

GIM Rate Card for 2022

INTERNATIONAL

Prices quoted in USD excluding VAT (if applicable)

Print Display

	RATE PER INSERTION		
> 32,000 readers	1x	2x	3x
Full-page Print Ad*	4,400	4,100	3,600
Half-page Print Ad	2,900	2,500	2,300
Quarter-page Print Ad	1,800	1,600	1,500

* Surcharges for inside front/back and back cover are available on request

Print & Online

	RATE
2 Page Partner Article or Case Study (max 1,000 words) Content published in the print issue of your choice and on our website. One month of promotion of your content across our digital channels for optimal reach.	3,500
3 Page Partner Article or Case Study (max 1,500 words) Content published in the print issue of your choice and on our website. One month of promotion of your content across our digital channels for optimal reach.	4,200
Business Guide Package 2023 Full-page print ad & company profile published in the Business Guide One year of Premium Company Membership.	3,000

Newsletter

	RATE
>30,000 subscribers	
Block Banner (600x300 px)	1,200
Full Banner (468x60 px)	900
Advertorial (600x160 px, max. 150 words)	1,100
E-Blast Send a dedicated mail to over 25,000 subscribers	2,400
Follow-up Email Send an email to openers or clickers of initial E-Blast	1,100

Retargeting

	PER MONTH
2,000 > 200,000 audience size	
Standard Retargeting A Standard Retargeting Campaign is ideal for boosting website visitors with a clear call to action.	1,000
Advanced Retargeting An Advanced Retargeting Campaign is ideal for marketing campaigns that focus on a specific geolocation or niche within the industry.	1,200

Online Display

> 85,000 pageviews	RATE PER MONTH		
	1x	3x	6x
Billboard (970x250 px)	2,200	1,900	1,700
Leaderboard (728x90 or 970x90 px)	1,500	1,300	1,100
Half-page Ad (300x600 px)	1,800	1,600	1,500
Medium Rectangle (300x250 px)	1,200	1,100	900

Minimum exposure per placement is 15,000 impressions (ROS)

Online Content

	RATE
Online Partner Article Package Your article or case study published on our website + 1 month of promotion across our digital channels. Your article will be noticed!	2,400
Theme Weeks Sponsorship (per theme) Your logo and rectangle ad published on our theme page and in four theme newsletters + one month of remarketing to theme weeks visitors.	2,400
Featured Event, Video or Webinar Package Homepage feature, dedicated event page, event listing + one month of promotion across our digital channels.	1,800
Premium Company Membership (one-year subscription) Online company profile and 2x company highlight in newsletter. All your content on our website can be connected to your company profile.	1,200

Additional Services

	RATE
Copywriting per Article or Case Study Benefit from our experience in technical writing for the geospatial industry.	1,140
Banner Creation	120
Banner Kit Creation Medium rectangle, leaderboard, billboard and block banner.	360
Print Ad Creation	300
Building HTML for E-Blast Based on campaign goal, style guide and additional input.	180