

GIM
INTERNATIONAL

Empowering the geospatial survey industry
www.gim-international.com



MEDIA KIT



 Social media
followers
70,000

 Newsletter
subscribers
38,000

 Monthly
web visitors
52,000

 Magazine
readers
40,000

Empowering the geospatial community

A source of geospatial innovation

With its website, magazines and newsletters, *GIM International* is an independent media platform that, over the past decades, has established itself as an accessible, reliable, respected and authoritative source of news and developments in the worldwide geospatial sector. This goes a step beyond merely reporting on the latest technological innovations; many articles focus on analysing trends and providing real-life examples of how new techniques and solutions are being applied in practice across the globe to achieve tangible benefits. Just some of the topics featured regularly include: GIS data, sensors, land administration, digital twins, robotics & autonomous systems, machine learning & AI, and the talent shortage.

Creating a collaborative geospatial space

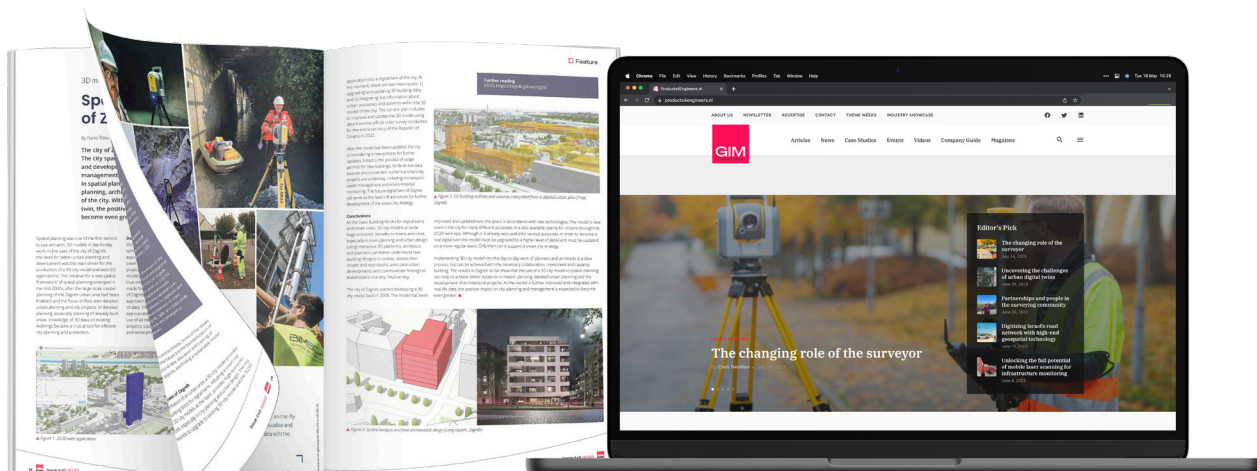
GIM International creates a neutral and objective space in which the four pillars of the geospatial ecosystem - private-sector users of geospatial solutions, public-sector users of geospatial solutions, suppliers of hardware/software/services, and researchers/academics/advisors – can gain inspiration and learn from one another. By serving as an independent platform for information exchange, we ensure that our readers – active professionals in surveying and mapping, land surveying, remote sensing (including photogrammetry, Lidar, and satellite imagery/Earth observation), positioning, cartography and GIS, and geodesy – stay fully up to date on the very latest innovations and emerging opportunities.

Partnerships and advancements

Our objective role is underlined by our long-standing partnerships with numerous respected industry bodies, such as EAASI, FIG, Intergeo and ISPRS. This enables *GIM International* to contribute to driving future advancements by empowering the geospatial community to continue pushing the boundaries for the benefit of society, both now and in the future.

Advertising opportunities

GIM International offers a unique platform for suppliers and vendors to showcase their instruments, software and brands. Our media kit provides a detailed breakdown of our readership, ensuring that your marketing reaches the right audience. Furthermore, the media kit explains the range of content and advertising options available, maximizing your brand's exposure to relevant professionals. We encourage you to explore this media kit to discover how advertising with *GIM International* can enhance and expand your reach within the geospatial community and contribute to your growth.



