

position

The Australasian magazine of surveying, mapping & geo-information



Spatial Source



Official publication of



Position magazine
www.spatialsource.com.au

MEDIA KIT 2022



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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FEATURES LIST 2022

ISSUE	FEATURES	EXTRA DISTRIBUTION
ISSUE 117 Feb/Mar 2022	<ul style="list-style-type: none"> • Space industry, space services • Data analysis, AI, machine learning, augmented reality • Location services, precision measurement • TECH: Space services, GNSS and PNT devices and services 	
ISSUE 118 Apr/May 2022	<p>The Locate22 super-issue</p> <ul style="list-style-type: none"> • Surveying, spatial and mapping • Standards, education/training, careers, the future • Mining, resources, offshore, geology, exploration • TECH: Surveying and mapping devices, software and field services 	Locate22 (Canberra), 24–26 May
ISSUE 119 Jun/Jul 2022	<ul style="list-style-type: none"> • Emergency and disaster management • Remote sensing, Earth observation • Defence, surveillance, sovereign capabilities • 3D capture, processing and modelling, point clouds • TECH: LiDAR, 3D modelling and photogrammetry devices and services 	
ISSUE 120 Aug/Sep 2022	<ul style="list-style-type: none"> • Regional and global activities and co-operation • Drones and other aerial surveying and mapping technologies • Agriculture, farming, forestry, conservation, environment, sustainability • Latest technologies • TECH: Drones, RPAs, UAVs, aerial, UUVs and services 	
ISSUE 121 Oct/Nov 2022	<ul style="list-style-type: none"> • Hydrography and bathymetry • GIS, data analysis, 3D visualisation, BIM • Government projects and services • Digital twins, smart cities, IoT, smart grids, transport, logistics, infrastructure, • TECH: Smart cities, digital twins, IoT, transport, city planning services 	
ISSUE 122 Dec/Jan 2022–23	<ul style="list-style-type: none"> • Directory issue • Leaders Forum issue • Looking ahead to 2023 — trends in surveying, space and spatial, R&D • Young professionals — encouraging and developing the next generation 	Special Leaders Forum issue Special annual Directory issue
ISSUE 123 Feb/Mar 2022	<ul style="list-style-type: none"> • Space industry, space services • Data analysis, AI, machine learning, augmented reality • Location services, precision measurement • TECH: Space services, GNSS and PNT devices and services 	

*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.*

2022 DEADLINES

ISSUE	EDITORIAL	AD BOOKING	AD MATERIAL	MAILING DATE
ISSUE 116 December/January 2022	12/10/2021	05/11/2021	10/11/2021	02/12/2021
ISSUE 117 February/March 2022	13/12/2021	28/01/2022	02/02/2022	24/02/2022
ISSUE 118 April/May 2022	15/02/2022	11/03/2022	16/03/2022	07/04/2022
ISSUE 119 June/July 2022	07/04/2022	06/05/2022	11/05/2022	30/05/2022
ISSUE 120 August/September 2022	14/06/2022	08/07/2022	13/07/2022	04/08/2022
ISSUE 121 October/November 2022	16/08/2022	09/09/2022	14/09/2022	07/10/2022
ISSUE 122 December/January 2023	11/10/2022	04/11/2022	09/11/2022	06/12/2022

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

ADVERTISING RATES – PRINT

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%.

MATERIAL SPECIFICATIONS – PRINT

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%.

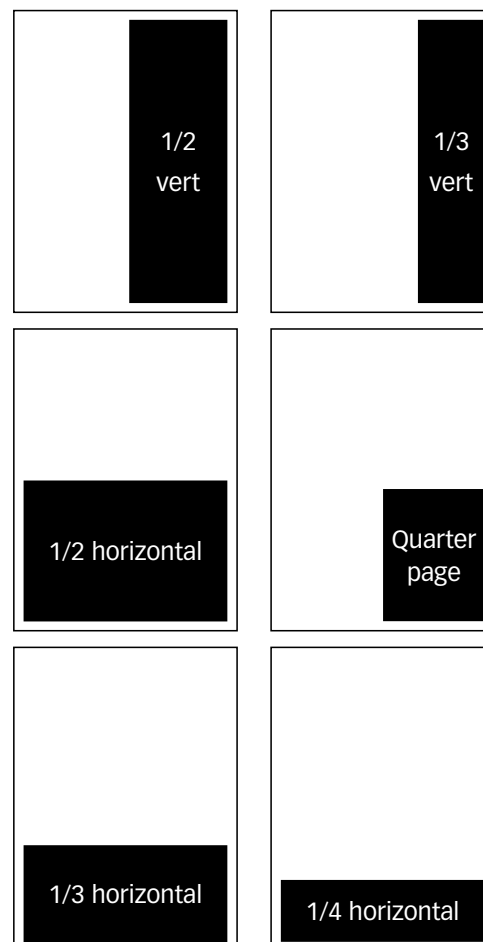
Bleed All bleed ads must have at least 5mm bleed all round with all trims and marks to be offset by at least 5mm Text to be a minimum of 10mm from edge of page.

