



2020 Media Planner

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SALES CONTACT

ALLEN E. CHEVES

GROUP PUBLISHER

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Thank you for considering the Spatial Media network of properties. Our interconnected publications offer a variety of opportunities including print, social and electronic advertising, content marketing, webinar deployment, eLearning development and more. Utilize our brands to speak to established markets while prospecting new ones.



North America's premier land surveying & geomatics publication

15,000+ Land Surveyors, Civil Engineers, Geodesists, Govt.

PRINT (12x)

DIGITAL

CONTENT

eLEARNING



North America's premier LIDAR mapping, remote sensing & imaging magazine

15,000+ LIDAR, 3D, Surveying, Engineering, GIS & Imaging Pros

PRINT (6x)

DIGITAL

WEBINARS

CONTENT



GISuser
BEYOND THE MAP

Long-running industry news portal & GeoTech-related social networks

50,000+ GIS Managers, Mappers & Geotechnology Developers

SOCIAL

DIGITAL

WEBINARS

CONTENT



Thought leadership & eLearning initiative
Web TV episodes and documentary series

Targeted supplement and eNews reaching:
A/E/C, VDC & BIM Professionals

VIDEO

DIGITAL

TRAINING

eLEARNING

7820-B Wormans Mill Road, #236, Frederick, Maryland 21701 USA

LIDAR

MAGAZINE

www.lidarmag.com

7820-B Wormans Mill Road,
#236, Frederick, MD 21701 USA



15,000+
Readers

Celebrating ten years in print, LIDAR Magazine is widely regarded as the premier forum for cutting edge mapping and imaging technology. Over the last 24 months, Managing Editor Dr. Stewart Walker has supported the launch of an all-new website, eNewsletter and revitalized webinar series. In 2019, we issued inaugural editions of our "Sensor Integration" and "Aerial Technology Trends" specialty showcase editions; both editions will be offered once more in 2020. Also of note, we've enhanced our partnership with the organizers of the International LIDAR Mapping Forum (ILMF) to produce an official "LIDAR Leaders" edition in support of the 2020 event. Magazine copies will be mailed to all pre-registrants, attendees of previous events and more, with special positions made available to exhibitors.

For editorial inquiries:



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Advertising & promotion opportunities:



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2020 Print Schedule (6x)

Issue	Deadline	Bonus Distribution
Jan/Feb	Friday January 3rd	MAPPS Winter, Honolulu (Jan 19-22)
Mar/Apr	Friday February 28th	Special Edition - Official ILMF Publication
May/June	Friday May 1st	SPAR 3D + AEC Next, Chicago (June 3-5)
July/Aug	Friday June 26th	Special Edition - Sensor Integration 2020
Sep/Oct	Friday August 28th	INTERGEO, Berlin (Oct 13-15)
Nov/Dec	Friday October 30th	Special Edition - Aerial Tech Showcase

Weekly eNewsletter published 2 x monthly, Tuesdays. Ads due 1st & 3rd Friday of month
 Sensor Integration Special: Releasing Summer 2020, contact account coordinator for details
 Aerial Technology Special: Releasing late Fall 2020, contact account coordinator for details

Advertising Rates & Specs

Mag Trim Size: 8.125" wide x 10.75" high (Live area = 7" wide x 10" high)
CMYK PDF, Minimum 300 dpi @ 100%

Space	Price	Size	Additional Services
Full Page Bleed	\$3,295	8.375"w x 11" h	<p>Webinars: The LIDAR Magazine webinar series is an end to end deployment service that many of our clients have utilized successfully. As with other projects, our ability to promote events to multiple reader groups "fill seats" effectively. Utilizing GoToWebinar we'll:</p> <ul style="list-style-type: none"> ● Assist with topic and presentation prep ● Guide and practice with your speaker(s) <ul style="list-style-type: none"> ● Promote your event for 30+ days ● Share a recording for additional usage ● Generate hundreds of valuable sales leads** <p>Shared registrant data** (CPL) and no-share (flat-fee) pricing models are available.</p> <p>Market Research: Variety of options available.</p> <p>HTML eBlasts: Competitive rates available.</p>
Spread Bleed	\$4,995	16.5"w x 11" h	
2/3 Vertical	\$2,395	4.5"w x 10" h	
1/2 Vertical	\$1,995	3.375"w x 10" h	
1/2 Island	\$1,995	4.5"w x 7.5" h	
1/2 Horizontal	\$1,995	7"w x 4.875" h	
1/3 Square	\$1,250	4.5"w x 4.5" h	
1/3 Vertical	\$1,250	2.25"w x 9.5" h	
1/6 Vertical	\$625	2.25"w x 4.5" h	
1/6 Horizontal	\$625	4.5"w x 2.25" h	
+ Cover positions 25% to 50% additional +3x, 6x & 8x frequency discounts available eNewsletter ad = 180 wide x 150 high AniGIF, GIF, JPG + 50-60 words of text			

Top Reader Purchases*:

40% UAV/UAS **39%** LIDAR/Design Sftwr
38% LIDAR Services **31%** GIS Software
30% GNSS Hardware **30%** Imagery/Data

Involved with*:

69% Surv/Eng **52%** GIS
36% Aerial LIDAR **30%** Terrestrial LIDAR
19% Mobile LIDAR **24%** UAV/UAS

Throughout:

82% North America **8%** Europe + MEA
3% Asia + Oceania **7%** Other

Type of Entity*:

61% Private Business **30%** Government
9% University/Other

*Source: Mid-year Reader survey. Contact your account representative for complete circulation reporting and details