Editorial overview

Issue 01 🌐 Digital & Print ⚙️ Extra show distribution

Business Guide / Digital Twins

Our traditional annual Business Guide forms a vital resource for geomatics professionals. With in-depth articles and interviews, it reflects on geospatial trends and explores the business outlook for the industry. This issue also highlights digital twins and reality data capture's transformative role in digitizing the world

01-02-24	Article Deadline
15-02-24	Orders Before
22-02-24	Artwork Deadline
07-03-24	Publishing Date

Issue 02 🌐 Digital

Aerial Mapping / AI & Machine Learning

Presenting the latest developments in aerial mapping, products and services. Intriguing real-life projects provide insights into advanced aerial photogrammetry and Lidar in practice. Moreover, this edition looks at how AI and machine learning are being integrated into aerial mapping to optimize geospatial data analysis.

07-03-24	Article Deadline
21-03-24	Orders Before
28-03-24	Artwork Deadline
11-04-24	Publishing Date

Issue 03 🌐 Digital

Infrastructure Surveying / Point Cloud Processing

Geospatial data is vital for precision and resilience in all aspects of spatial planning and infrastructure surveying, e.g. BIM and inspections as well as 3D models for visualization purposes. Besides providing an update on digital construction applications, this issue also dives deeper into point cloud processing.

18-04-24	Article Deadline
02-05-24	Orders Before
09-05-24	Artwork Deadline
23-05-24	Publishing Date

Issue 04 🌐 Digital & Print ⚙️ Extra show distribution: Intergeo

Robotics & Autonomous Systems / 3D City Modelling

This edition takes a closer look at reality capture using robotics and autonomous systems, zooming in on the creation of intricate 3D city models that shape tomorrow's cities. What is the societal impact of AI, robotics and autonomous technology from the geospatial industry's perspective?

08-08-24	Article Deadline
22-08-24	Orders Before
29-08-24	Artwork Deadline
12-09-24	Publishing Date

Issue 05 🌐 Digital

Lidar / Mobile Mapping

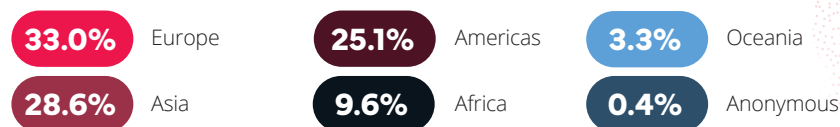
With some impressive examples of high-end applications, this issue spotlights the most advanced Lidar mapping technology, including terrestrial laser scanners and mobile variants. A focus on mobile mapping demonstrates Lidar's precision and its role in on-the-go geospatial data collection.

26-09-24	Article Deadline
10-10-24	Orders Before
17-10-24	Artwork Deadline
31-10-24	Publishing Date

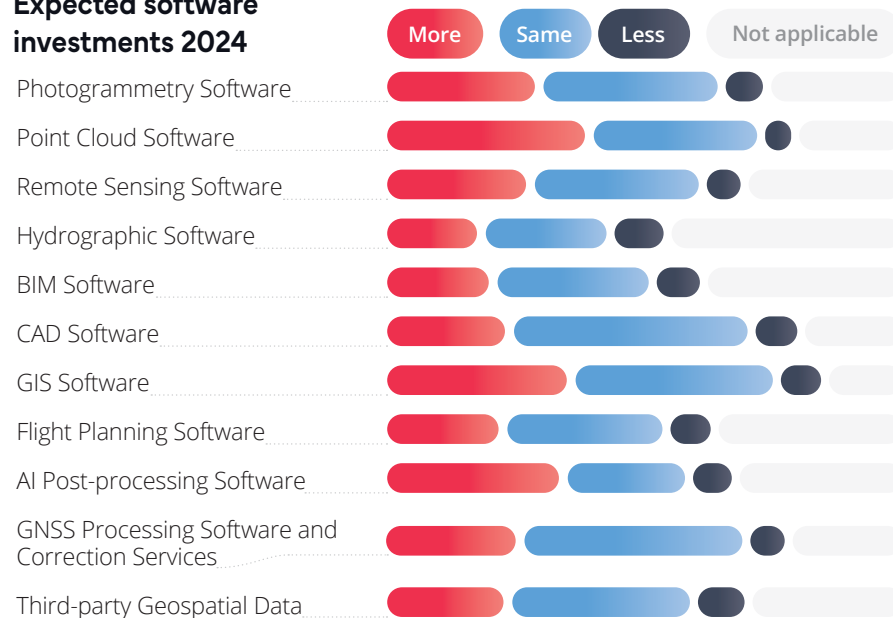
Who reads *GIM International*?

