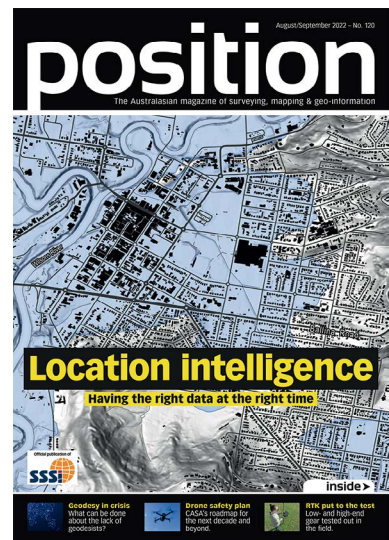
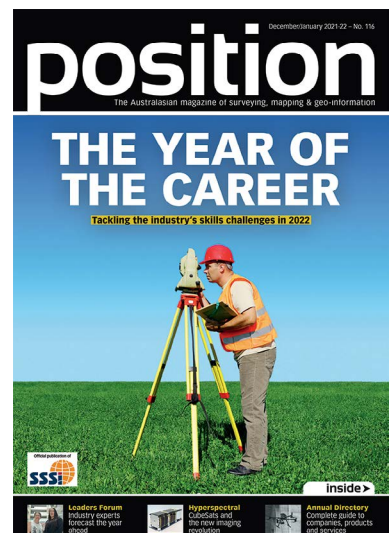
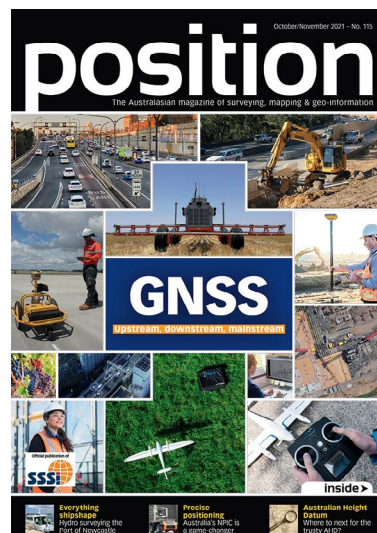


position & Spatial Source

The Australasian magazine of surveying, mapping & geo-information

MEDIA KIT 2023



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 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.



Anna Muldrock

National Sales Manager

P: +61 (0)2 8586 6128 **M:** 0432 544 691

E: amuldrock@intermedia.com.au



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



Jonathan Nally

Editor

P: +61 (0)2 8586 6134

E: jnally@intermedia.com.au

Brand awareness, education & calls to action

1. Brand awareness

\$3,000+GST

Display advertising drives brand awareness. Align your campaign via our special package of a half-page advertisement in Position magazine plus an online banner on SpatialSource.com.au. Special offer \$3,000.

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 2022-23

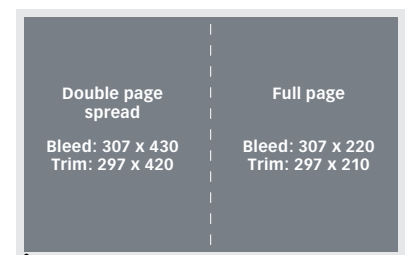
AD SIZE	CASUAL	3X	6X
Full Page	\$3,825	\$3,453	\$3,080
Double Page Spread	\$7,365	\$6,639	\$5,912
Half Page	\$2,710	\$2,449	\$2,188
Third Page	\$2,150	\$1,945	\$1,740
Quarter Page	\$1,640	\$1,486	\$1,332
Loose inserts (cpm)	\$800	\$730	\$660

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

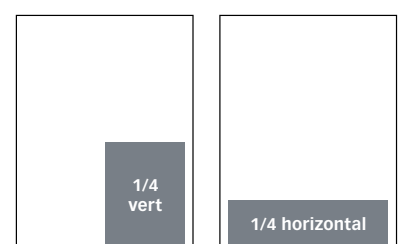
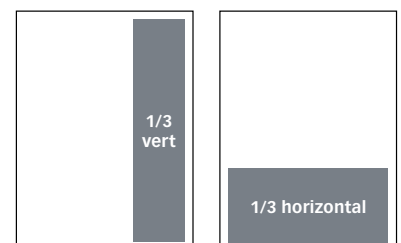
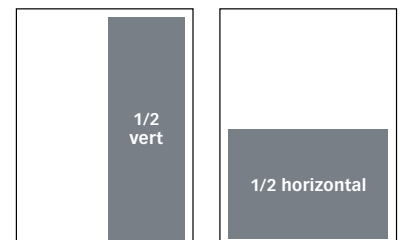
Other guaranteed positions: add 12.5% loading.
All prices are in Australian Dollars and exclude GST of 10%.
All rates include agency commission of 10%.

