

# MEDIA KIT 2023



**GOGEOMATICS**  
C A N A D A

## 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 2,000 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 %



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 months (min ad buy) \$1,000
	12 months \$1,600
Big Box Banner (300 x 250 pixels)	6 months (min ad buy) \$900
	12 months \$1,400

## 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 months (min ad buy) \$1,100
	12 months \$1,700

## 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](mailto:info@gogeomatics.ca) for more information.

One Social	\$1,500
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## GoGeomatics Webinar Service

A turnkey solution allowing you to focus on your content and goals. GoGeomatics will handle the promotion, registration, and the backend of the 30–60-minute webinar.

Please email [jmurphy@gogeomatics.ca](mailto:jmurphy@gogeomatics.ca) for more details.

**Email:** [info@gogeomatics.ca](mailto:info@gogeomatics.ca)

**Magazine:** [gogeomatics.ca](http://gogeomatics.ca)



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**“GoGeomatics is your gateway into the Canadian geospatial marketplace”**

- Jonathan Murphy, CEO GoGeomatics

Our online magazine covers topics related to surveying, engineering, GIS, earth observation, mapping, and lidar. GoGeomatics is the largest and most popular geospatial media company in Canada. Based in Ottawa

## GOGEOMATICS MAGAZINE WEBSITE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Sep 2022	15,745	26,697	155,649	644,197
Oct 2022	14,734	25,709	152,465	587,659
Nov 2022	14,885	25,863	136,595	587,102
Dec 2022	15,288	27,657	198,004	539,715
Jan 2023	13,506	24,484	171,931	643,661
Feb 2023	13,390	24,604	189,347	542,328



**Email:** [info@gogeomatics.ca](mailto:info@gogeomatics.ca)

**Magazine:** [gogeomatics.ca](http://gogeomatics.ca)

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# SOCIAL MEDIA STATS



**GOGEOMATICS**  
CANADA



Canadian Spatial Times

6K subscribers



GoGeomatics Facebook page

2.2K likes

Canadian GIS & Geomatics

5.6K likes

GIS-Jobs

4.1K likes



GoGeomatics Twitter

10,700 followers



GoGeomatics LinkedIn Group

5.6K members

GIS & Geomatics Jobs

5.3K members

Canadian Geospatial Community

9K members



GoGeomatics Canada Professional  
Meetup Groups 14 Cities across Canada

5.5K members



**Email:** [info@gogeomatics.ca](mailto:info@gogeomatics.ca)

**Magazine:** [gogeomatics.ca](http://gogeomatics.ca)



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# OUR EVENTS

## IN PERSON EVENTS



### The GoGeomatics Calgary Expo • Nov 7-8, 2023

The GoGeomatics Expo 2023 is being planned by GoGeomatics Canada in consultation with our industry, academia, association, and media partners. This new expo is the first Geomatics Technology Exposition and is distinctive to the Northern America Geo sector.



### Geolignite • May 14-15, 2024

Canada's national geospatial leadership conference returns in 2024. This event brings together senior members of the government, business executives, and thought leaders in the IT and location technology sectors in our nation's capital.



### Geolignite Career Fair Calgary • Nov 7-8, 2023

The Geolignite Expo Career fair in Calgary is planned as an annual event. Located within the country's largest density of geomatics and location technology companies, ranging from promising startups to leading global giants, Calgary is a hub for education R&D advancement in Canada.



### Geolignite Career Fair Ottawa • May 14-15, 2024

The Geolignite Career fair in Ottawa is planned as an annual event.

## VIRTUAL EVENTS



### Lidar CANEX • April 25-26, 2023

The Canadian Lidar Commercial Expo is a B2B event matching reality capture lidar vendors with practicing 3D professionals from Canada and beyond.



### Geo Tech Training • May 1-5, 2023

Geo Tech Training offers a wide variety of training opportunities built on current standards led by leading industry experts. We help our students upgrade their knowledge and skill set.



### Subsurface Utility Mapping Strategy Forum May 16-18, 2023

The SUMSF conference brings together individuals and organizations to share information about and contribute to improving the mapping of underground infrastructure. Founded by Geoff Zeiss, the conference continues his work.



### EOCANEX • June 20-21, 2023

The Canadian Earth Observation Expo brings together the data and service providers in remote sensing. This Geolignite event is widely recognized as the must-attend event for top-level players in EO.



Please scan this QR code to get more information about our events.



@gogeomatics  
info@gogeomatics.ca

Please scan this QR code to sign up to our newsletter.

