



**Spatial**  
**Source**

[WWW.SPATIALSOURCE.COM.AU](http://WWW.SPATIALSOURCE.COM.AU)

AUSTRALIA'S TRUSTED, INDEPENDENT MEDIA CHANNEL FOR GEOSPATIAL NEWS AND VIEWS



**MEDIA & MARKETING KIT**  
**2026**

## CONNECTING THE COMMUNITY

Spatial Source is the exclusive independent media channel for Australasia's geospatial community, publishing content tailor-made for the full spectrum of spatial, surveying, GIS, remote sensing and mapping disciplines and professionals.

With its heritage founded in the former *Position* magazine, first published in the mid-1990s, Spatial Source has been informing and educating the geospatial community for more than 30 years.

We act as the bridge that connects the region's geospatial community through news and views, authoritative insights and interviews, and coverage of the emerging technologies, market trends and industry developments that matter the most.

Our content is sought out and absorbed by a wide range of professionals within the private sector, government, academia, research sector and professional bodies.

With news posted daily on our website, and communicated directly to our loyal audience through a twice-weekly eNewsletter, we help the sector stay up to date on all of the most important developments and happenings.

And our parent company, Geospatial Media & Events, is the owner and convenor of the annual LOCATE conference, Australasia's premiere gathering of industry professionals. As Official Media Partner, Spatial Source plays a vital role in publicising the event and driving attendance... with consequent synergistic benefits for our readers and advertisers.

[www.SpatialSource.com.au](http://www.SpatialSource.com.au)

## MEET THE TEAM

### Jonathan Nally



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Spatial Source is a media channel of Geospatial Media & Events Pty Ltd (ACN: 156 216 689), a separate division of The Intermedia Group  
41 Bridge Rd, Glebe NSW 2037, Australia

## MEET OUR AUDIENCE

Reach more than **26,000** highly engaged geospatial professionals and decision-makers every month through Spatial Source's online and eNewsletter channels.

Spatial Source is Australasia's number one source for news and updates across all sub-sectors of the geospatial ecosystem, which we like to summarise as encompassing six themes:

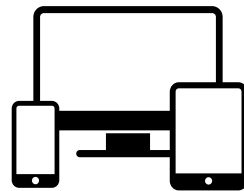
- **Infrastructure:** Positioning, building, construction, infrastructure, engineering surveying, 3D, BIM, smart cities
- **Environment:** Mining and resources, agriculture, sustainability, conservation, climate change, energy sector
- **Surveying:** Surveying of all kinds (e.g. cadastral, engineering, hydrography), digital twins, as-built
- **Space:** GNSS, PNT, remote sensing, defence, sovereign capabilities, disaster response
- **Data:** GIS, digital analytics, AI, FME, point clouds, photogrammetry, cartography
- **Business:** Economics, training, skills, certification, policy, workforce, DEI, standards

JOB TYPE EXAMPLES	SECTORS
Director, Geospatial Systems	Surveying
Senior Mine Surveyor	Mapping & cartography
Geospatial Analyst	GIS & spatial sciences
Lead Surveyor	Remote sensing & LiDAR
Spatial Services Lead	Photogrammetry
Senior Registered Surveyor	Aerial imagery
Registered Land Surveyor	3D modelling
Senior Geospatial Consultant	Positioning, navigation & timing
Group Lead, Spatial Services	Land use and planning
Senior Principal Spatial Analyst	Hydrography & bathymetry
GIS Officer	Transport
GIS Manager	Mining, oil and gas
Chief Executive Officer	Government
Program Manager, Safety	Health
Technology	Environment & sustainability
Director, Coastal & Air	Smart cities
Managing Director	Infrastructure
National Sales Manager	Disaster management
Director, Property Risk	Utilities
Senior Project Administrator	Defence and intelligence
Head of Sales	Agriculture
Director, Geospatial Intelligence	UAVs and drones

## DISPLAY ADVERTISING

### WEBSITE

Connect with our readers using high-impact, visually engaging ad placements on **Spatial Source**. Boost brand awareness, generate leads and support the sales funnel by putting your brand in front of the right audience at the right time.