Gain valuable insights into the professional backgrounds and locations of geomatics professionals with our readership profile. Tailor your marketing strategies and connect with potential customers for your specialized technology, software and data services within the geospatial sector. Our audience profile is based on data analytics and our annual industry survey, providing up-to-date and accurate information to guide your advertising decisions.

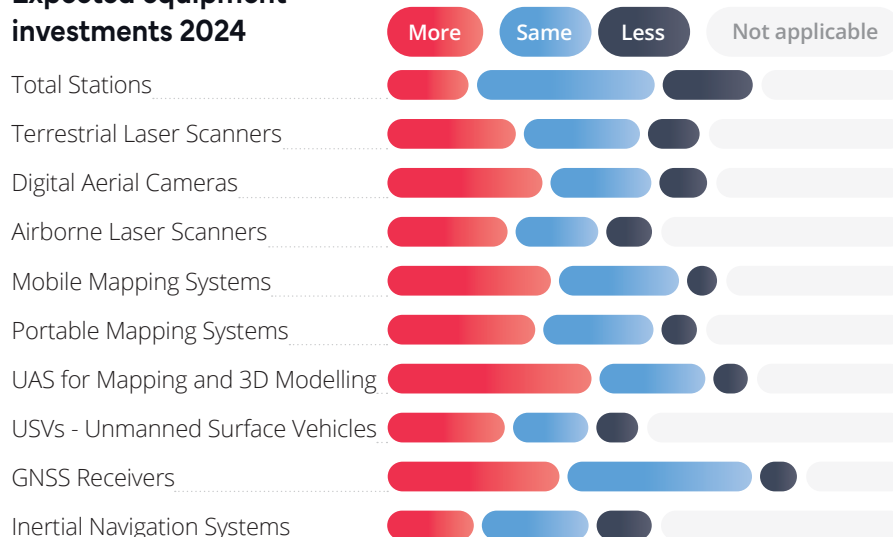
Website visitors per continent



Expected software investments 2024



Expected equipment investments 2024



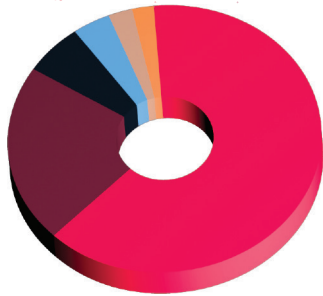
10 common organization types

- Survey firm
- Consultancy firm
- University
- Geospatial service provider
- Engineering firm
- Government
- Research institution
- Geospatial data provider
- Mapping agency
- Construction firm

Domain*

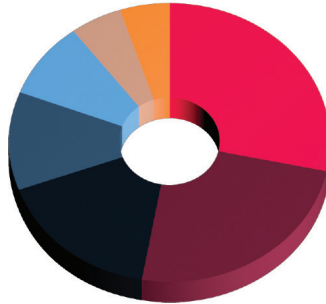
- 40.6% Land Management
- 36.6% Civil Engineering
- 33.3% Construction
- 27.3% Government
- 22.3% Research
- 19.9% Education
- 14.1% Energy
- 13.8% Navigation
- 13.4% Agriculture
- 13.3% Mining
- 13% Water Management
- 9.2% Cultural Heritage
- 9.1% Conservation
- 5.9% Defence
- 3.6% Security
- 1.8% Forensics
- 6.9% Other

Experience level



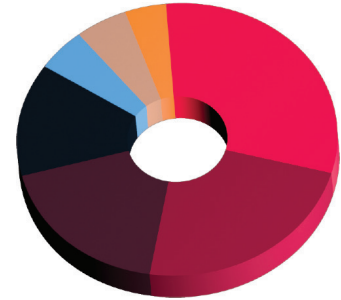
- 63.6% Senior or executive level
- 21.6% Mid-level
- 6.1% Intermediate
- 4% Retired
- 2.5% Student
- 2.1% Entry-level

Most important source of information



- 28.4% Trade Media (like GIM International)
- 24.5% Academic & Scholarly Journals
- 16.7% Social Media
- 11.5% Manufacturers & Dealers
- 8.8% Conferences
- 5.1% Colleagues & Peers
- 5% Trade Fairs & Exhibitions

