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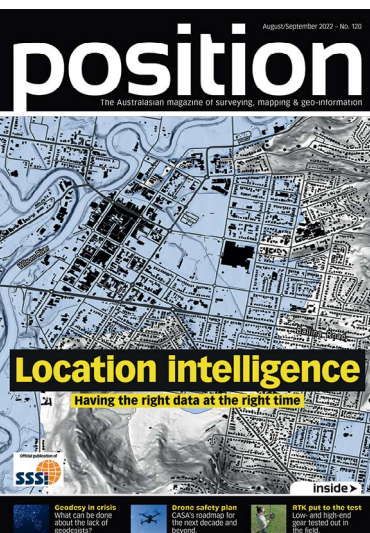The Australasian magazine of surveying, mapping & geo-information

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Spatial Source

MEDIA KIT 2024

Get to know us... and your new audience

Position is Australia's only magazine dedicated to geospatial science, surveying, GIS, remote sensing and mapping professionals.

position

The Australasian magazine of surveying, mapping & geo-information

October/November 2023 – No. 127

LOCATE BEFORE YOU DIG

Boosting accuracy for sub-surface surveys

Official publication of
Geospatial Council of Australia

inside ▶

Surveying on track Plotting the path of Australia's new Inland Rail line

Geospatial defence LiDAR and timing tech put through its paces at sea

Q&A with Lisa Bush From a military career to leading civilian programs

Position has been informing and educating geospatial and surveying industry professionals since 1990. The magazine covers all the latest developments and news in the fields of surveying, mapping, geospatial analysis, remote sensing, photogrammetry, 3D modelling, hydrography, satellite positioning, environmental management, logistics and web-mapping applications.

The magazine 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, and those in the infrastructure, local government, mining, agriculture, disaster management, utilities, land-use planning, mapping, intelligence, cartography and defence sectors.

Published in February, April, June, August, October and December, Position is the industry journal of record across Australia, with a distribution of 4,500-plus copies per issue.

Position magazine is also the official magazine of the Surveying and Spatial Sciences Institute (SSSI) — Australia's peak body for the geospatial sector — and is circulated to its entire membership. We also work closely with conferences and other events across Australia and around the region, including the Locate Conference, SSSI regional conferences and the FIG Working Week.

The Intermedia Group is Australia's leading independent business-to-business publishing company, with a portfolio comprising more than 70 channels, including 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's related company, Interpoint Events, is 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**

THE INTERMEDIA GROUP

Anna Muldrock
National Sales Manager
P: +61 (0)2 8586 6128   **M:** 0432 544 691
E: amuldrock@intermedia.com.au

Jonathan Nally
Editor
P: +61 (0)2 8586 6134
E: jnally@intermedia.com.au

Brand awareness, education & calls to action

1. Bookings for 3 or more...   20% discount
Bookings for 3 or more items receive a 20% discount

2. Education $5,000+GST
Educate our audience with a double-page case study, white paper or interview in Position magazine and online on SpatialSource.com.au (Insights section). Special offer $5,000.

3. Calls to action $2,500+GST
Complete your campaign with an eDM, great for drawing our audience to your webinars, events and offerings. Special offer $2,500 when added to your brand awareness and education campaign.

Combine the three $10,000+GST
Combine the above three options for a full campaign, at the special price of $10,000. We can assist you with advice on how best to engage our audience. Contact us for information and availability.

Website takeover $6,000+GST
Make a statement with our new to SpatialSource.com.au full-month Site Takeovers, where your advertising takes over the whole website, including the leaderbanner, webskins and MRECs. Perfect for announcements and special offers. We recommend you get in early in order to secure your spot, as there are only 12 opportunities per year.

Position magazine fast facts

Established: 1990
Circulation: 4500 – 5,000
Readership: estimated 9,000+
Market: Australasian geospatial and surveying industry
Frequency: Every two months, print and digital versions
Distribution: Subscribers + all Surveying and Spatial Sciences Institute members

Target audience:
- GIS, geospatial and remote sensing specialists
- Surveyors working in all disciplines of the profession, including: land, engineering, mining, aerial and hydrographic
- Cartographers and other mapping professionals
- Anyone using navigational and positioning technology
- Geospatial technology and service vendor companies
- Experts and users in government and academia

Print advertising rates 2023-24

AD SIZE	CASUAL	3X	6X
Full Page	$3,825	$3,453	$3,080
Double Page Spread	$7,365	$6,639	$5,912
Half Page	$2,710	$2,449	$2,188
Third Page	$2,150	$1,945	$1,740
Quarter Page	$1,640	$1,486	$1,332
Loose inserts (cpm)	$800	$730	$660

