

PositionIT

The geoinformatics, surveying, GIS, GPS and location-based services journal for Southern Africa

2017 Rates and Data

GENERAL INFORMATION

What is PositionIT?

PositionIT – the geoinformatics, surveying, GIS, mapping, location intelligence and related spatial applications journal for Southern Africa – is a technical journal published by EE Publishers, in print and online, ten times a year, serving these sectors and the wider target audience in Southern Africa. PositionIT provides a voice for the Geo-Information Society of South Africa (GISSA), the South African Geomatics Institute (SAGI), the Institute of Mine Surveyors of Southern Africa (IMSSA), and the South African Geomatics Council, the statutory registration body for surveyors and GIS practitioners.

Target audience

The target audience of **PositionIT** includes:

- Land surveyors, mine surveyors, engineering surveyors, hydrographers, and remote sensing professionals
- GIS and geoinformatics practitioners and specialists
- Cartographers, mappers and photogrammetrists
- Civil, consulting, construction, mechanical, and electrical engineers, technologists and technicians
- Surveying, GIS, engineering and business consultants in the public and private sectors
- Electricity, water, gas and telecoms utilities and municipalities
- Business analysts, city planners, township and infrastructure developers
- Central, provincial and local government GIS professionals, engineers, planners and surveyors.
- Suppliers and users of products, systems and services to these important sectors

Fields of interest

The main fields of interest covered in **PositionIT** are:

- Surveying and remote sensing, and associated data acquisition products, systems, services and applications
- Geographic information systems (GIS), data processing and associated products, systems, services and applications
- Cartography, mapping, data visualisation and presentation products, systems, services and applications
- Location based services (LBS), location intelligence, business geo-analysis and associated applications
- Navigation and guidance technology and systems for business, civilian, and military applications
- Associated computer and IT hardware, software and peripherals

PositionIT Online

PositionIT is available online at www.positionit.co.za. Readers are also invited to subscribe to the monthly email newsletter by visiting our website.

Mission statement

PositionIT keeps its target audience abreast of technologies, developments, applications and news in their fields of interest, via the publication of original, relevant, high-quality articles, by expert authors, and provides a communication forum for its target audience in Southern Africa.

PositionIT's mission is to be the leading journal in its chosen sector.

Statement of editorial policy

PositionIT publishes market-focused and topical technical and semi-technical articles relevant to its target audience in a lively, attractive and easy-to-read format. **PositionIT** also reports relevant news, events and details to its target audience, including industry, institute, company, project, product, technology, people and event news, views, comment and opinion. **PositionIT** aims to publish a sound mix of technical, semi-technical and industry news articles, as well as company and product news articles that are more commercial in nature.

Editors

Clare van Zwieten BA Hons (Journ) - editor, clare.vanzwieten@ee.co.za

Pierre Potgieter BJourn - assistant editor, pierre.potgieter@ee.co.za

Advertising

Nat-Lee van Rooyen, nat-lee.vanrooyen@ee.co.za

Vinia Phogole, vinia.hlotse@ee.co.za

Irene Blythe, irene.blythe@ee.co.za

Published by

EE Publishers (Pty) Ltd

P O Box 458, Muldersdrift, 1747, Gauteng, South Africa

Tel: 011 543-7000

Fax: 011 543-7025 or 086 524 6714

Email: positionit@ee.co.za

Website: www.ee.co.za

Circulation

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PositionIT is published ten times per annum and has an audited average monthly circulation of 4722 for the period ending June 2016.

As at October 2016, 2179 users have downloaded the **PositionIT** Android and Apple mobile App to receive the mobile electronic edition of **PositionIT** monthly.

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1/4 page	R10 684 ex VAT	1/4 page	R 9 082 ex VAT

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1/2 A4 hor size:	130 mm high x 180 mm wide
A5 vert size:	180 mm high x 120 mm wide
1/3 page vert size:	260 mm high x 60 mm wide
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1/4 page size:	120 mm high x 90 mm wide
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Space booking deadline: 15th of the month prior to publication. Material deadline: 20th of the month prior to publication.