**26,600**  
Unique visitors

**57,100**  
Page views per month  
*(February 2026)*

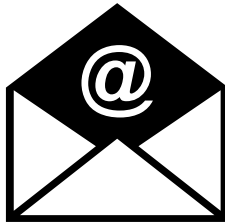


LEADER BANNER	WEBSKINS	MREC	FEATURED VIDEO	WEBSITE TAKEOVER
728 px (w) x 90 px (h)	1920 px (w) x 1200 px (h) (each side)	300 px (w) x 250 px (h) (max 2 ads on rotation)	Aspect ratio 16:9 (landscape)	Leaderboard, webskins and MREC
<b>\$1,300</b> + GST per month	<b>\$2,500</b> + GST per month	<b>\$1,300</b> + GST per month	<b>\$650</b> + GST per month	<b>\$4,500</b> + GST per month

*All figures in Australian dollars*

## DISPLAY ADVERTISING

### eNEWSLETTER



Communicate your message in our twice weekly eNewsletter send outs.

Delivered every Wednesday and Friday, our eNewsletter consistently outperforms industry benchmarks, achieving an average total open rate of 29% and an impressive 30% total click-through rate... helping your brand drive visibility, traffic and measurable results.

**8,000+** email database

**29%** average total open rate

**30%** average total click-through rate

See page 7 for  
Featured Product and  
Featured Video options.

#### LEADER BANNER

728 px (w) x 90 px (h)

**\$1,500** + GST  
per month

#### MREC

300 px (w) x 250 px (h)  
(100% share of voice)

**\$1,800** + GST  
per month

*All figures in  
Australian dollars*



## CONTENT MARKETING

Content marketing is a powerful way to connect with today’s buyers, who are seeking meaningful, authentic and informative content.

Through engaging storytelling and insight-driven content, our packages position your brand as a trusted voice and industry leader within the Australasian geospatial community. By aligning your message with relevant editorial topics, your brand becomes part of the conversation — building credibility, awareness and stronger audience engagement.

## OUR SOLUTIONS

### COMPANY PROFILE / CASE STUDY

Showcase your company’s strengths, or case studies, use cases or white papers to highlight real-world applications and demonstrate the proven impact of your solutions. Lead the conversation, share your news and spotlight key milestones.

**Inclusions:**

- Dedicated permanent article on our website
- One month of targeted promotion on the home page of Spatial Source and in our eNewsletter.

**Specifications:**

- Client submitted; proofed and edited for house style by our editorial team
- Up to 1,000 words
- Up to 4 images
- URLs that link to your own resources

**\$1,100**  
+ GST

*All figures in Australian dollars*

### THOUGHT LEADERSHIP

Position your brand as a leading voice, shaping conversation, building authority and earning trust. Authored by you and edited (as required) by us to integrate seamlessly within our native environment.

**Inclusions:**

- Dedicated permanent article on our website
- Placed in one edition of our newsletter, and boosted via LinkedIn

**Specifications**

- Client submitted; proofed and edited for house style by our editorial team
- Up to 1,000 words
- Up to 4 Images
- URLs that link to your own resources

**\$1,100**  
+ GST

### EXECUTIVE INTERVIEW

This exclusive interview-style solution, **written by the editor of Spatial Source**, gives your company’s executive or expert the opportunity to share their perspectives, insights and experience with our audience. This is an ideal option for coinciding with major events, milestones, executive appointments or other major announcements.

*Only 8x Executive Interview slots are available per annum.*

**Inclusions:**

- Dedicated permanent article on our website
- Placed in one edition of our eNewsletter, and boosted via LinkedIn

**Specifications**

- Up to 1,000 words
- Up to 4 Images

**\$1,800**  
+ GST

### FEATURED PRODUCTS

A cost-effective advertising solution to promote a single product or product range, or a technical solution(s).

- Increases brand visibility
- Generates qualified leads
- Boosts SEO.

**Inclusions:**

- Dedicated permanent product page on our website
- One month of targeted promotion via the Featured Products panel in our eNewsletter



**\$650**  
+ GST

### FEATURED VIDEOS

Visual storytelling that delivers results.