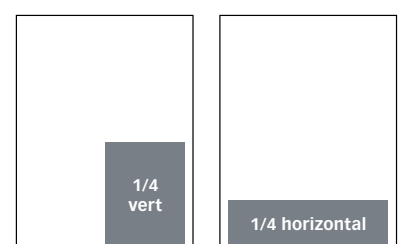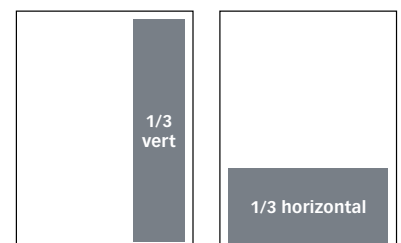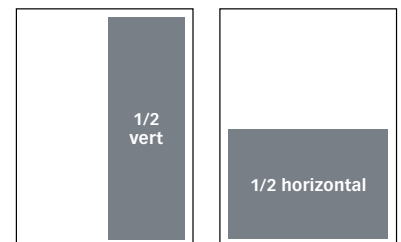| KEY POSITIONS & PACKAGES	CASUAL (ONLY)
Front Cover	$6,060
Front Cover Package (FC + 2 pages editorial)	$8,365
Inside Back Cover Package (IBC + 2 pages editorial)	$6,265

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 – Print

SIZE mm (depth x width)	BLEED	TRIM	NON-BLEED (type/safe area)
Full page	307 x 210	297 x 210	
Double page spread	307 x 430	297 x 420	
1/2 page – vertical	307 x 112	297 x 102	270 x 90
1/2 page – horizontal	160 x 220	150 x 210	135 x 185
1/3 page – vertical	307 x 80	297 x 70	270 x 59
1/3 page – horizontal	115 x 220	105 x 210	90 x 185
1/4 page – vertical	n/a	135 x 90	135 x 90
1/4 page – horizontal	90 x 220	80 x 210	65 x 185

Double page spread
Bleed: 307 x 430
Trim: 297 x 420

Full page
Bleed: 307 x 220
Trim: 297 x 210
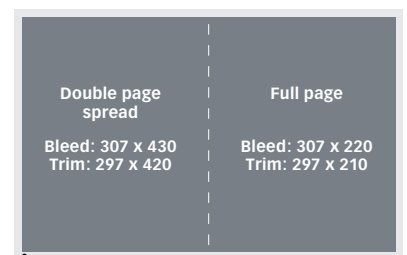
Bleed – minimum 5mm off all edges

1/2 vert
1/2 horizontal
1/3 vert
1/3 horizontal
1/4 vert
1/4 horizontal

MATERIAL REQUIREMENTS:

- Adobe Portable Document Format (**PDF**).
- All images at 300dpi (at 100% scaling).
- All fonts to be embedded.
- CMYK only. RGB, spot or pantone colours will be converted to CMYK (unless previously organised fifth plate for spot/pantone).
- Maximum ink weight to be no more than 300%.

- We do not accept adverts in QuarkXPress, Word, PowerPoint, Publisher or any Microsoft software.
- All bleed must be a **minimum of 5mm.**
- All marks and trims to be offset at 5mm.
- Text to be a **minimum of 8mm from edge of page.**

Email magazine pdf artwork (up to 10mb) to:
magazine.material@intermedia.com.au

If larger than 10mb send via Hightail:
https://www.hightail.com./u/IntermediaDropbox

Print features list 2023-24

ISSUE	FEATURES	EXTRA DISTRIBUTION
ISSUE 128 December/January 2023-24	• Annual Directory + Leaders Forum issue • Regional and global activities and co-operation • Looking ahead to 2024 — trends in surveying, space and geospatial, R&D	
ISSUE 129 February/March 2024	• Regional and global activities and co-operation • Standards, education/training, careers, the future • TECH: Surveying and mapping devices, software and field services	
ISSUE 130 April/May 2024	• Location services, precision measurement • Government projects and services • TECH: Drones, RPAs, UAVs, aerial, UUVs and services	• Locate24 (May 7-9)
ISSUE 131 June/July 2024	• Digital twins, smart cities, IoT, transport, logistics, infrastructure • Agriculture, forestry, conservation, environment, sustainability • TECH: Space services, GNSS and PNT devices and services	
ISSUE 132 August/September 2024	• Remote sensing, Earth observation, photogrammetry • Mining, resources, offshore, geology, exploration • TECH: LiDAR, 3D modelling, photogrammetry	
ISSUE 133 October/November 2024	• Space industry, space services • Data analysis, AI, machine learning, augmented reality • TECH: Surveying and mapping devices, software and field services	
ISSUE 134 December/January 2024-25	• Annual Directory + Leaders Forum issue • Looking ahead — trends in surveying, space and geospatial, R&D • TECH: 3D capture, processing and modelling, point clouds	

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. Please check prior to each issue.

