

PositionIT

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

2020 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, six 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 South Africa (IMSSA), and the South African Geomatics Council (SAGC), 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. Readers are also invited to subscribe to the monthly email newsletter by visiting our website, or downloading the PositionIT app.

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 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.

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Circulation

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

PositionIT is published six times per annum and has an audited average per issue circulation of 3295 for the period ending June 2019. As at September 2019, 3556 users have downloaded the **PositionIT** Android and iOS apps to receive the mobile electronic edition of **PositionIT**.

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Features 2020

Published online and in print, PositionIT has four main sections:

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

January/February

Geomatics, surveying and measurement

Engineering surveying for construction, harbours, dams, mines, roads, buildings, civil, mechanical and electrical works; associated tools and equipment. Geodetic surveying; deformation monitoring; surveying of geological and natural formations; seismological measurements; surveying of archaeological sites; associated land and construction surveying equipment, systems and services.

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. Machine control products for agriculture, construction and mining.

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 drone (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.

March/April

Geomatics, surveying and measurement

Satellite and sensor technologies for asset protection and satellite monitoring strategic infrastructure, natural resources, and ocean economy. Remote sensing and geospatial applications for construction, mining, forestry, fisheries and agriculture.

ConstructionIT and MiningIT

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. Information management and design software and solutions for construction. Mine planning and design software;

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. Automated mapping and collaboration platforms.

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. Crowdsourcing, volunteered geographic information, open data, open source software, standards and interoperability.

May/June

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.

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Features 2020

3D modelling, mapping and visualisation

Mapping of water, oil, gas, minerals, agricultural and other natural resources; mapping and cartographic software; associated visualisation and presentation techniques, technologies and products including cameras, printers, plotters, scanners, display screens and data projectors.

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.

July/August

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

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

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.

September/October

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

3D modelling, mapping and visualisation

Indoor mapping, street, urban mapping, and asset mapping; data scanning and plotting; associated software, systems and services. 3D design software. Collaboration platforms for data management and integration.

GIS, geospatial data, processing and applications

GIS for socio-economic upliftment. Geospatial applications for sport, entertainment and event management. GIS applications utilities, revenue control and asset management applications. Spatial and resolution properties of data; image correction and enhancement techniques.

November/December

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. Mobile computing.

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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	R23 783 ex VAT
1/2 page, vert/hor/A5	R16 648 ex VAT
1/3 page, vert/hor	R14 270 ex VAT
1/4 page, vert/hor	R11 891 ex VAT

3 – 5 insertions	Full colour
Full Page	R21 999 ex VAT
1/2 page, vert/hor/A5	R15 400 ex VAT
1/3 page, vert/hor	R13 200 ex VAT
1/4 page, vert/hor	R11 000 ex VAT

6+ insertions	Full colour
Full Page	R20 216 ex VAT
1/2 page, vert/hor/A5	R14 151 ex VAT
1/3 page, vert/hor	R12 130 ex VAT
1/4 page, vert/hor	R10 108 ex VAT

NB: For overseas bookings, prices available on quotation and (15%) 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:	
Type size:	260 mm high x 180 mm wide
Trim size:	297 mm high x 210 mm wide
Bleed size:	307 mm high x 220 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
1/3 page vert size:	260 mm high x 60 mm wide
1/3 page hor size:	80 mm high x 180 mm wide
1/4 page vert strip size:	260 mm high x 40 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 000 ex VAT
3 – 4 sides 80 – 128 gsm A4 paper:	R17 550 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: 15th of the month prior to publication.

Material deadline: 20th 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 prior written consent and confirmation from **EE Publishers**. Bookings for special positions are irrevocable, (IFC, OFC, IBC, OBC, centre spreads) and may not be cancelled.

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