



18,494¹
 Total Unduplicated
 Reach
 Survey & Mapping
 End-Users



2011

Planning for Surveying Companies



Partner with us and reach a survey and mapping audience representing the innovators who purchase and use cutting-edge technology.

GPS World
 Geospatial
 solutions

1. Publisher's own data



Our Exclusive Contributor

ERIC GAKSTATTER is a highly respected expert in the survey/mapping industry, and is exclusive to *GPS World* and *Geospatial Solutions*. He is the editor of *GPS World's* *Survey Scene* newsletter and *Geospatial Solutions'* website and e-newsletter, *GSS Weekly*. His background includes nearly 20 years of experience in the GPS survey/mapping industry, with the first 10 spent as a product manager before becoming a consultant and user of GPS equipment and software. He is a non-partisan advocate for the GPS user community who attracts a highly engaged audience.

“If you want to reach the top 25% who are tech savvy, technology adopters and enterprise-level users, then no other publication influences that audience like we do.”

– ERIC GAKSTATTER



Long History Serving the Survey Industry

GPS World has been covering the survey industry for 20 years. Despite our name, the magazine has never been limited to coverage of the U.S. Global Positioning System. We also chronicle the development of all GNSS and how they relate to the end-users, such as surveyors.

GPS World covers the survey field with both in-depth technical articles and business features, hosts a survey sub-site on gpsworld.com, publishes a twice-monthly e-newsletter, and hosts informative industry-specific webinars.

In addition our sister brand, *Geospatial Solutions*, also covers the survey industry. Representing a market of \$2.7 billion, survey professionals have come to rely on *Geospatial Solutions* when making purchasing decisions.

Geospatial-Solutions.com has an RPLS Area, Live Events Blog covering Survey/GIS conferences, Wiki, webinars, and a weekly newsletter.

GPS WORLD AND GEOSPATIAL SOLUTIONS COVERS YOUR INDUSTRY:

- Land and Aerial Surveying
- GIS/Mapping
- Cartography/Mapmaking
- Deformation
- Geodesy
- High-Precision Guidance in Aviation & Defense
- Natural Resource Management
- Hydrography Exploration
- Photogrammetry/Remote Sensing
- Construction/Mining/Civil Engineering
- Environment Management
- Built Structures
- Precision Agriculture
- Utilities/Public Works
- Government



Unmatchable Audience

ACROSS MULTIPLE MEDIA PLATFORMS

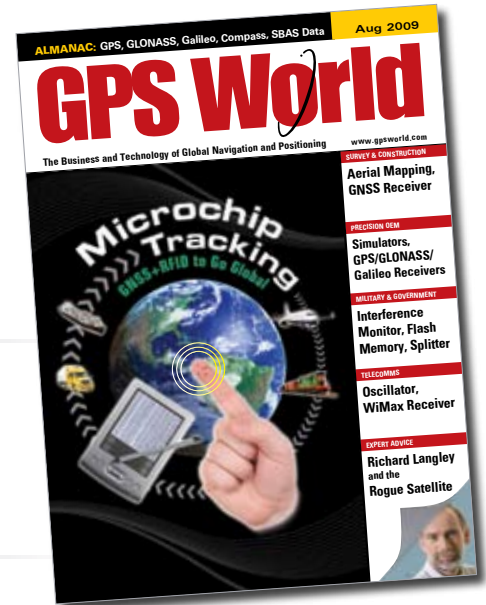
18,494¹

TOTAL UNDUPLICATED REACH

Survey & Mapping End-Users

PRINT¹

GPS World Print & Digital Magazine Subscribers (survey and mapping end-users only): **9,528**



E-NEWSLETTERS¹

SURVEY SCENE E-NEWSLETTER

- Total Reach: **11,202**
- Average open rate: **38%**

GEOSPATIAL SOLUTIONS WEEKLY

- Total Reach: **7,838**
- Average open rate: **38%**

WEBINARS¹

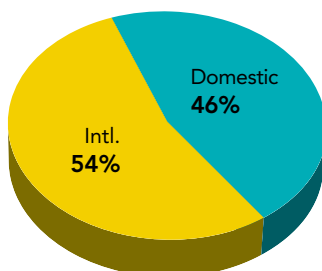
- Average survey registrations: **812**
- Average survey attendees: **609**

WEBSITES¹

GPSWORLD.COM AND GEOSPATIAL-SOLUTIONS.COM

- Average visits/month: **398,655**
- Average unique visitors/month: **286,173**
- Average pageviews/month: **734,589**
- Average unique pageviews/month: **619,112**