Most challenging phase of survey project



- 30.6% Data Processing & Analysis
- 23.6% Data Acquisition
- 18.2% Specification & Tendering
- 13.4% Sourcing & Procurement
- 5% Calibration & Mobilization
- 5% Survey Design
- 4.2% Charting & Reporting

Growth Reasons*

- 25.2% Expanding to new customer segments
- 24.8% Leveraging technological advances
- 21.1% Developing new products or services
- 19.8% Investing in training and development
- 17.1% Providing excellent customer service
- 16.1% Improving marketing and sales efforts
- 15.8% Expanding the workforce
- 13.4% Improving overall management and leadership
- 10.1% Our acquisition and/or partnership strategy
- 8.1% Improving financial management
- 2.3% Other

Role/Position*

- 32.6% Research & Development
- 32.6% Surveying Operations
- 31.6% Project Management
- 30.5% Senior Management
- 28.9% Team Management
- 21.3% CEO
- 20.3% Teaching
- 9.2% Sales
- 8.9% Customer service
- 8.7% Marketing
- 4.7% Human resources
- 4.5% Accounting and finance
- 5.6% Other

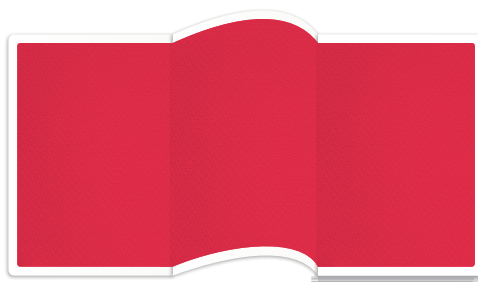
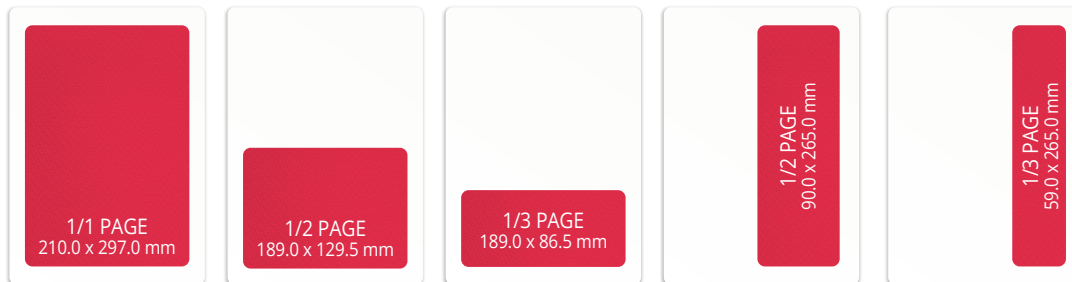
Industry Challenges*

- 54.3% Talent management and retention
- 51.2% Staying current with and adopting new technologies
- 44.3% Data quality and management
- 35.9% Bridging the knowledge gap with clients
- 33.2% Dealing with government policies and regulations
- 23.7% Preventing the 'race to the bottom' - high standards
- 21.1% Enabling reuse of survey data for other purposes
- 19.5% Fulfilling the potential role in solving the climate problem
- 16.8% Meeting demand

* Percentages may total over 100% as respondents could select multiple answers to some questions in the survey.

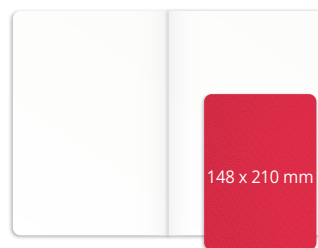
Print advertising

High-quality readership: with 32,000 readers, 63.6% of whom are senior or executive-level professionals, *GIM International* enables advertisers to reach a targeted and influential audience. Credibility and authority: Advertising in a reputable source like *GIM International* can also enhance a company's own credibility and authority by association



Fold-out cover

The benefits of a three-page gatefold ad include eye-catching design, more space for content and increased engagement.



A5 leaflet insert

Leaflet inserts are tangible, allowing potential customers to physically interact with the ad and retain it for future reference.



Belly band

An effective way to create a highly visible ad. Linking the wrapper message to a trade event can be a highly effective way to drive traffic to your company's booth.

