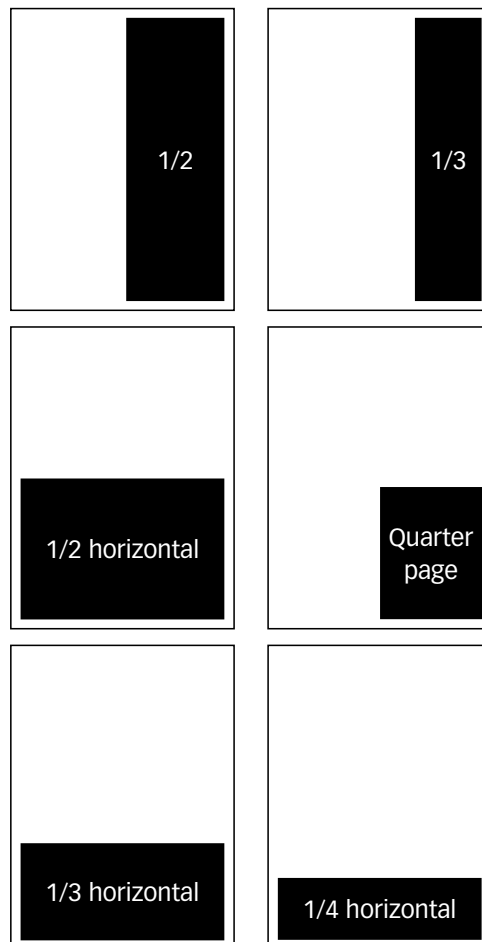
DELIVERY

Artwork is accepted on CD, DVD, USB Flash Drive. We also accept Quickcut files.

Please email advertising material (no larger than 10MB) to:
magazine.material@intermedia.com.au

WEBSITE

SpatialSource.com.au is Australia and New Zealand's premier website for the geospatial, surveying, GIS and mapping community, featuring a responsive design, video platform and new display and content-based marketing opportunities.

Online partner to the long-established Position magazine, **SpatialSource.com.au** covers the latest industry, product and technology news via its website, @spatialsource Twitter account, and free weekly e-newsletter. SpatialSource offers advertising partners the opportunity to reach surveying and geospatial professionals across Australasia and the world via integrated, cross-platform campaigns.

SpatialSource is THE source for spatial news from an Australasian perspective, boasting the region's largest audience in its category and a newsletter subscriber database of more than 5,000 industry professionals.

ONLINE INDUSTRY DIRECTORY

The *SpatialSource* Online Industry Directory is a valuable resource for geospatial professionals looking for products and services to help them with their work and projects.

This directory of companies and organisations servicing and supplying the surveying, mapping and geospatial industry in Australia and New Zealand is comprehensive, fully searchable, updateable and available 365 days a year. Companies providing products and services to the geospatial industry can list themselves free of charge in the directory at **https://directory.spatialsource.com.au**

Spatial Source

AD SPECIFICATIONS

- All Flash ads must be supplied with a backup GIF file. Flash format advertisements cannot be accepted for email newsletters.
- All flash formats and GIF file animation must finish or loop in no more than 15 seconds
- For Intermedia to track clicks in your Flash creative, a specific ActionScript needs to be implemented into your file.
- For Cool Tools send one 90x90 pixel image, one 300x250 pixel image, 300-500 words copy including headline and full contact details.

Please note:
Not all email programs support animated files. Please provide static gifs or jpgs for HTML email campaigns.

Contact
Send your ad delivery, deadlines and queries to **material@intermedia.com.au** at least five working days prior to start of the month in which the ad is to run. Destination/landing page url must be stated on email.

Leaderboard
728 px (w) x 90 px (h)

Medium Rectangle
300 px (w) x 250 px (h)

Safe Area
115 px (w) x 800 px (h)

Safe Area
115 px (w) x 800 px (h)

Website Skin
Content Area
1000 px (w) x 1200 px (h)

Max. Viewing Area
460 px (w) x 1200 px (h)

Max. Viewing Area
460 px (w) x 1200 px (h)

Half Page
300 px (w) x 600 px (h)

ADVERTISING OPPORTUNITIES

WEEKLY E-NEWSLETTER

Sent every Wednesday, the SpatialSource e-newsletter is where more than 5,300 industry professionals turn for the latest industry news, insights and event information.
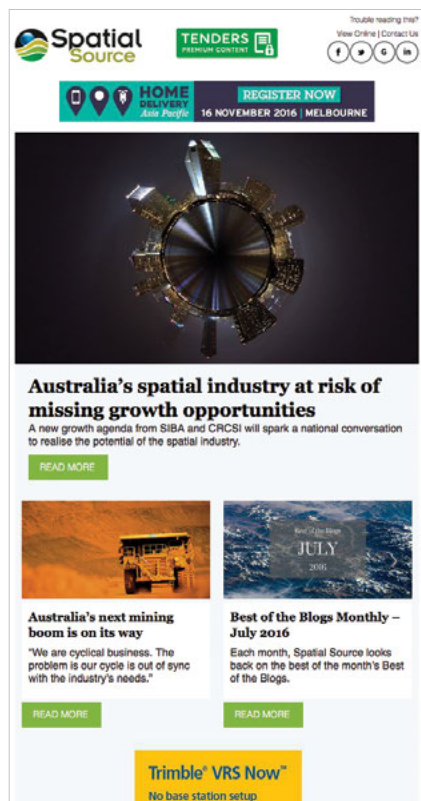
ELECTRONIC DIRECT MAIL

Our Electronic Direct Mail service provides your company or brand with the opportunity to distribute a personalised direct marketing message to our newsletter subscriber database of more than 5,300+ industry professionals who rely on SpatialSource.