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



Bleed – minimum 5mm off all edges



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 2022-23

ISSUE	FEATURES	EXTRA DISTRIBUTION
ISSUE 122 December/January 2022-23	<ul style="list-style-type: none"> • Directory + Leaders Forum issue • Government projects and services • Looking ahead to 2023 — trends in surveying, space and geospatial, R&D 	
ISSUE 123 February/March 2023	<ul style="list-style-type: none"> • Data analysis, AI, machine learning, augmented reality • Digital twins, smart cities, IoT, smart grids, transport, logistics, infrastructure, • TECH: Space services, GNSS and PNT devices and services 	
ISSUE 124 April/May 2023	<ul style="list-style-type: none"> • Space industry, space services • Location services, precision measurement • TECH: Space services, GNSS and PNT devices and services 	Locate23 (Adelaide), 10–12 May
ISSUE 125 June/July 2023	<ul style="list-style-type: none"> • Standards, education/training, careers, the future • Mining, resources, offshore, geology, exploration • TECH: Surveying and mapping devices, software and field services 	
ISSUE 126 August/September 2023	<ul style="list-style-type: none"> • Remote sensing, Earth observation • 3D capture, processing and modelling, point clouds • TECH: LiDAR, 3D modelling and photogrammetry devices and services 	
ISSUE 127 October/November 2023	<ul style="list-style-type: none"> • Drones and other aerial surveying and mapping technologies • Agriculture, farming, forestry, conservation, environment, sustainability • TECH: Drones, RPAs, UAVs, aerial, UUVs and services 	
ISSUE 128 December/January 2023-24	<ul style="list-style-type: none"> • Directory + Leaders Forum issue • Regional and global activities and co-operation • Looking ahead to 2024 — trends in surveying, space and geospatial, R&D 	

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 2022-23

ISSUE	EDITORIAL	AD BOOKING	AD MATERIAL	MAILING DATE
ISSUE 122 December/January 2022-23	11/10/2022	11/10/2022	09/11/2022	06/12/2022
ISSUE 123 February/March 2023	12/12/2022	26/01/2023	31/01/2023	22/02/2023
ISSUE 124 April/May 2023	14/02/2023	10/03/2023	15/03/2023	06/04/2023
ISSUE 125 June/July 2023	06/04/2023	05/05/2023	10/05/2023	29/05/2023
ISSUE 126 August/September 2023	13/06/2023	07/07/2023	12/07/2023	03/08/2023
ISSUE 127 October/November 2023	15/08/2023	08/09/2023	13/09/2023	06/10/2023
ISSUE 128 December/January 2023-24	10/10/2022	11/10/2022	08/11/2022	05/12/2022

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
E-newsletter 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)	Leaderbanner, 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). <i>Inclusion in newsletter.</i>	\$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

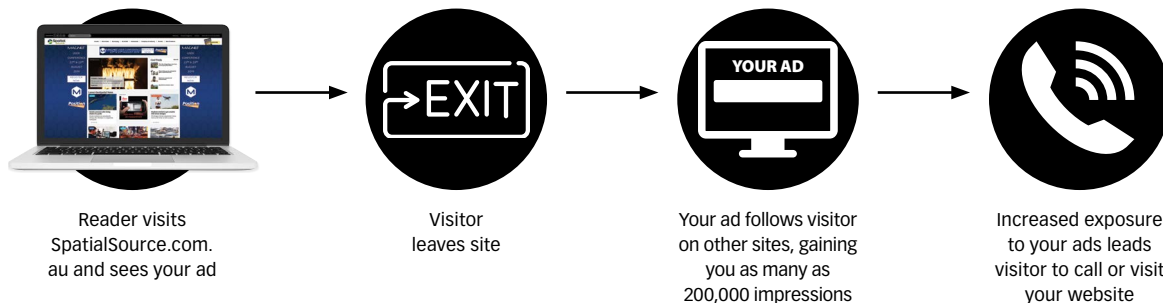
E-newsletter

AD SIZE	SPECIFICATIONS	CASUAL	3X	6X
Newsletter Banner	468(w) x 60(h) pixels	\$2,600	\$2,350	\$2,100
E-news 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 e-newsletter 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



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.