Print options (EUR)	1x	2x	3x
1/1-page	3,900	3,600	3,200
1/2-page	2,600	2,200	2,000
1/3-page	2,200	2,000	1,800
Fold-out cover	7,500		
A5 leaflet insert	4,000		
Belly band	5,000		
Optional: Ad creation Benefit from our experience in making visually appealing advertising for the geospatial industry.	350		

Product showcase

A new hassle-free opportunity to showcase your new product, service or success story in *GIM International*. Simply provide us with your text, image(s) and logo, and we'll handle everything else!



* All prices are in euro's

Full page print

- Published in the print and online magazine
- Title and text of max. 300 words
- 1 or 3 images
- Logo and URL

2,500

Half page print

- Published in the print and online magazine
- Title and text of max. 100 words
- 1 image
- Logo and URL

1,500

Online

- Advertorial in newsletter with >38,000 subscribers
- Published on our social media channels
- One month Retargeting Campaign: >500 clicks
- No extra artwork needed!

1,500

Submit your content

1 Choose your ad size

You can choose between a half page or a full page.

2 Prepare your material

Write the text for your showcase and arrange visuals.

3 Submit your content

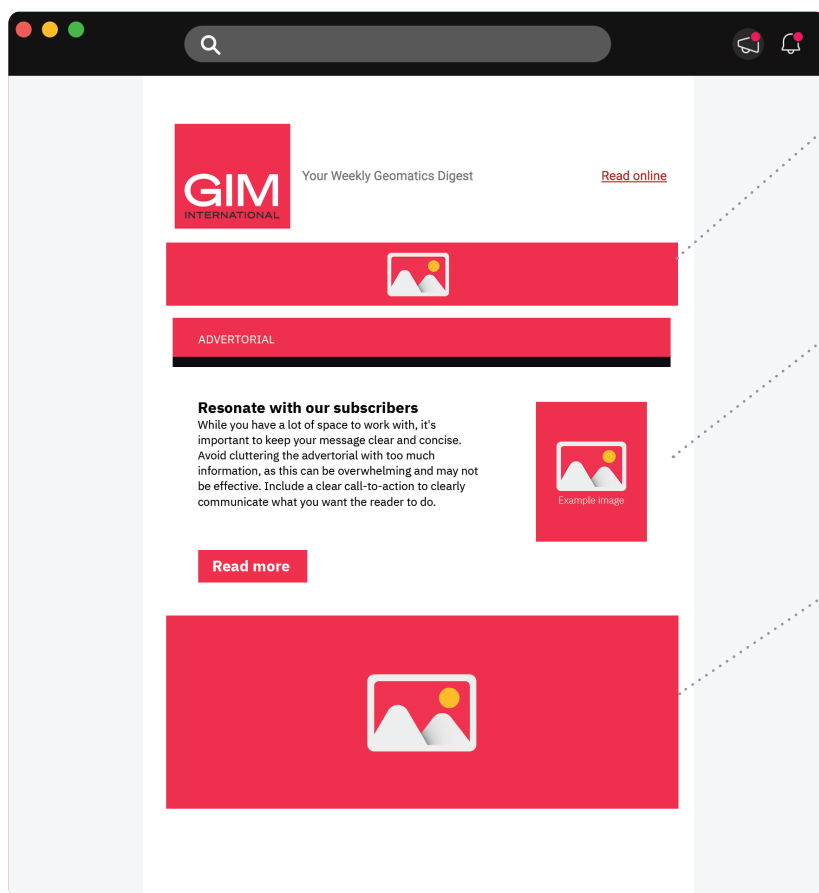
Send text, images, logo, and your brand color.

4 Review and publish

We will share a preview for your approval. Once approved, we'll publish it in the next issue!

Newsletter advertising

Explore our advertising options in the weekly editorial *GIM International* newsletter. Engage with our **38,000** industry professionals worldwide to boost your brand awareness, promote products or spotlight events. Make the most of our newsletter to connect with the global geospatial community and amplify your reach.



○ Full banner

468 x 60 px
Banner ads can be placed within the body of the newsletter.

○ Advertorial

- Title
- Body text
- Image
- Button.

○ Block banner

550 x 150 px
Banner ads can be placed within the body of the newsletter.

Advertising options in newsletter (EUR)	1x
Full banner	750
Advertorial	950
Block banner	1,100
Optional: Banner Creation	250
Benefit from our experience in making visually appealing advertising for the geospatial industry.	

