

position

The Australasian magazine of surveying, mapping & geo-information

 **Spatial**
Source



Official publications of



Position magazine
www.spatialsource.com.au

MEDIA KIT 2018



READERSHIP STATISTICS

75%

Of readers have been reading Position for 3 years or more

64%

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

78%

Of readers spend 1 hour or more reading each issue

79%

Keep the magazine for future reference

92%

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

77%

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

89%

Said the articles were very good or excellent

73%

Have used the adverts to source new products and services

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.

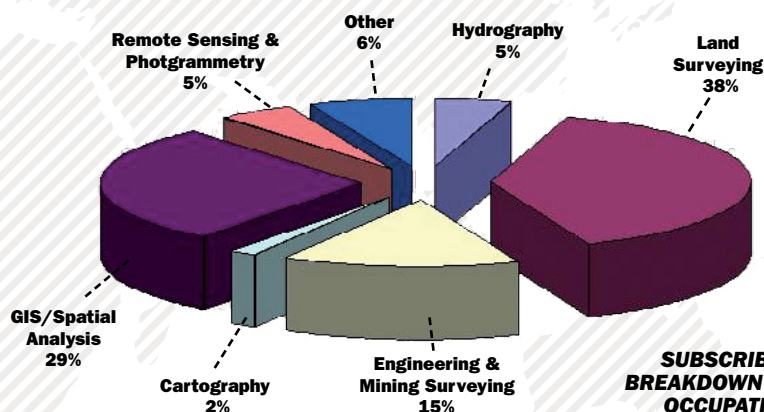
Position magazine is the official magazine of the Surveying and Spatial Sciences Institute (SSSI) and is circulated to its entire membership. Also, industry decision makers have come to expect to see Position magazine at industry events around the region and the globe, including the Locate Conference,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

CONTACT

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FEATURES LIST 2018

ISSUE	FEATURES	EXTRA DISTRIBUTION
ISSUE 92 December/January 2018	<ul style="list-style-type: none"> • Computer vision and machine learning – towards true autonomy • Positioning indoors and out – supporting a growing list of navigational needs • Spatial goes mainstream – gaming, crowdsourcing and webmaps 	Special Annual Directory Edition
ISSUE 93 February/March 2018	<ul style="list-style-type: none"> • 3D capture, processing and modelling – multi-modal data acquisition and processing • Emergency and disaster management – preparedness in the digital age • Datums & dynamics – adapting for precision • Asia-Pacific focus – strengthened ties between growing economies 	Xtreme Weather Conference 2018 Brisbane, 20 March
ISSUE 94 April/May 2018	The Locate18 and GeoSmart Asia 2018 super-issue <ul style="list-style-type: none"> • Best leveraging location – spatially empowered government and services • Augmented reality – bringing realism to spatial data • The business of geospatial – leveraging new technology and business models • Space infrastructure – investigating beyond the surface 	Locate18 & GeoSmart Asia 2018 Adelaide, 8-11 April
ISSUE 95 June/July 2018	<ul style="list-style-type: none"> • UAV & AUV & UGV – unmanned systems in civilian and professional applications • Hydrography – exploring what lies beneath • Agriculture to feed the world – geospatial advancements on the farm 	
ISSUE 96 August/September 2018	<ul style="list-style-type: none"> • 3D modelling & BIM – the new dimension in infrastructure • Smart transport and logistics – tech to get you moving • Open standards – overcoming barriers for global benefit • Mining & Offshore – geoinformation for geological exploration 	Ozri 2018 TBD
ISSUE 97 October/November 2018	<ul style="list-style-type: none"> • Remote sensing 2.0 – the space race for geospatial data • Precision where it's needed – high accuracy survey methods • Intelligent planning and infrastructure – realising 30 minute cities, BIM and IoT 	
ISSUE 98 December/January 2019	<ul style="list-style-type: none"> • Spatial data in the field – empowering multi-disciplined teams • Computer vision and machine learning – towards true autonomy • Research & development – steering industry in the right direction 	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.

DEADLINES 2018

ISSUE	DEADLINE FOR EDITORIAL CONTRIBUTIONS	AD BOOKING DEADLINE	AD MATERIAL DEADLINE	MAILING DATE
ISSUE 92 December 2017/January 2018	17/10/2017	10/11/2017	15/11/2017	7/12/2017
ISSUE 93 February/March 2018	22/12/2018	17/01/2018	22/01/2018	9/02/2018
ISSUE 94 April/May 2018	8/02/2018	6/03/2018	9/03/2018	30/03/2018
ISSUE 95 June/July 2018	20/04/2018	16/05/2018	21/05/2018	8/6/2018
ISSUE 96 August/September 2018	22/06/2018	20/07/2018	23/07/2018	10/8/2018
ISSUE 97 October/November 2018	22/08/2018	17/09/2018	20/09/2018	11/10/2018
ISSUE 98 December 2018/January 2019	16/10/2018	9/11/2018	14/11/2018	6/12/2018

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



ADVERTISING RATES 2018

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)	\$7,265	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%.

