

# 2020 Media Planner

sales@spatialmedia.us

## **SALES CONTACT**

#### **ALLEN E. CHEVES**

## **GROUP PUBLISHER**

publisher@spatialmedia.us +1 (301) 748-2114

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



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

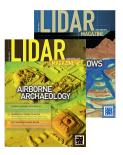
TRAINING

**eLEARNING** 



www.lidarmag.com

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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:



**DR. A. STEWART WALKER** MANAGING EDITOR San Diego, California (WST) Direct: +1 (858) 376-3792 stewart.walker@lidarmag.com

#### **Advertising & promotion opportunities:**



**ALLEN E. CHEVES PUBLISHER** Frederick, Maryland (EST) Direct: +1 (301) 748-2114 publisher@spatialmedia.us

### 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	<b>Special Edition</b> - 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) CMVK DDE Minimum 700 dni @ 100%

## **Top Reader Purchases\*:**

UAV/UAS LIDAR/Design Sftwr

LIDAR Services

GIS Software

**30**%

GNSS Hardware

Imagery/Data

#### Involved with\*:

Surv/Eng 36%

Aerial LIDAR Terrestrial LIDAR

Mobile LIDAR

UAV/UAS

#### **Throughout:**

North America

Europe + MEA

3%

Asia + Oceania

#### Type of Entity\*:

61%

Private Business

Government

9%

University/Other

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

MYK PDF, Minimum 300 api @ 100%				
Space	Price	Size		
Full Page Bleed	\$3,295	8.375"w x 11" h		
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		
· · · · · · · · · · · · · · · · · · ·	sitions 25% to 50% frequency discoun			
eNewslett	er ad = 180 wide x	150 high		

AniGIF, GIF, JPG + 50-60 words of text

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:

**Additional Services** 

- Assist with topic and presentation prep
- Guide and practice with your speaker(s)
  - Promote your event for 30+ days
- Share a recording for additional usage
- Generate hundreds of valuable sales leads\*\*

Shared registrant data\*\* (CPL) and no-share (flat-fee) pricing models are available.

Market Research: Variety of options available.

HTML eBlasts: Competitive rates available.