

# PositionIT

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

## 2018 Rates and Data

### GENERAL INFORMATION

#### What is PositionIT?

**PositionIT** – the geoinformatics, surveying, GIS, BIM, mapping, location intelligence and related spatial applications journal for Southern Africa – is a technical journal published by EE Publishers, in print and online, eight 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, BIM, 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 and construction 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
- Construction design and management software, tools and services
- Cartography, mapping, data visualisation and presentation products, systems, services and applications
- Location-based services (LBS), location intelligence, business geo-analysis and associated applications
- Associated computer and IT hardware, software and peripherals

#### PositionIT Online

**PositionIT** is available online at [www.positionit.co.za](http://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.

#### Editor

Pierre Potgieter (BJourn) - editor, [pierre.potgieter@ee.co.za](mailto:pierre.potgieter@ee.co.za)  
Chris Yelland (CEng) - managing editor, [chris.yelland@ee.co.za](mailto:chris.yelland@ee.co.za)

#### Advertising

Vinia Phogole, [vinia.hlotse@ee.co.za](mailto:vinia.hlotse@ee.co.za)  
Irene Blythe, [irene.blythe@ee.co.za](mailto:irene.blythe@ee.co.za)

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**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](mailto:positionit@ee.co.za)  
Website: [www.ee.co.za](http://www.ee.co.za)

#### Circulation

The circulation of the print edition **PositionIT** is audited by the Audit Bureau of Circulation (ABC).

**PositionIT** is published eight times per annum and has an audited average monthly circulation of 4308 for the period ending June 2017. As at October 2017, 5223 users have downloaded the **PositionIT** Android and iOS apps to receive the mobile electronic edition of **PositionIT**.

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### PRICE PER INSERTION

(Note: Print adverts are also published in the online and mobile editions at no extra cost)

#### 1 – 2 insertions

	Full colour
Full page	R22 650 ex VAT
1/2 page, vert/hor/A5	R15 855 ex VAT
1/3 page, vert/hor	R13 590 ex VAT
1/4 page	R11 325 ex VAT

#### 3 – 5 insertions

	Full colour
Full Page	R20 954 ex VAT
1/2 page, vert/hor/A5	R14 666 ex VAT
1/3 page, vert/hor	R12 572 ex VAT
1/4 page	R 10 476 ex VAT

#### 6 – 10 insertions

	Full colour
Full Page	R19 254 ex VAT
1/2 page, vert/hor/A5	R13 478 ex VAT
1/3 page, vert/hor	R11 552 ex VAT
1/4 page	R 9 627 ex VAT

#### 11+ insertions

	Full colour
Full page	R18 120 ex VAT
1/2 page, vert/hor/A5	R12 684 ex VAT
1/3 page, vert/hor	R10 872 ex VAT
1/4 page	R 9 060 ex VAT

NB: For overseas bookings, prices available on quotation and (14%) VAT is chargeable for all bookings from outside SA.

### Specifications for supplied artwork

- Advertising material can be supplied in JPG, TIF or PDF format, high resolution (300 dpi), with fonts embedded, and in CMYK.
- If an A4 advert is designed to bleed off the page, a 5 mm bleed must be added all round. Keep important information (text, logos, etc.) in type area.
- Maximum size allowed to email 8 MB.

### Advertising sizes (For bleed off the page design, request trim and bleed size)

A4 size:	260 mm high x 180 mm wide
1/2 A4 vert size:	260 mm high x 90 mm wide
1/2 A4 hor size:	130 mm high x 180 mm wide
1/2 A4 Island size:	180 mm high x 120 mm wide
1/3 page vert size:	260 mm high x 60 mm wide
1/3 page hor size:	80 mm high x 180 mm wide
1/3 page Island size:	140 mm high x 110 mm wide
1/4 page vert strip size:	260 mm high x 40 mm wide
1/4 page Island size:	120 mm high x 90 mm wide
1/4 page landscape strip size:	60 mm high x 180 mm wide

### Prices for loose inserts (only local labels)

1 – 2 sides 80 – 128 gsm A4 paper:	R13 003 ex VAT
3 – 4 sides 80 – 128 gsm A4 paper:	R17 554 ex VAT
Other paperweights and sizes:	On request

### Special position advertising rates

**Front covers:** Prices on request.

Other special positions IFC, OBC, IBC: Standard rate plus 10% premium.

**Bellybands:** Note that magazines may have bellybands surrounding the front and back covers. Prices on request.

**Note:** Special positions are irrevocable bookings.

### Bookings and deadlines

**Space booking deadline:** 15<sup>th</sup> of the month prior to publication.

**Material deadline:** 20<sup>th</sup> of the month prior to publication.

**Note:** No booking, order or copy instruction received by **EE Publishers** for the placing of advertising material in the journals may be transferred to or from any other third party, without the prior written consent of **EE Publishers**.

### Cancellations

No cancellations will be accepted after the space-booking deadline, or without the prior written consent and confirmation from **EE Publishers**.

### Terms and conditions of sale

All bookings subject to **EE Publishers** terms of sales at <http://www.ee.co.za/about/terms-of-sale>

For online advertising contact 011 543-7000

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## Features 2018

### PositionIT has four main sections:

- Geomatics, surveying and measurement
- ConstructionIT and MiningIT
- 3D modelling, mapping and visualisation
- GIS, geospatial data, processing and applications

#### January/February

##### **Geomatics, surveying and measurement**

Land and cadastral surveying for rural, farm, township and urban planning; land reform and redistribution; property development, construction and consolidation; associated surveying instruments. Surveying applications for managing underground utility infrastructure (water, electricity, gas and telecomms).