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%.**

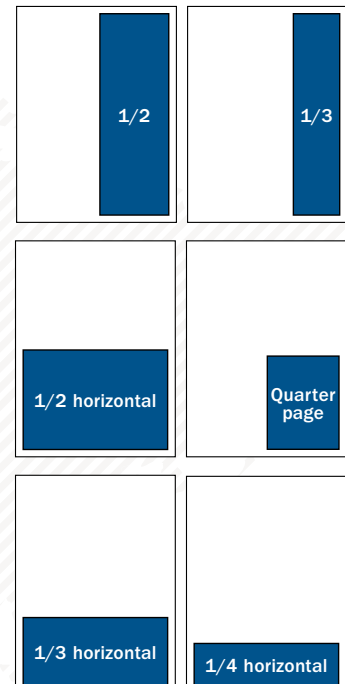
Trim Size (mm)	Depth	Width
Single page	297	x 210
Double page spread	297	x 420
Non Bleed Material (mm)	Depth	Width
Full page	270	x 185
Half page - vertical	270	x 90
Half page - horizontal	135	x 185
1/3 vertical	270	x 59
1/3 horizontal	90	x 185
Quarter page	135	x 90
Quarter page - horizontal	65	x 185
Bleed Material (mm)	Depth	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

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.**

Loose inserts Must not exceed the trimmed dimensions of the magazine (A4). If they do, they will be folded and a charge levied.

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

Double page spread
297d x 420w
Add 5mm for bleed



DELIVERY

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

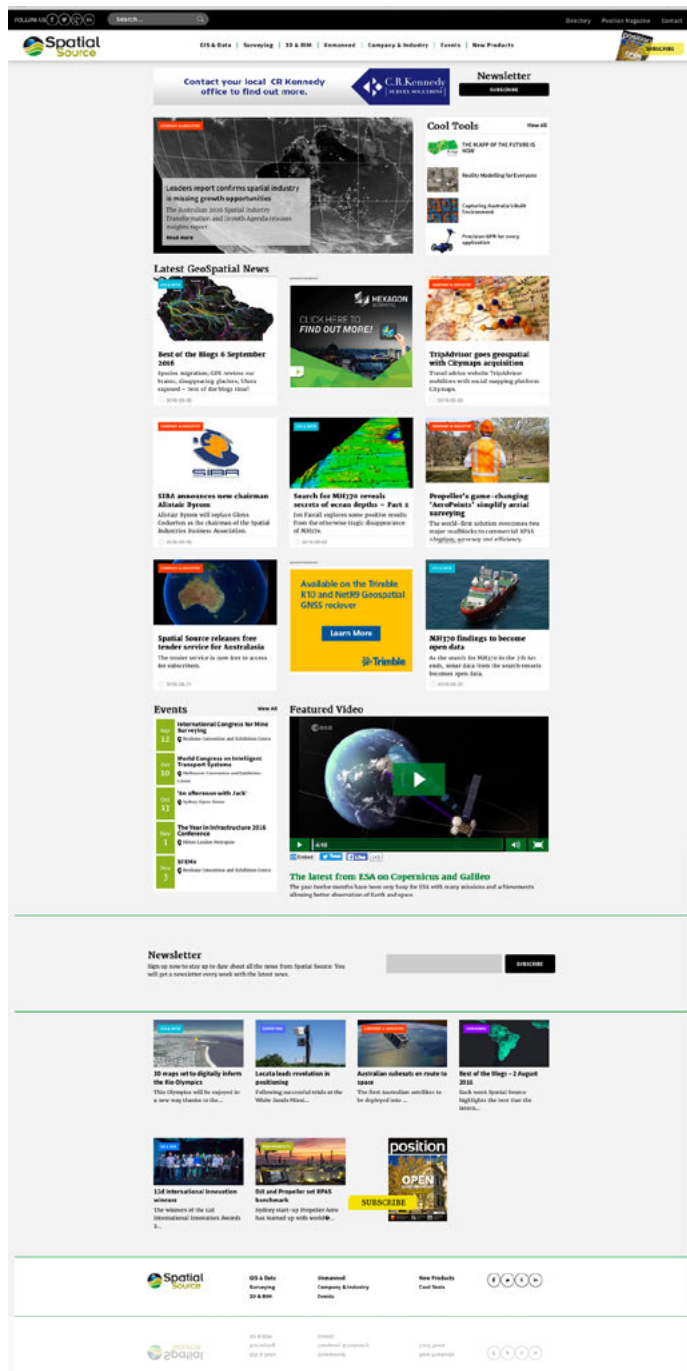
Please email advertising material
(no larger than 10MB)

magazine.material@intermedia.com.au



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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 <http://dir.spatialsource.com.au>.