- Simplify complex ideas into clear, compelling visuals
- Capture attention and drive stronger audience engagement
- Turn data and insights into persuasive stories
- Strengthen brand impact and credibility
- Stand out and connect with your target audience

**Inclusions:**

- Dedicated page on our website to showcase your video
- One month of targeted promotion via the Featured Video panel in our eNewsletter

**\$650**  
+ GST



### EVENT MARKETING eDM

Drive last-minute registrations with our dedicated Event Marketing eDM. Promote your event or webinar to a highly relevant industry audience and increase sign-ups through timely, high-impact messaging. With only five placements per send, you benefit from strong visibility, improved campaign cut-through, and increased registration momentum.

#### eDM PANEL

Summary (up to 30 words) + Image

**\$350** + GST

#### LEADERBANNER

728 px (w) x 90 px (h)

**\$300** + GST

#### MREC

300 px (w) x 250 px (h)

**\$300** + GST

All figures in Australian dollars

### FEATURED PRODUCT eDM

Boost product visibility with a Featured Product placement in our monthly Featured Product eDM. Limited to five placements per month, this high-impact opportunity helps increase awareness among Spatial Source readers and drive qualified engagement during your go-to-market phase.

### MREC PLUS AUDIENCE EXTENSION

Audience Extension is powerful. It gives you more sustained reach, enabling you to more effectively turn potential clients into hard leads.

Your **Spatial Source** display ads continue to influence and retarget our audience members as they browse other websites.

**Inclusions:**

- One month of MREC activity on the Spatial Source website
- 4 x banners served downstream by Google Display Network
- 1 x Billboard (970 x 250 pixels)
- 1 x Half page (300 x 600 pixels)
- 1 x MREC (300 x 250 pixels)
- 1 x Mobile Banner (300 x 50 pixels)

**\$4,500**  
+ GST

### SOLUS eDM

An exclusive, brand-owned email sent to the 8,000+ Spatial Source database.

Designed for high engagement and bypassing competitors to drive immediate traffic or conversions.

**\$1,950**  
+ GST



All figures in Australian dollars

## LOCATE26 CONFERENCE/ISDE SUMMIT

### Spatial Source — Your Official Media Partner

Locate is Australasia's premier geospatial and spatial industry conference, bringing together professionals from government, industry, academia, and the not-for-profit sector. Spatial Source is the Official Media Partner for the event. Both entities are the two halves of Geospatial Media and Events Pty Ltd.

Locate attracts a wide range of attendees from across Australasia and around the world to explore emerging trends and real-world applications of geospatial innovation. The program showcases how location intelligence is driving smarter decision-making across key sectors, including infrastructure, environment, agriculture, energy, mining, emergency management and urban planning.

More than just a conference, Locate is a hub for industry leaders, decision-makers, and emerging professionals to exchange knowledge, explore opportunities, and build collaborations that advance the geospatial community.

In November 2026, the prestigious international Digital Earth Summit will join with Locate26 in Melbourne, bringing together global experts from science, enterprise, education and government to advance theories, technologies and applications aligned with the evolving vision of a Digital Earth.

**When: 24 to 26 November 2026**

**Where: Melbourne Convention & Exhibition Centre**

**Web: [www.locateconference.com.au](http://www.locateconference.com.au)**



**LOCATE26**

**24-26 November 2026**

MELBOURNE CONVENTION & EXHIBITION CENTRE

10th International Summit for Digital Earth



### Locate26 / ISDE Promotional Packages

If your company is planning on becoming an exhibitor, sponsor or presenter at Locate, we stand ready to help drive traffic to your exhibit or presentation.

In the months leading up to the event, we will be offering exclusive promotional opportunities for you to reach our 6,000-plus audience to encourage them to visit your exhibition booth, attend your product demonstrations, take part in your workshops or attend your speaker presentations.

- Build strong pre-event awareness and excitement.
- Drive qualified traffic directly to your booth during the conference.
- Provide attendees with early insider access.
- Enhance the on-site experience through real-time social media interaction.
- Maintain meaningful engagement and connections well after the event concludes.

**For more information about the range of Locate26 Promotional Packages, contact Candice Stannard, Advertising Sales Manager on +61 (0)2 8586 6103 or email [cstannard@intermedia.com.au](mailto:cstannard@intermedia.com.au)**