##### **ConstructionIT and MiningIT**

Construction software, services and solutions for cost management, project design and optimisation, and estimation. Software, services and solutions for designing, planning, managing and optimising mining operations.

##### **3D modelling, mapping and visualisation**

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

##### **GIS, geospatial data, processing and applications**

Business geo-analysis and location-based business intelligence, addressing, billing and marketing applications. Data integrity, data management and data quality control; metadata; and associated software, systems and services. Data privacy – POPI Act and General Data Protection Regulation (GDPR).

#### March

##### **Geomatics, surveying and measurement**

Surveying in mines and quarries – surveying for drilling, blasting, and volumes; construction and tunnelling operations; services and solutions for optimising mining operations and railway surveying.

##### **ConstructionIT and MiningIT**

Information management and design software and solutions for construction. Mine planning and design software; surface and deformation monitoring solutions; and software, services and systems for mine management.

##### **3D modelling, mapping and visualisation**

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.

##### **GIS, geospatial data, processing and applications**

Spatial information management and database software, hardware, systems and services; GIS architecture, performance and system optimisation; GIS for tracking infrastructure development and provision of public services; and GIS for hydrological modelling and water resource management.

#### April/May

##### **Geomatics, surveying and measurement**

Drone (RPAS/ UAV) and mobile surveying platforms for land, engineering, geophysical, seismic, mine and hydrographic surveying; RPAS/UAV licensing, training, standards, equipment, systems, operations and services.

##### **ConstructionIT and MiningIT**

Smart construction design techniques and standards; software and solutions for intelligent construction costing. Rugged computing and mobile systems; mobile outdoor operation platforms; handheld GPS devices; and RFID and other wireless technologies for mining and construction.

##### **3D modelling, mapping and visualisation**

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

##### **GIS, geospatial data, processing and applications**

GIS and big data; internet of things and data for smart cities; data importing, merging and handling; open software platforms; spatial data infrastructure (SDI) initiatives. Location-based information services and applications for business, marketing, insurance, retail and banking.

#### June

##### **Geomatics, surveying and measurement**

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

##### **ConstructionIT and MiningIT**

Software and e-solutions for cost and design management, procurement, capital planning and fund tracking in the mining and construction sectors. Asset optimisation solutions for improved performance, production and cost reduction. CAD design and planning software solutions.



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## Features 2018

### **3D modelling, mapping and visualisation**

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

### **GIS, geospatial data, processing and applications**

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.

### **July**

#### **Geomatics, surveying and measurement**

Hydrographic surveying – surveying of oceans, dams, coastlines, continental shelves and marine resources; associated surveying equipment, systems and services. Role of geomatics in resolving maritime territorial concerns and in support of developing South Africa's ocean economy.

#### **ConstructionIT and MiningIT**

Software and solutions for drilling and blast management; and asset management and maintenance strategy optimisation. Real-time positioning solutions for construction and mining equipment, activity management and monitoring.

#### **3D modelling, mapping and visualisation**

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

#### **GIS, geospatial data, processing and applications**

Spatial and resolution properties of data; image correction and enhancement techniques; data scanning and plotting; associated software, systems and services. GIS applications for electricity supply utilities, electricity reticulation and electrification; revenue control and asset management applications.

### **August/September**

#### **Geomatics, surveying and measurement**

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.

#### **ConstructionIT and MiningIT**

Schedule management, change management, forecasting, and contingency management. Software and solutions for planning and design review; administration, process management and field management. Software, e-services and solutions for mining and construction.

#### **3D modelling, mapping and visualisation**

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

### **GIS, geospatial data, processing and applications**

Handheld GIS data collectors with multi-sensors; digitisers, scanners, PDAs, notebook computers, PCs, servers and data storage systems; augmented and virtual reality headsets and platforms. Geospatial applications for crime and forensic assessment, insurers, disaster management and emergency responses.

### **October**

#### **Geomatics, surveying and measurement:**

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

#### **ConstructionIT and MiningIT**

Collaboration platforms e.g. BIM, data management and integration for architecture, construction and mining. Mobile computing for the construction and mining sectors. Software and solutions for monitoring occupational safety, disaster management, claims mitigation, compliance and benchmarking.

#### **3D modelling, mapping and visualisation**

Modelling and 3D design software for engineering, construction and mining projects. Map production and design, thematic mapping, topographical mapping; indoor mapping, street and urban mapping; navigation charts; and asset mapping.

#### **GIS, geospatial data, processing and applications**

Crowdsourcing, volunteered geographic information, open data, open source software, standards and interoperability; spatial data infrastructure; and associated hardware and software, systems and services. Remote sensing and geospatial applications for construction, mining, forestry, fisheries and agriculture.

### **November/December**

#### **Geomatics, surveying and measurement**

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

#### **ConstructionIT and MiningIT**

Construction and mining solutions for improved work efficiency; design, planning and procurement management. Project and asset management solutions and services; and resource control and analysis solutions. e-Learning infrastructure and e-learning management systems for construction and mining.

#### **3D modelling, mapping and visualisation**

Mobile mapping; 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, scanners, visual display screens and data projectors.

#### **GIS, geospatial data, processing and applications**

GIS for education, housing, health, poverty alleviation, economic upliftment, rural and urban planning, and roads and infrastructure development. Geospatial applications for sport, entertainment and event management.