SPATIALSOURCE.COM.AU

Relaunched in 2016 with a responsive design, video platform and new advertising opportunities, SpatialSource.com.au is Australia and New Zealand's premier website for the geospatial, surveying, GIS and mapping community.

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 has quickly established itself as THE source for spatial news from an Australasian perspective, nearly doubling the website audience during 2017 and increasing the newsletter subscriber database to more than 5,300 industry professionals.

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.

Page Views:

53,072



Unique Users:

19,450



Pages/Session:

2.27



Google Analytics September 2017.



MEDIA KIT 2018

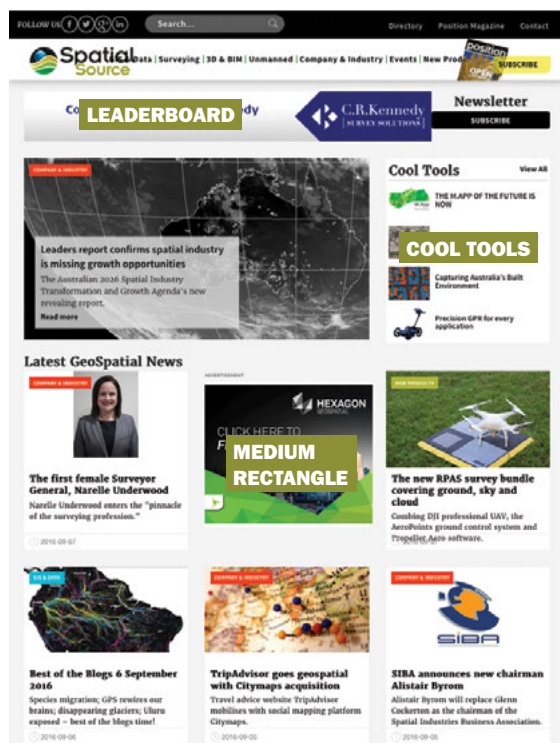
ONLINE ADVERTISING RATES 2018

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 RATES 2018

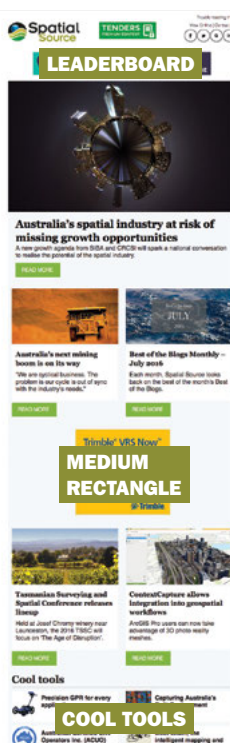
AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Newsletter Banner	468 x 60 pixels	\$2,500	\$2,250	\$2,000
E-news Medium Rectangle	300 x 250 pixels, 2 positions available (max 2 ads on rotation)	\$2,250	\$2,025	\$1,800
eDM/Email Blast	Dedicated email with a commercial message from your organisation sent to SpatialSource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

SPATIALSOURCE.COM.AU



The screenshot shows the SpatialSource.com.au website with several ad placements. At the top, there's a navigation bar with links like 'Home', 'About Us', 'Contact Us', 'Privacy Policy', 'Terms of Service', 'Sitemap', 'Directory', 'Position Magazine', and 'Contact'. Below the navigation bar, there's a 'LEADERBOARD' ad for C.R. Kennedy. To the right, there's a 'Newsletter' subscription box. Below the leaderboard, there's a 'Cool Tools' section featuring a 'COOL TOOLS' ad for 'THE HAPPY OF THE FUTURE IS NOW'. At the bottom, there's a 'Latest GeoSpatial News' section with several article teasers, including 'The first female Surveyor General, Narelle Underwood', 'Hexagon announces new RPAS survey bundle', and 'SIRA announces new chairman Alistair Byrom'.