Dedicated newsletter

What is a dedicated newsletter?

A dedicated newsletter, also called an e-blast or partner mailing, offers an exclusive spotlight for your brand. Unlike shared space in our regular newsletter, the dedicated newsletter is entirely about your message. It's an effective approach for product launches, event promotion and significant brand announcements.

Benefits of a dedicated newsletter:

- **Control your message and timing**
Decide what information is presented, how it's designed and when it's sent out.
- **Reuse your own email marketing campaign**
Save time and maintain message consistency by repurposing your existing email campaigns or use our easy email creation service.
- **Deliver more detailed content**
Provide comprehensive information about your products or services - something that's not always possible with other forms of advertising.
- **Get our readership's undivided attention**
With your dedicated newsletter, enjoy the spotlight and ensure our readers focus solely on your message.
- **Track measurable results**
Gain insights from open rates and click-through rates to understand the effectiveness of your campaign and receive a selection of companies that have interacted with your email.

1 Select your campaign date

Choose the optimal date for maximum impact.

2 Submit your content

Provide either HTML or images and text content for the newsletter.

3 Review the test email

Receive and evaluate a preview of the newsletter.

4 Feedback and revisions

Offer your input for any final tweaks or changes.

5 Campaign deployment

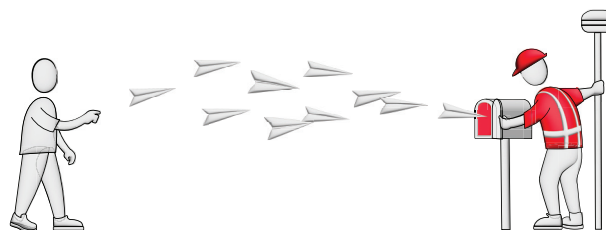
We'll distribute the finalized newsletter to the *GIM International* audience.

6 Analytics and identified clickers report

Receive a breakdown of campaign metrics and a selection of companies that have clicked.

7 Optional follow-up newsletter

Opt to target non-openers to extend your reach, or focus on previous openers to reinforce your message.



Dedicated newsletter options (EUR)		1x
Dedicated newsletter		2,100
Follow-up newsletter		900
Optional: Building HTML for dedicated newsletter		300
We can help to put your content in a well-designed newsletter that is visually appealing and easy to read. We use a clean layout, with a clear hierarchy of information and a mobile-friendly design.		

Monthly
visitors
52,000

Monthly
page views
105,000

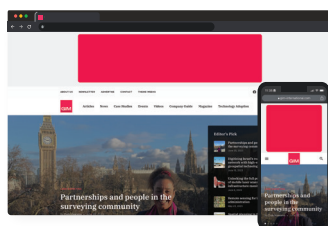
Average
engagement time
2M 39 Secs

Display advertising

Amplify your brand's reach and visibility through strategic display advertising on *GIM International*. Take advantage of our reputable platform, a go-to resource for geospatial professionals globally, to spotlight your brand and offerings. Our website is compatible with the most widespread IAB standard ad formats, ensuring a smooth and effortless integration of your campaigns. As an additional service, we can also create banners for you if you don't have any available.

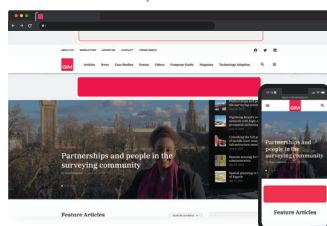
Billboard ad

Desktop 970x250 px
Mobile 300x250 px



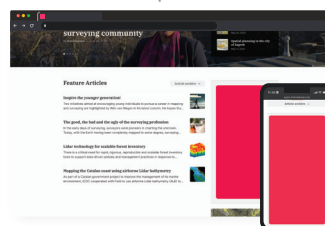
Leaderboard ad

Desktop: 970x90 px / 728x90 px
Mobile: 234x60 px



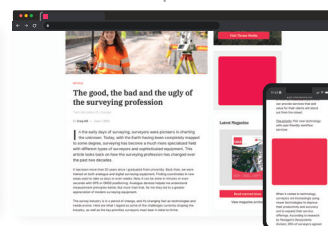
Half-page ad

Desktop 300x600 px
Mobile 300x600 px



Rectangle ad

Desktop: 300x250 px
Mobile: 300x250 px



Optional: Video inside
rectangle ad

Retargeting our website visitors

What if you could show your ads to industry professionals who have read our news and articles in the past year? With our retargeting campaigns you can do exactly that. It's great for promoting product launches, case studies, whitepapers, events and webinars, or finding new distributors, but above all, it's a powerful tool for brand awareness campaigns. You have the choice to use existing ad materials or allow our team to generate responsive ads from your supplied brand assets.