Online Traffic (Google Analytics)¹



1. Publisher's own data

Purchasing Power

85.4%²

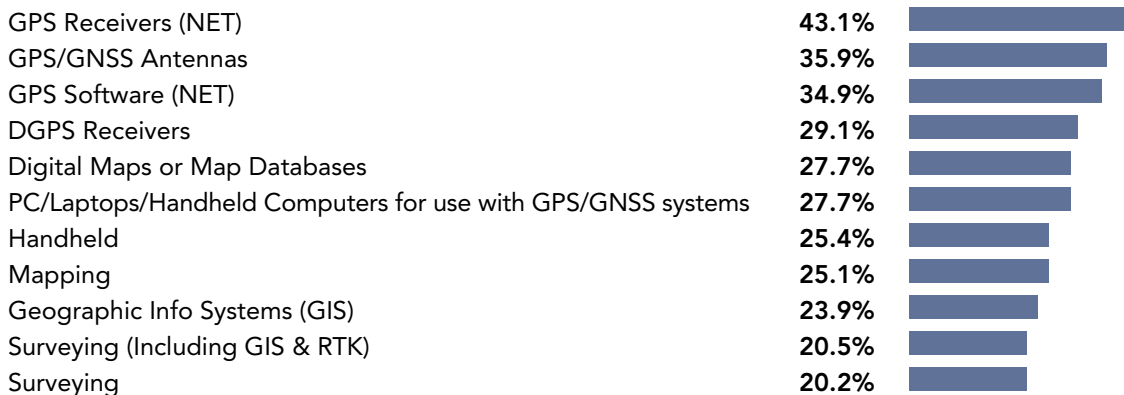
SURVEY AUDIENCE

Identify, Recommend, & Purchase Survey Products & Services

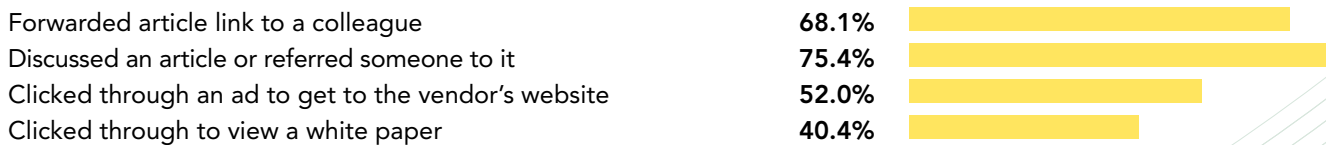
GPS / GNSS-RELATED HARDWARE / SOFTWARE PURCHASE VOLUME NEXT 12 MONTHS²



PURCHASE AUTHORITY FOR SPECIFIC GPS / GNSS PRODUCTS / SERVICES²



ACTIONS TAKEN AS RESULT OF VISITING GPSWORLD.COM²



2. Accelera Reader Survey - July 2009



JANUARY

GPS WORLD AD CLOSE: 12/2

Editorial Highlights

- The Business
- Special Section: Receiver Survey

Webinar

- GIS - 1/26

Survey Scene Newsletter – 1/5, 1/19

Geospatial Solutions Weekly – 1/4, 1/11, 1/18, 1/25

FEBRUARY

GPS WORLD AD CLOSE: 1/6

Editorial Highlights

- The Business
- Survey: Built Structure
- Special Section: Antenna Survey

Survey Scene Newsletter – 2/2, 2/16

Geospatial Solutions Weekly – 2/1, 2/8, 2/15, 2/22

MARCH

GPS WORLD AD CLOSE: 2/3

Editorial Highlights

- The Business
- The System

Webinar

- Survey – 3/17

Survey Scene Newsletter – 3/2, 3/16

Geospatial Solutions Weekly – 3/1, 3/8, 3/15, 3/22, 3/29

APRIL

GPS WORLD AD CLOSE: 3/3

Editorial Highlights

- The Business
- Survey: Mapping

Bonus Distribution

- ACSM/GITA
- ASPRS

Survey Scene Newsletter – 4/6, 4/20

Geospatial Solutions Weekly – 4/5, 4/12, 4/19, 4/26

MAY

GPS WORLD AD CLOSE: 4/6

Editorial Highlights

- The Business
- Survey: Agriculture & Natural Resources

Bonus Distribution

- INTERGEO EAST

Webinar

- GIS – 5/25

Survey Scene Newsletter – 5/4, 5/18

Geospatial Solutions Weekly – 5/3, 5/10, 5/17, 5/24

JUNE

GPS WORLD AD CLOSE: 5/11

Editorial Highlights

- The Business
- Buyers Guide
- Corporate Profiles

Webinar

- Survey – 6/23

Survey Scene Newsletter – 6/1, 6/15

Geospatial Solutions Weekly – 6/7, 6/14, 6/21, 6/28



JULY*GPS WORLD AD CLOSE: 6/2***Editorial Highlights**

- The Business
- Survey: Deformation

Bonus Distribution

- ESRI International User Conference
- ESRI Survey & Engineering Summit

Survey Scene Newsletter – 7/6, 7/20**Geospatial Solutions Weekly** – 7/5, 7/12, 7/19, 7/26**AUGUST***GPS WORLD AD CLOSE: 7/6***Editorial Highlights**

- The Business
- Survey: Mapping & GIS
- Special Section: Product Showcase

Webinar

- GIS – 8/24

Survey Scene Newsletter – 8/3, 8/17**Geospatial Solutions Weekly** – 8/2, 8/9, 8/16, 8/23, 8/30**SEPTEMBER***GPS WORLD AD CLOSE: 8/4***Editorial Highlights**

- The Business
- Survey: RTK/Networks