Print deadlines 2023-24

ISSUE	EDITORIAL	AD BOOKING	AD MATERIAL	MAILING DATE
ISSUE 128 December/January 2023-24	11/10/2023	06/11/2023	09/11/2023	06/12/2023
ISSUE 129 February/March 2024	15/12/2023	24/01/2024	30/01/2024	21/02/2024
ISSUE 130 April/May 2024	12/02/2024	07/03/2024	12/03/2024	05/04/2024
ISSUE 131 June/July 2024	05/04/2024	02/05/2024	07/05/2024	29/05/2024
ISSUE 132 August/September 2024	07/06/2024	04/07/2024	09/07/2024	31/07/2024
ISSUE 133 October/November 2024	12/08/2024	05/09/2024	10/09/2024	02/10/2024
ISSUE 134 December/January 2024-25	09/10/2024	04/11/2024	07/11/2024	04/12/2024

SpatialSource.com.au online advertising

SpatialSource.com.au is Australia and New Zealand's premier channel for the geospatial, surveying, GIS and mapping community, with website display, content-based, eDM and e-newsletter marketing opportunities.

Website established: June 2010
Unique visitors: 14,500 (Oct 2021)
Page views monthly: 15,000 (Oct 2021)
Market: Australasian geospatial and surveying industry
Frequency of e-newsletter: Weekly on Wednesdays
eNewsletter audience size: 4,500+
Average open rate: 22%, CTR 5%

Website

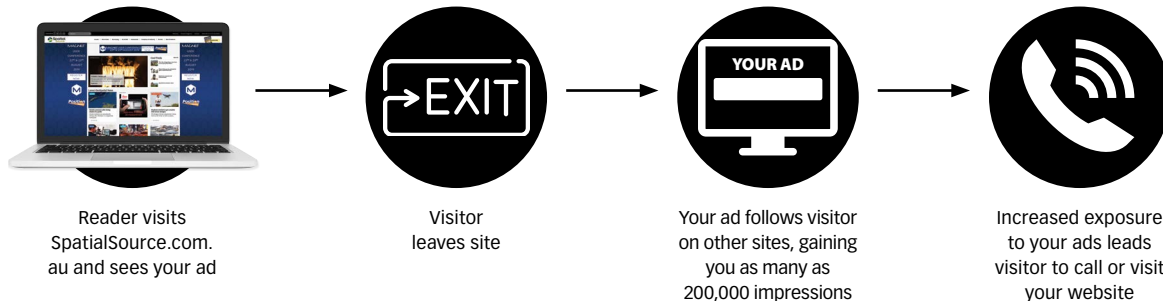| AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Leaderboard	728(w) x 90(h) pixels	$2,250	$2,035	$1,820
Medium Rectangle	300(w) x 250(h) pixels, 2 positions on site (max 2 ads on rotation)	$2,800	$2,530	$2,260
Half page	300(w) x 600(h) pixels	$4,000	$3,610	$3,220
Website Takeover (monthly)	Leaderboard, webskins, top MREC	$6,000		
Website Skin	Each side image has a maximum viewing area of 460px (w) x 1200px (h)	$4,500	$4,060	$3,620
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 and webskin). *Inclusion in newsletter.*	$3,900	n/a	n/a
Insights	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.	$950	$865	$780

eNewsletter

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Newsletter Banner	468(w) x 60(h) pixels	$2,600	$2,350	$2,100
eNews Medium Rectangle	300(w) x 250(h) pixels, 2 positions available (max 2 ads on rotation)	$2,350	$2,125	$1,900
eDM/Email Blast	Dedicated email with a commercial message from your organisation sent to SpatialSource eNewsletter subscribers	$3,600	$3,250	$2,900

Webinars/Lead-generation campaigns

We can arrange your next webinar, including: promotion of the event to our audience via multiple eDMs, all behind-the-scenes technical aspects, recording of the event and more. Prices start at $8,500. Talk to us today.

Optional online retargeting campaign

Reader visits SpatialSource.com.au and sees your ad

Visitor leaves site

Your ad follows visitor on other sites, gaining you as many as 200,000 impressions

Increased exposure to your ads leads visitor to call or visit your website

Target online readers 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 sustained reach, enabling you to more effectively turn potential clients into hard leads.

How does it work?
Your display ads retarget the 14.500 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: $4,100+GST

Website material specifications

- Images should be supplied in jpg or png format.
- For Insights, send one 90(w)x90(h) pixel image, one 300(w)x250(h) pixel image, plus 300-500 words copy including a short headline and full contact details or a call to action.
- Please note that not all email programs support animated files; therefore, please provide static gifs, pngs or jpgs for HTML email campaigns.

Email your material to:
material@intermedia.com.au

at least five working days prior to start of the month in which your campaign is to run. Destination/landing page url must be stated on email. Send queries to the same email address.

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

Website skin
content area
1000 px (w) x 1200 px (h)

Web skin safe area
115 px (w) x 800 px (h)

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

Web skin safe area
115 px (w) x 800 px (h)

Maximum background viewing area
460 px (w) x 1200 px (h)

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

Maximum background viewing area
460 px (w) x 1200 px (h)