AN EDM IS IDEAL FOR:

• product launches
• brand campaigns
• company profiles
• major announcements
• events
• invitations
• conference reviews

SPECIFICATIONS

No more than 600 pixels wide. All eDMs must be in keeping with the design quality levels of the publication.

You can either provide a finished HTML or a full brief and material in one file and we can put it together (production costs apply).

The email will be sent with the Spatial Source masthead at the top, followed by a 'Brought to you by' message and a generic Spatial Source footer.

Further specs available upon booking.

YOUR ARTWORK TO GO IN HERE
Maximum of 600px (w)
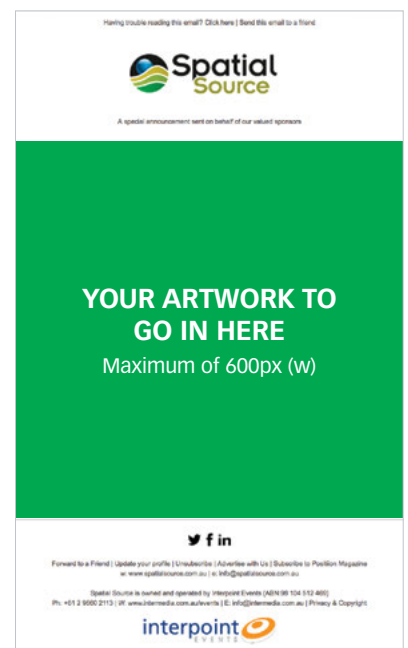
CONTACT

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RATES

ONLINE ADVERTISING

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Leaderboard	728 x 90 pixels	$2,150	$1,935	$1,720
Medium Rectangle	300 x 250 pixels, 2 positions on site (max 2 ads on rotation)	$2,700	$2,430	$2,160
Half page	300 x 600 pixels	$3,900	$3,510	$3,120
Pop Up/Road Block	300 x 250 pixels	$4,100	$3,690	$3,280
Website Skin	Each side image has a maximum viewing area of 460px (w) x 1200px (h)	$4,400	$3,960	$3,520
Native Content/ Sponsored Package	Four editorial pieces plus supporting images, along with ownership of all advertising positions on the story page (MREC x 2, Leaderboard, & Webskin) *Inclusion in newsletter and feed*	$3,800	n/a	n/a
Cool Tools	Dedicated product page including text, 4 images, logos, links, contacts and video. Image/logo plus summary to appear across website and newsletter for a minimum of two weeks	$850	$765	$680

NEWSLETTER ADVERTISING

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Newsletter Banner	468 x 60 pixels	$2,500	$2,250	$2,000
E-news Medium Rectangle	300 x 250 pixels, 2 positions available (max 2 ads on rotation)	$2,250	$2,025	$1,800
eDM/Email Blast	Dedicated email with a commercial message from your organisation sent to SpatialSource e-newsletter subscribers	$3,500	$3,150	$2,800

CONTENT MARKETING

SPONSORED CONTENT: Builds **Awareness**, **Interest**, **Consideration**, **Intent** and **Evaluation**.

DISPLAY ADVERTISING: Drives your **call to action**.

Native content with Display Advertising

The partnership of sponsored content **written by our editors** and display advertising links a trend or opportunity with a solution and/or a brand.

1. Well written **Sponsored Content** should inspire and educate, aim to discuss an industry trend, showcase a solution to a problem or create excitement around a key product or service category.

2. **Display Advertising** around your branded content links your brand with the growing trend, solution or category.