Bonus Distribution

- ION GNSS

Survey Scene Newsletter – 9/7, 9/21**Geospatial Solutions Weekly** – 9/6, 9/13, 9/20, 9/27**OCTOBER***GPS WORLD AD CLOSE: 9/7***Editorial Highlights**

- The Business
- Survey: Built Structures

Bonus Distribution

- INTERGEO COLOGNE

Webinar

- Survey– 10/20

Survey Scene Newsletter – 10/5, 10/19**Geospatial Solutions Weekly** – 10/4, 10/11, 10/18, 10/25**NOVEMBER***GPS WORLD AD CLOSE: 10/5***Editorial Highlights**

- The Business

Bonus Distribution

- Trimble Dimensions

Survey Scene Newsletter – 11/2, 11/16**Geospatial Solutions Weekly** – 11/1, 11/8, 11/15, 11/22**DECEMBER***GPS WORLD AD CLOSE: 11/3***Editorial Highlights**

- The Business
- Special Section: Product Showcase
- Special Section: Directions 2011

Survey Scene Newsletter – 12/7, 12/21**Geospatial Solutions Weekly** – 12/6, 12/13, 12/20, 12/27

“**GPS World provides valuable resource tools for our organization... I really like your non-biased and open-minded approach, which is very hard to find in discussing the surveying industry.**”

– MARK S. TURNER,

CHIEF, OFFICE OF LAND SURVEYS
DIVISION OF RIGHT OF WAY AND LAND SURVEYS CALIFORNIA DEPARTMENT OF TRANSPORTATION

Rates

GPS WORLD PRINT ADVERTISING

Check with your sales representative for substantially reduced rates based on survey and mapping end-user reach.
(Expect a print rate up to 75% off rate card!)

E-NEWSLETTER ADVERTISING

SURVEY SCENE + GIS WEEKLY			
	1 MONTH	3 MONTHS	6 MONTHS
728 X 90	\$2,000	\$5,400	\$9,600
468 X 60	\$1,600	\$4,200	\$7,200
160 X 600	\$1,600	\$4,200	\$7,200
336 X 280	\$1,600	\$4,200	\$7,200
125 X 125	\$1,000	\$2,400	\$3,600

Web ad runs in both Survey Scene newsletter & GIS Weekly newsletter

WEBSITE ADVERTISING

GPS WORLD + GEOSPATIAL SOLUTIONS			
	1 MONTH	3 MONTHS	6 MONTHS
728 X 90	\$2,000	\$5,400	\$9,600
468 X 60	\$1,600	\$4,200	\$7,200
160 X 600	\$1,600	\$4,200	\$7,200
336 X 280	\$2,000	\$5,400	\$9,600
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Web ad runs in both GPSWorld.com & Geospatial-Solutions.com

WEBINAR SPONSORSHIPS

- 🕒 Logo Branding + Registration Database: **\$5,000**
- 🕒 Logo Branding: **\$2,500**

Ask your sales rep about our custom webinar packages.

INTEGRATED PACKAGES

Looking to reach our survey and mapping end-user community across all our media, we will create a custom package to suit your needs, delivering not only significant savings but an ROI on your investment.



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