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Features 2017

In every issue of PositionIT there are four main sections:

- **Data acquisition:** Surveying and data acquisition
- **Data processing:** GIS and data processing
- **Data presentation:** Cartography, mapping, data visualisation and presentation
- **Applications:** Geomatics, geospatial, location-based intelligence services, and other applications

January/February

Data acquisition

Land and cadastral surveying – for rural, farm, township and urban planning, development, construction and consolidation; associated surveying instruments; cadastres for land and mine management and administration.

Data processing

Professional GIS certification and South African GIS legislation; data validation and quality – digitisation of data; data integrity and monitoring; data quality and quality control; spectral, temporal, spatial and resolution properties of data; associated software, systems and services.

Data presentation

Processing and presentation of aerial and satellite images; airborne SAR images; orthophotography and digital photogrammetric technologies; stereoscopic mapping, image correction and enhancement techniques; spatial, image and resolution properties.

Applications

Surveying and GIS applications for managing underground utility infrastructure (water, electricity, gas and telecoms); GIS for hydrological modelling; business geo-analysis and location-based business intelligence, billing and marketing applications.

March

Data acquisition

Surveying for natural resource management and mineral exploration; hydrology for marine management and exploration; terrestrial, aerial and marine sensor systems; associated surveying equipment and technologies.

Data processing

Spatial information management and database software; GIS architecture, performance and system optimisation; GIS in government for tracking infrastructure development and

provision of public services; major GIS projects in Africa; GIS application software, systems and services.

Data presentation

Mapping of 3D spaces for mining, infrastructure and construction; image processing; laser scanning, imaging and mapping; 3D modelling and visualisation technology for infrastructure development; associated visualisation and presentation products, technologies and techniques.

Applications

Business, mining and industrial applications using handheld GPS devices; automated geospatial systems; augmented and virtual reality platforms; RFID and other wireless technologies.

April

Data acquisition

RPAS/UAV and mobile surveying platforms for land, engineering, mine and marine surveying; RPAS/UAV licensing, training, standards, equipment, systems and services; hydrographic mapping and geophysical surveys.

Data processing

Internet of things and big data analytics; data storage; geospatial policies; data validation and redundancy; image correction and enhancement techniques; GIS research applications – environment, climate and meteorology.

Data presentation

Mapping of water, oil, gas, minerals, agricultural and other natural resources; mapping and cartographic software; associated visualisation and presentation products, technologies and techniques.

Applications

Geomatics for housing, health, poverty alleviation, economic upliftment and development; geomatics education initiatives; geospatial applications for sporting events and the entertainment industry.

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May

Data acquisition

Surveying in mines and quarries – surveying for drilling, blasting, and volumetrics; construction and tunnelling operations; optimisation of mining operations and railway surveying.

Data processing

Data analysis – manipulation and analysis of spatial utilities (roads, electricity, telecommunications, gas, water, sewage, etc.); 3D GIS for engineering, surveying and construction; statistical and spatial analysis, modelling and other data analysis techniques; associated software, systems and services.

Data presentation

Mapping and visualisation platforms for disaster and hazardous area management; visual display screens, data projectors, printers, plotters, and scanners; thermal and hyperspectral cameras; aerial cameras and digital mapping systems; other associated computer hardware and peripherals.

Applications

Surveying and GIS for telecommunication and major infrastructure projects; satellite and RFID tracking systems for asset management, containers, vehicles and personnel; geospatial information technology for businesses.

June

Data acquisition

Engineering surveying for construction, harbours, dams, mines, roads, buildings, civil, mechanical and electrical works; associated tools and equipment.

Data processing

Processing of RPAS/UAV data; interpretation and analysis of captured data; metadata and data archiving; standards and interoperability; geocoding; data scanning; data storage and retrieval; associated hardware and software, systems and services.

Data presentation

Accident scene mapping and 3D accident simulations; 3D spatial modelling and visualisation systems; 3D fly-throughs and virtual environments; contour modelling; cameras, multimedia data visualisation, presentation systems and techniques; associated products, systems and services.

Applications

Radar, GNSS, RFID and sonar for construction, transport,

mining, industrial, business, marine and military applications; surveying and GIS for rural and urban planning, roads and infrastructure development; geographically distributed SCADA systems and applications.

July

Data acquisition

Photogrammetric surveying – by aeroplane, helicopter, satellite, RPAS/UAV and other remote sensing techniques; aerial photography and surveying equipment, systems and services; airborne laser systems and services; hyperspectral and thermal surveys.

