

MEDIA KIT 2023



ABOUT GOGEOMATICS

Founded in 2011, GoGeomatics Canada is the most popular communications and resource hub for the Canadian geospatial sector. We attract the largest audience of geospatial professionals looking for sector technology news, events, and jobs. GoGeomatics promotes and organizes many aspects of the geospatial community. Hundreds of organizations post their jobs, news, and events on GoGeomatics Canada. We have published over 1,500 Canadian geomatics articles in the magazine, organized hundreds of valuable networking and career conferences and events, and reach thousands through our weekly newsletter, The Canadian Spatial Times, and through social media.

WHO READS GOGEOMATICS CANADA?

SURVEY OF SUBSCRIBERS

Working Professionals: 61.7 %

Managers/Executives: 25.6%

Job Seekers: 7.5 %

Students: 5.3 %

GEOIGNITE: CANADA'S NATIONAL GEOSPATIAL CONFERENCE 2023

GeoIgnite, Canada's largest Geospatial & Location Technology Conference, is a multi-day event hosted by GoGeomatics Canada. Four years strong, GeoIgnite invites the geospatial community to engage with one another by sharing work, services, and data through panels, workshops, and more. During the pandemic, we ran GeoIgnite virtually and it was very successful.

GOGEOMATICS MAGAZINE WEBSITE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Jan 2022	14,587	28,647	191,342	773,562
Feb 2022	15,015	29,035	187,709	716,233
Mar 2022	17,420	46,484	396,674	831,984
Apr 2022	14,942	29,433	241,745	741,211
May 2022	16,662	25,014	351,970	853,660
Jun 2022	15,888	30,354	191,703	901,469
Jul 2022	16,322	34,722	364,094	921,422
Aug 2022	18,837	37,855	318,432	801,211
Sep 2022	17,352	41,420	311,420	745,253

SOCIAL MEDIA STATS

	GoGeomatics Twitter	10,700 Followers
	Facebook Page Canadian GIS & Geomatics GIS Jobs	2,200 Followers 5,500 Followers 4,000+ Followers
	Canadian Spatial Times Newsletter	6,000+ members
	GoGeomatics Meetup Groups	4,000+ members
	GoGeomatics LinkedIn Group GIS & Geomatics Jobs Group Canadian Geospatial Community Group	5,000+ members 4,000 members 9,000 members
	YouTube Page	NEW!

GoGeomatics Canada is pleased to offer several affordable ways for you to advertise with us. We track statistics and analytics for every campaign we run, so you'll be able to see just how successful working with us is.



ONLINE MAGAZINE BANNERS

www.gogeomatics.ca 50,000 impressions/month

Your banner ad can be proudly displayed in the online magazine seen by a large variety of people in the sector. We offer two size options, and you can swap out the banner each month to refresh your ad.

Leaderboard Banner (728 x 90 pixels)	6 month (minimum ad buy) \$1,000 12 months \$1,600
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Big Box Banner (300 x 250 pixels)	6 month (minimum ad buy) \$900 12 months \$1,400
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COMMUNITY SPONSOR

www.gogeomatics.ca 50,000 impressions/month

Get your clickable logo seen by everyone visiting our website by being featured in our special Community Sponsors section of the front page.

Square Logo	1 year placement \$2,000
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PRESS RELEASE

Via website, email, & social media

Published in our Newsmakers section of the magazine, you can share your news in an effective and clear way.

One Press Release	\$150
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DIRECT EMAIL BLASTS

Via Mailchimp 6,000+ subscribers

We have over 6,000+ people in the geospatial community who have opted in to receive emails blasts right to their inbox with industry news.

One Email Campaign	\$1,800
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SPONSORED CONTENT

Via website, newsletter, & social media

Articles placed on the GoGeomatics magazine website give you the opportunity to explain your brand in a colourful and informative way to our audience of geospatial professionals!

Sponsored content	\$750
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NEWSLETTER BANNERS

The Canadian Spatial Times 6,000+ subscribers

The Canadian Spatial Times, our weekly newsletter, has over 6,000 + subscribers, and your ad can be seen by all! We offer six month blocks, and you can swap out your banner each month if you wish.

Leaderboard Banner (728 x 90 pixels)	6 month (minimum ad buy) \$1,100 12 months \$1,700
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EVENT POSTING

Via Events Calendar, Newsletter, & social media 10,000 impressions/month

Do you have a location technology-related event you'd like us to post on our calendar? With thousands of members, your event will reach a motivated and interested audience.

One Event Posting	\$500 per month
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Sponsoring a GoGeomatics Social

Sponsor a social to present a talk or demonstrate your organization's technology. To sponsor a social, please email info@gogeomatics.ca for more information.

One Social	\$1,500
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