1
Industry
professional



2
Visits *GIM
International*
website



3
Leaves
our website



4
Sees your
ad on other
websites

Website advertising options (EUR)	1x	3x	6x
Billboard ad	1,800	1,600	1,400
Leaderboard ad	1,250	1,150	1,000
Rectangle ad	1,050	950	800
Standard Retargeting	1,200		
Advanced Retargeting	1,500		
Optional: Banner creation	250		
Benefit from our experience in making visually appealing advertising for the geospatial industry.			

Sponsored content

In today's marketplace for geospatial technology, the traditional display advertising options we offer still hold value. However, for products and services that require a deeper understanding, content marketing and storytelling have emerged as essential tools to articulate benefits through relatable examples and case studies. That's where our partner content options come in. With two to three pages in print and/or an online case study dedicated to your content, you can engage our targeted audience of geospatial professionals with your brand's stories.

Partner Article Online on *GIM International* website

Publication of your article or case study on our website, plus one month of promotion across our digital channels. Your content gains exposure and credibility, reaching a specialized audience interested in geospatial technology.



Partner Article in *GIM International* magazine

Your content published in a print issue of your choice and on our website. Choose between a 2 or 3-page article. One month of promotion across our digital channels. Optimal reach through both print and digital platforms, targeting professionals who value in-depth content in the geospatial sector.



Featured Event, Video or Webinar

Maximized visibility and engagement for your event, video or webinar, reaching a targeted audience of geospatial professionals with a spotlight on our homepage, a dedicated event, video or webinar page, and a promoted listing in our overviews. Plus, one month of promotion across our digital channels.



Premium company membership

An online profile for your company and two highlights in our newsletter. All your content on our site will link back to your company profile. Enhanced brand recognition and a centralized hub for all your content, making it easier for potential clients to find and engage with you.



Article / study options (EUR)	1x
2-page partner article or case study	3,500
3-page partner article or case study	4,200
Online Partner Article Package	2,500
Featured Event, Video or Webinar Package	1,600
Premium company membership	1,100
Optional: Copywriting per article or case study	950
Benefit from our experience in technical writing for the geospatial industry.	

Event participation

Get the most out of your event participation with *GIM International*

Are you exhibiting at **GEO Business** from 5-6 June or **Intergeo** from 24-26 September 2024?
We offer you special packages to generate valuable extra exposure around these events.

Event Package

Enhance your brand image, product launches and other event-related activities with a online promotional package that includes:

- Your company promoted on our dedicated landing page
- Inclusion in dedicated show newsletter before the event
- Homepage product spotlight for 1 month
- 3 promoted social media posts: before, during and after the event
- Targeted remarketing campaign (minimum of 500 clicks)

1,950

GIM International Trail – Guiding you through the event essentials

GIM International will publish a route for visitors to guide them through the GEO Business and Intergeo exhibitions, past the must-see exhibitors. We will hand out 1,500 copies of the trail (A4 brochure) at each event, and the route will be promoted in the extra event newsletters. Claim your advertising spot now!

2-page spread

1,900

Front cover

1,100

Inside front cover

950

Back cover

950

¼-page ad

500

Exhibitor listing with logo in trail and dedicated newsletter

350

Event Newsletter

GIM International will publish extra themed newsletters focusing on GEO Business and Intergeo. Sign up for an ad to announce your participation, product launch or booth number to our readers!

22 May 2024

GEO Business newsletter

19 June 2024

GEO Business wrap-up newsletter

10 September 2024

Intergeo newsletter

9 October 2024

Intergeo wrap-up newsletter

(EUR)

Full banner 468x60px + URL	500
Block banner 468x60px + URL	900
Advertorial (Max. 90 words, image + URL)	750
Exhibitor listing See the GIM International Trail Not available for wrap-up newsletter.	