3. Content is **boosted** to our audiences on **Facebook** and **LinkedIn** – at least 10,000 social impressions.
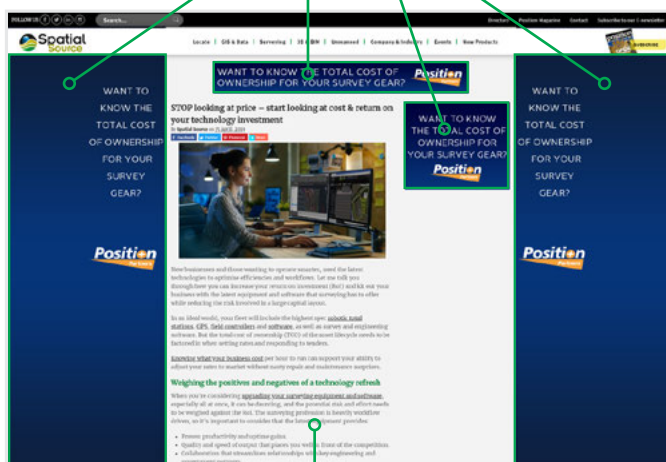
Sponsored content runs for 2 weeks on the SpatialSource homepage and in the weekly newsletter that goes out to 5,000+ subscribers.
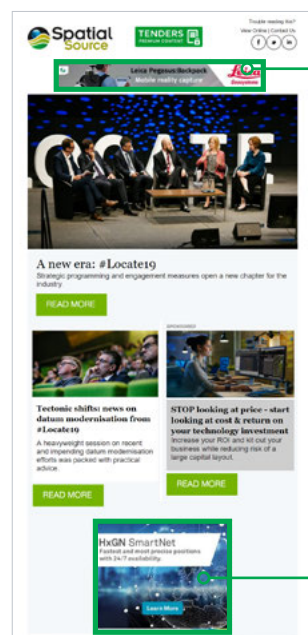- Month-long packages also available

Sponsored Content & Display Advertising Packages include:
- 1 x branded content article written by our editors with your sign off
- Up to 3 of your ad spots displayed on sponsored content article - leaderboard/billboard, MREC + webskin.
- Social media boost

Display adverts compliment your sponsored content article

Published on SpatialSource.com.au newsletter and website

Sponsored content article written by our journalist

Sponsored content embedded in the newsletter

BUDGET: $2,000+GST

Spatial Source

NEW
RETARGETING CAMPAIGN

*For example YouTube, eBay, The Age, smh.com.au, realestate.com.au, etc

| Surveying and spatial professional | Visits SpatialSource.com.au and sees your ad | Visitor leaves site | YOUR AD — Your ad follows visitor on other sites*, getting you as many as 200,000 impressions | Increased exposure to your ads leads visitor to call or visit your website |

Target 13,000 surveying and geospatial professionals after they leave the SpatialSource website. SpatialSource uses pixel technology to track visitors to our website, allowing your ad to retarget them after they leave.

Your ads continue to influence our valuable audience of industry professionals as they browse other websites. Retargeting is powerful. It gives you more sustained reach, enabling you to more effectively turn potential clients into hard leads.

How does it work?
Your display ads retarget the 13,000 unique users of SpatialSource each month as they browse elsewhere on the Internet

What do I get?
- 1 month banner ad (MREC or leaderboard) on spatialsource.com.au
- Up to 7 different ad sizes serving our audience across the Google network after they leave our site
- As many as 200,000 impressions

BUDGET:
$4,000+GST

Book now with:
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FACTS

Position magazine

Established: 1990, 13 years in current format

Circulation: 4500 – 5,000

Readership: estimated 9,000+

Vertical market: Spatial and Surveying industries in Australia and NZ

Ranking in the market place: The Only Australasian national magazine for surveying, mapping & geo information

Frequency: bi –monthly publication

Regular Editorial sections: Company news, up front, new products, events, SSSI news, Annual Spatial business directory

Features covering application, case studies and in depth product analysis

Target audience overview:

- GIS and remote sensing specialists
- Surveyors working in all disciplines of the profession including: land, engineering, mining, aerial and hydrographic
- Cartographers and other mapping professionals
- Developers using navigational and positioning technology
- Read by all levels of government and academia
- Spatial technology and service vendor companies

Digital edition launched November 2014

Distribution: SSSI & GITA members & via annual subscription $69 (Inc. GST)

Website | e-newsletter

Established: June 2010

Vertical market: Geospatial and Surveying industry

Target audience: Spatial and surveying professionals in Australia and NZ

Ranking in the market place: Only national spatial website and news service

Frequency of e-newsletter: Premium subscribers Tuesday, regular subscribers Wednesday

Regular topics: Company and industry news, GIS & data, new products, remote sensing, surveying, events, UAV, IoT, GNSS, Cool Tools

Average open rate: 32%, CTR 35%

e-newsletter target audience size: 5,300+

Website unique visitors: 19,450 (Sep 2017)

Page views: 53,072 (Sep 2017)

Online industry directory

Twitter: 1,944 (Sep 2017) followers

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About The Intermedia Group

The Intermedia Group is Australia's leading independent business-to-business publishing company employing expert editors and sales staff across a broad range of business sectors, united by their passion for authoritative mastheads and engaging content.

The Intermedia Group portfolio comprises more than 70 media properties. These include market-leading magazines, websites and related digital assets, as well as more than 20 events and conferences held across the Asia Pacific region.

The Intermedia Group holds active and majority shareholdings in Time Out Australia, the country's most cutting-edge and comprehensive guide to life in the city, and Interpoint Events, one of the region's leading conference and exhibition organisers and the preferred event management partner for many industry bodies and associations. **www.intermedia.com.au**