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
Plus 5mm bleed off all edges			
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

Plus 5mm bleed off all edges



DELIVERY

Please email advertising material (no larger than 10mb) to:

magazine.material@intermedia.com.au

If over 10mb use our Hightail dropbox:
<https://www.hightail.com/u/IntermediaDropbox>



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, @spatialsources 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.

ADVERTISING RATES – DIGITAL

ONLINE

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Leaderboard	728(w) x 90(h) pixels	\$2,150	\$1,935	\$1,720
Medium Rectangle	300(w) x 250(h) pixels, 2 positions on site (max 2 ads on rotation)	\$2,700	\$2,430	\$2,160
Half page	300(w) x 600(h) pixels	\$3,900	\$3,510	\$3,120
Website Takeover (monthly)	Leaderbanner, Webskins, Top MREC	\$6,000		
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) <i>Inclusion in newsletter and feed</i>	\$3,800	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	\$850	\$765	\$680

E-NEWSLETTER

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Newsletter Banner	468(w) x 60(h) pixels	\$2,500	\$2,250	\$2,000
E-news Medium Rectangle	300(w) x 250(h) 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

AD SPECIFICATIONS – DIGITAL

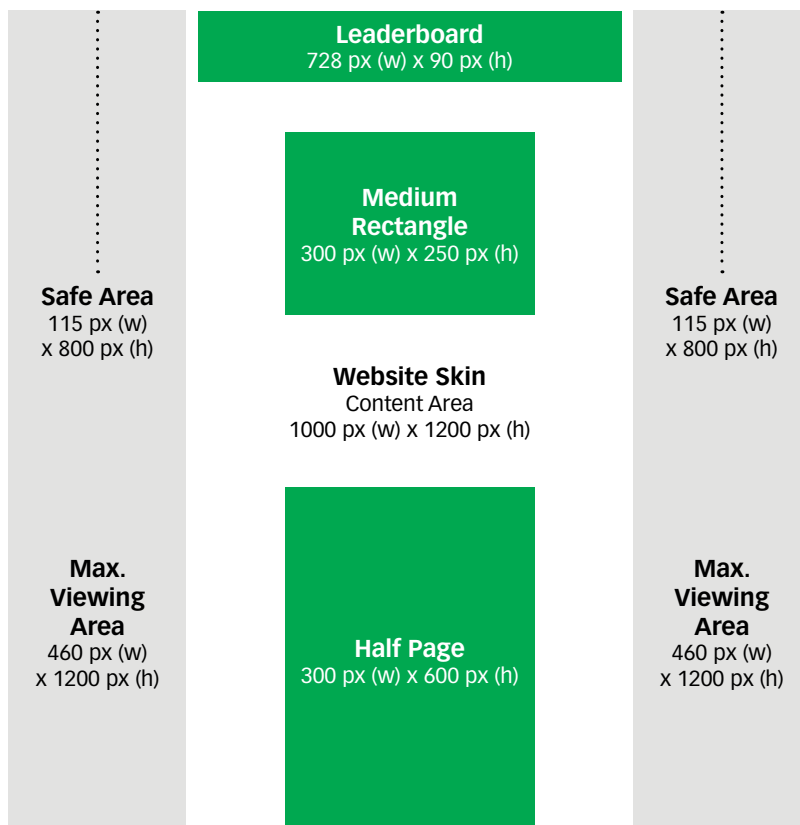
- All Flash ads must be supplied with a backup GIF file. Flash format advertisements cannot be accepted for email newsletters.
- All flash formats and GIF file animation must finish or loop in no more than 15 seconds.
- For Intermedia to track clicks in your Flash creative, a specific ActionScript needs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



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

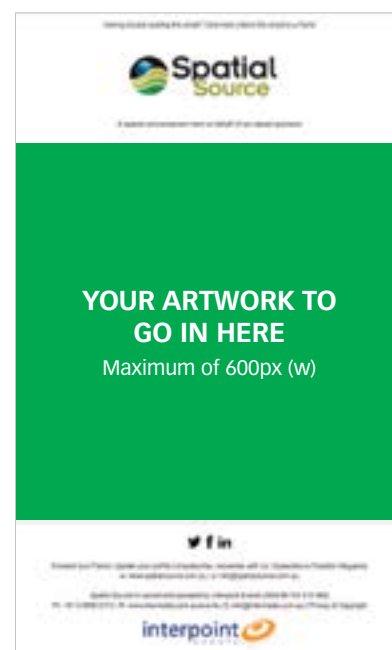
SPECIFICATIONS

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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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



Sponsored content article written by our journalist

Published on SpatialSource.com.au newsletter and website



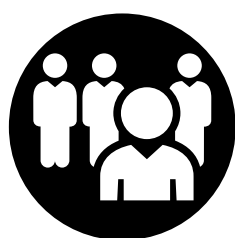
Sponsored content embedded in the newsletter

BUDGET: \$2,000+GST



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 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: 22%, CTR 5%

e-newsletter target audience size: 4,500+

Website unique visitors: 14,500 (Oct 2021)

Page views monthly: 15,000 (Oct 2021)

Online industry directory



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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

