



# 2024 Media Planner

[sales@spatialmedia.us](mailto:sales@spatialmedia.us)

## SALES CONTACT

**ALLEN E. CHEVES**

**GROUP PUBLISHER**

[publisher@spatialmedia.us](mailto: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 (6x)**

**DIGITAL**

**CONTENT**

**eLEARNING**



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

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

**PRINT (4x)**

**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**

# LIDAR

MAGAZINE

[www.lidarmag.com](http://www.lidarmag.com)

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



15,000+  
Readers

Celebrating fourteen years in print, LIDAR Magazine is widely regarded as the premier forum for cutting edge mapping and imaging technology. Over the last 60 months, Managing Editor Dr. Stewart Walker has worked to support a fully revitalized content program. In 2023, we transitioned to larger quarterly editions, once again releasing our "LIDAR Leaders", "ASPRS Workshop", "Sensor Integration Spotlight" and "Aerial Technology Trends" showcase editions while returning to a weekly eNewsletter. To kick off the year, we've continued our partnership with the organizers of the International LIDAR Mapping Forum (ILMF) to produce a special "LIDAR Leaders" awards program and subsequent special edition. In conjunction with GeoWeek 2024, magazines will be sent to ILMF registrants, previous attendees and more.

## 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

## 2024 Print Schedule (4x)

Issue	Deadline	Bonus Distribution
Winter	Friday January 19th	<b>Special Edition</b> - Official ILMF Publication
Spring	Friday April 5th	ASPRS Lidar Workshop Special
Summer	Friday June 28th	<b>Special Edition</b> - Sensor Integration 2024
Fall	Friday October 4th	Airborne Technology Showcase

Weekly eNewsletter published Tuesdays. Ads due first Friday ahead of publishing week.  
Sensor Integration Special: Releasing Summer 2024, contact account coordinator for details  
Airborne Technology Special: Releasing late Fall 2024, 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	\$4,250	8.375"w x 11" h	<p><b>Webinars:</b> 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"><li>● Assist with topic and presentation prep</li><li>● Guide and practice with your speaker(s)<ul style="list-style-type: none"><li>● Promote your event for 30+ days</li></ul></li><li>● Share a recording for additional usage</li><li>● Generate hundreds of valuable sales leads**</li></ul> <p>Shared registrant data** (CPL) and no-share (flat-fee) pricing models are available.</p> <p><b>Market Research:</b> Variety of options available.</p> <p><b>HTML eBlasts:</b> Competitive rates available.</p>
Spread Bleed	\$6,000	16.5"w x 11" h	
2/3 Vertical	\$3,500	4.5"w x 10" h	
1/2 Vertical	\$2,750	3.375"w x 10" h	
1/2 Island	\$2,750	4.5"w x 7.5" h	
1/2 Horizontal	\$2,750	7"w x 4.875" h	
1/3 Square	\$1,750	4.5"w x 4.5" h	
1/3 Vertical	\$1,750	2.25"w x 9.5" h	
1/6 Vertical	\$850	2.25"w x 4.5" h	
1/6 Horizontal	\$850	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\*:

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

## Involved with\*:

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

## Throughout:

<b>82%</b> North America	<b>8%</b> Europe + MEA
<b>3%</b> Asia + Oceania	<b>7%</b> Other

## Type of Entity\*:

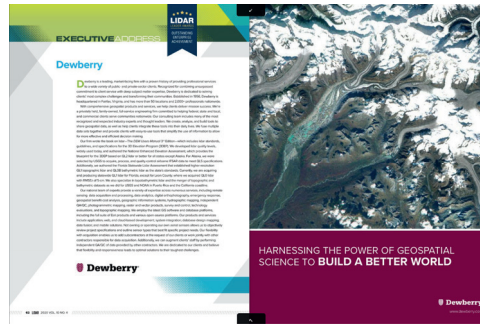
<b>61%</b> Private Business	<b>30%</b> Government
<b>9%</b> University/Other	

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

## WINTER 2024 (VOL. 14, #1) Official LIDAR Leaders Pub

In 2018, we partnered with the organizers of the International Lidar Mapping Forum (ILMF) to produce an exciting new award program, "LIDAR Leaders". The awards have grown in popularity and now include five categories recognized annually at ILMF. Produced rain or shine, our exclusive coverage of the award program and overall event proceedings provide an excellent opportunity to showcase your firm, reaching ILMF pre-registrants and previous attendees via special advance mailing. No other publication reaches ILMF/ASPRS attendees as effectively as LIDAR Magazine.

**SUBMIT LISTING PACKAGE BY  
FRIDAY JAN 19TH**



### LISTINGS RECOMMENDED FOR:

- ILMF (GeoWeek) Exhibitors
- Hardware/Software Manufacturers
- Geospatial Service Providers

### BONUS DISTRIBUTIONS

- ILMF/ASPRS pre-registrant, previous attendee mailing, on-site (Denver) bagged copies T.B.D.



## SUMMER 2024 (VOL. 14, #3) Sensor Integration Spotlight

It's estimated that more than thirty firms are working on next-gen lidar solutions, most in pursuit of the autonomous navigation market. Few disciplines stand to benefit from all the "innovation momentum" more than geospatial, as cross collaborations further the transition to 3D in support of tomorrow's "smart cities". If you manufacture lidar or imaging sensors, integrate or enhance said systems, your organization should list with us. The spotlight is mailed to attendees of AUVSI and other autonomous tech events, reaching more integrators than any other publication we offer.

**SUBMIT LISTING PACKAGE BY  
FRIDAY JUNE 28TH**



### LISTINGS RECOMMENDED FOR:

- Sensor Manufacturers
- System(s) Integrators
- Component developers, OEM's

### BONUS DISTRIBUTIONS

- AV EXPOS + AUVSI XPONENTIAL '23 pre-registrant, previous attendee mailing



## FALL 2024 (VOL. 14, #4) Aerial Technology Showcase

Few technologies have revolutionized airborne mapping like lidar has. Add to this the recent explosion of interest in unmanned platforms, nationwide collection programs such as 3DEP and the proliferation of multispectral, single-photon and bathymetric sensors; all things considered, the future of lidar is very bright. Each winter, our "Aerial Technology Showcase" sets out to highlight the latest and greatest airborne mapping solutions in addition to the firms deploying them. If you have a solution or service to offer, be sure to share it with our readers via the showcase.

**SUBMIT LISTING PACKAGE BY  
FRIDAY OCTOBER 4TH**



### LISTINGS RECOMMENDED FOR:

- Airborne system manufacturers
- Hardware/Software developers
- Geospatial Service Providers

### BONUS DISTRIBUTIONS

- AUVSI "XPONENTIAL" attendees
- ASPRS "Lidar Workshop" attendees