E-NEWSLETTER

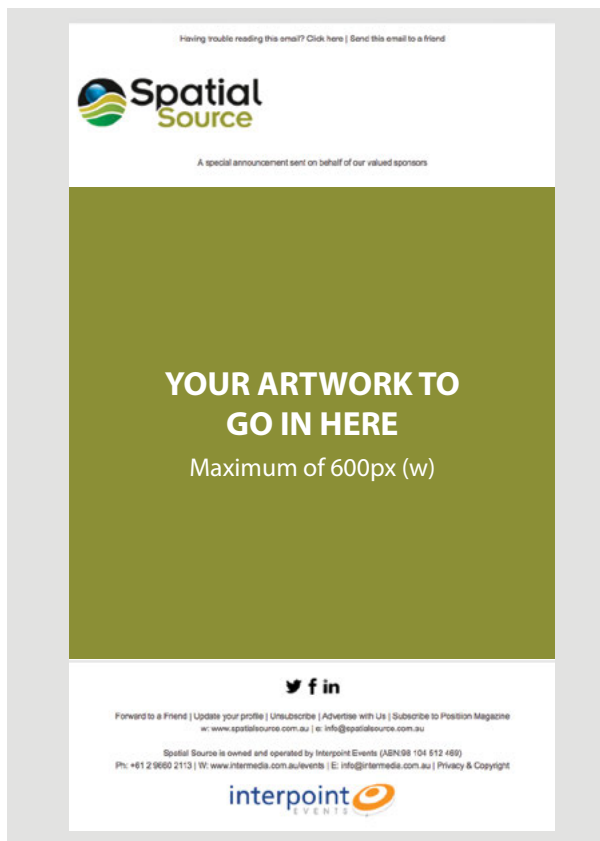


The screenshot shows the SpatialSource e-newsletter with several ad placements. At the top, there's a 'LEADERBOARD' ad for 'Australia's spatial industry at risk of missing growth opportunities'. Below the leaderboard, there's a 'MEDIUM RECTANGLE' ad for 'Think GPS Now'. At the bottom, there's a 'Cool Tools' section featuring a 'COOL TOOLS' ad for 'Precision GPS for every application'.

EDM EXAMPLE



The screenshot shows the SpatialSource EDM example with several ad placements. At the top, there's a 'LEADERBOARD' ad for 'FARO Design ScanArm'. Below the leaderboard, there's a 'MEDIUM RECTANGLE' ad for 'FARO Design ScanArm'. At the bottom, there's a 'Cool Tools' section featuring a 'COOL TOOLS' ad for 'FARO Design ScanArm'.



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.

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.

Safe Area

115 px (w)
x 800 px (h)

Max. Viewing Area

460 px (w)
x 1200 px (h)

Leaderboard

728 px (w) x 90 px (h)

Medium Rectangle

300 px (w) x 250 px (h)

Website Skin

Content Area

1000 px (w) x 1200 px (h)

Half Page

300 px (w) x 600 px (h)

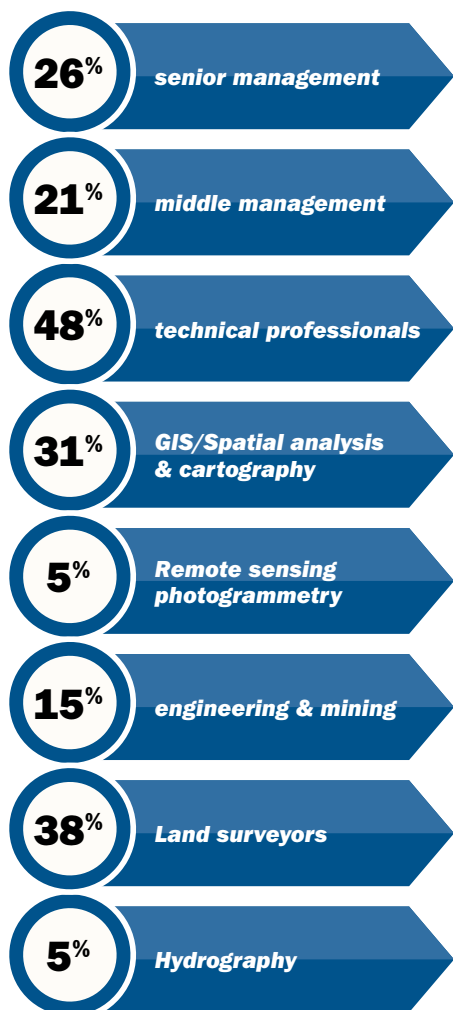
Safe Area

115 px (w)
x 800 px (h)

Max. Viewing Area

460 px (w)
x 1200 px (h)





THE INTERMEDIA GROUP

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



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)



SPATIALSOURCE.COM.AU | 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

FOR MORE INFORMATION, CONTACT:

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