Data processing

Computer hardware and peripherals for GIS – data acquisition terminals, handheld GIS data collectors with multi-sensors; digitisers, scanners, PDAs, notebook computers, PCs, servers and data storage systems; augmented and virtual reality platforms.

Data presentation

3D geo-data collection, digital surface models and digital elevation models; mapping of geological features and land-form change; hydrographic charts for safe navigation; risk and disaster mapping; digital mapping solutions for businesses; online interactive maps and automated map production.

Applications

Location-based services for events, security, crime fighting, statistics and analysis; geospatial applications for event management, risk analysis, insurers, mining, disaster management and emergency responses; geomatics and predictive analysis for crime and security; forensic surveys and accident site reconstruction.

August

Data acquisition

Satellite and sensor technologies for asset protection, surveillance, reconnaissance and monitoring; monitoring of the environment, natural resources, ocean economy; satellite monitoring of transport and strategic infrastructure.

Data processing

GIS and big data; internet of things and data for smart cities; data importing, merging and handling – open software platforms; SDI initiatives, GIS data storage platforms, data sharing and interoperability; GIS standards and open source GIS.

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Data presentation

3D design software for architecture, building, engineering and infrastructure; building information modelling (BIM); software solutions to design, engineer, build and operate road and railway networks, bridges, buildings, industrial plants, power plants and utility networks.

Applications

Surveying applications for construction; GIS for facility and logistics management; location-based information services for business, insurance, retail and banking; GIS and remote sensing for weather forecasting, risk management, environment and disaster management.

September

Data acquisition

Surveying for areas of geological hazard; subsidence monitoring; associated surveying instruments and systems, including laser distance measurement and ground penetrating radar; gravity and leveling networks.

Data processing

Integrating GIS and remote sensing data; 3D data for urban planning; 3D GIS for resource planning and facility management; geocoding; GIS in the cloud; geospatial and photogrammetric software solutions and services; volunteered geographic information and data sharing initiatives.

Data presentation

Mobile mapping; neo-cartography; indoor mapping; crime mapping and analysis; mapping of disaster areas; bathymetric mapping; mapping products, software, systems and services; data visualisation and presentation hardware, software and peripherals, including cameras, printers, plotters, visual display screens, and data projectors.

Applications

Surveying and GIS applications for electricity supply utilities, electricity reticulation and electrification; revenue control and asset management applications; surveying and GIS for wind farms, solar parks, and hydropower and nuclear power stations.

October

Data acquisition

Hydrographic surveying – surveying of dams, lakes, coastlines, continental shelves and marine resources; associated surveying equipment, systems and services; territorial concerns and environmental legislation; education and training for surveyors.

Data processing

Spatial and resolution properties of data; image correction and enhancement techniques; data scanning and plotting; associated software, systems and services. Processing and utilisation of RPAS/UAV data.

Data presentation

3D city models and presentation of data for infrastructure utilities (roads, electricity, gas, telecommunications, water, sewage, etc.); construction modelling systems; asset mapping and associated mapping and cartography products, systems and services.

Applications

GIS and enterprise resource planning (ERP) for smart cities; geomatics for ports, airports and mines; GIS for facilities management, logistics and transport; location data for business applications; GIS and health applications; GIS for public safety and security.

November/December

Data acquisition

Geodetic surveying; surveying of geological and natural formations; seismological measurements; monitoring of movement, tilting and deformation of the earth and structures on it; surveying of archaeological sites; associated land and construction surveying equipment, systems and services.

Data processing

Crowd-sourcing, volunteered geographic information, open data, open source software, standards and interoperability; spatial data infrastructure in South Africa, Africa and internationally; and associated hardware and software, systems and services.

Data presentation

Cartographic design, map production and thematic mapping; topographical mapping indicating surface features, positions and elevations; building, street and urban mapping; navigation charts; mapping for civil engineering and infrastructure projects.

Applications

Satellite monitoring and early warning systems for agricultural, marine and environmental monitoring; positioning and guidance solutions for precision farming; remote sensing and geospatial applications for mining, forestry, fisheries and agriculture. GNSS-based ship, vehicle and aircraft navigation and guidance systems.