

G GEO
MATCHING

powered by
geomares

MEDIA KIT 2024



 **monthly visitor**
50,000

 **Newsletter Subscribers**
43,000

 **Social Media Followers**
35,000

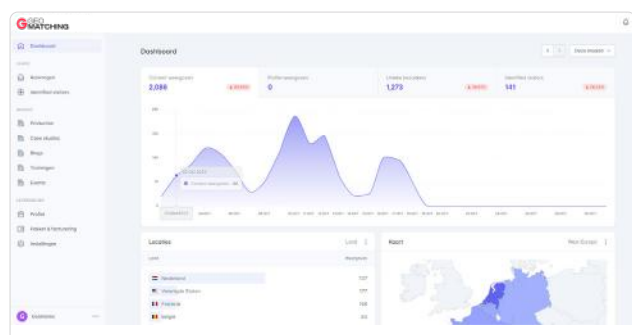
Sourcing and news for surveying, mapping, and autonomy

The digital landscape is noisy and full of competing marketing messages. Meanwhile, you, as a company are looking for authentic and valuable visibility among professionals in the surveying, mapping and autonomy industry. These professionals are actively looking for reliable information, knowledge, insight and innovative products. Geo-matching offers you the opportunity to reach these professionals directly and with the right chord and not only inform, but inspire and convince them of the value of your products and services.

Our expert team develops and implements campaigns that align with your business goals. We back this up with market insights and data analytics so that your decisions are based on factual information. The result is a marketing strategy that not only attracts attention, achieves its intended goals and brings you new customers.

Create new insights, leads and opportunities with a company profile

The Geo-matching dashboard is a handy tool to gain insights, and generate and follow up on leads. Suppliers and manufacturers can easily add their own content via this dashboard. Developed specifically for manufacturers, it provides insights into which potential buyers have shown interest in brands and products, as well as what information they are looking for.



Geo-matching is the platform for manufacturers, developers and suppliers in geospatial software and equipment. With the largest database of professionals in the surveying, mapping and autonomy industry it is ideal for manufacturers to connect with the desired audience.

The Geo-matching platform provides all the tools and network to effectively communicate, market, generate leads and sell!

What makes Geo-matching unique? The ability to post your own content. Whether it's product information, case studies, blogs or events, everything is easy to add. Supplemented with contributions from our own editors, this creates an up-to-date and relevant stream of information.

Get access to the dashboard now that allows you to track, identify and capitalize on valuable opportunities.

- Already have an account with login credentials? Go to the manufacturer dashboard:
Geo-matching.com/dashboard
- Is your company listed in the Geo-matching manufacturer directory but don't have access to your own manufacturer dashboard? Contact us and we will provide you with new login credentials.
- Is your company not in the manufacturer directory? Create an account, enter your company details and add products right away:
Geo-matching.com/register

The content on Geo-matching is entirely focused on supporting and inspiring buyers of geospatial software and equipment during the orientation phase of a design or purchasing process. The platform facilitates direct interaction between manufacturers and potential customers.

Various marketing and advertising opportunities are available to reinforce your company's message. In addition to your company profile and product information with accompanying content, you can also choose display banner on the website or in the newsletter, extra attention for job postings or webinars, etc. etc. All channels of Geo-matching is ready to get your message in the right place!

In this media kit, you will see how Geo-matching is laying the foundations..



...4 Manufacturers

Geo-matching supports manufacturers in achieving their communication, marketing and sales goals. As a leading brand within the geospatial industry, Geo-matching offers customized campaigns that allow you to connect directly with a specific target audience. Find out how Geo-matching can help you connect with potential buyers.



...4 Geo-professionals

Geo-matching is aimed at reaching geo-professionals involved in survey, mapping and autonomy projects, including land surveyors, hydrographers, geomatics engineers and purchasers. These professionals actively seek survey and mapping solutions and work for a variety of organizations, including survey and construction firms, research and education institutions and governmental institutions such as cadasters, ministry of public works and city planning.



...4 Marketers

Geo-matching helps marketers of manufacturers in the geo industry to efficiently and effectively reach the right buyers. We focus on innovative marketers who want to generate online leads by working with team of Geo-matching to deploy smart campaigns targeting surveying and mapping professionals investing in innovative solutions and technologies.

Geo-matching also supports marketers from leading companies!



 **Monthly Visitors**
50,000

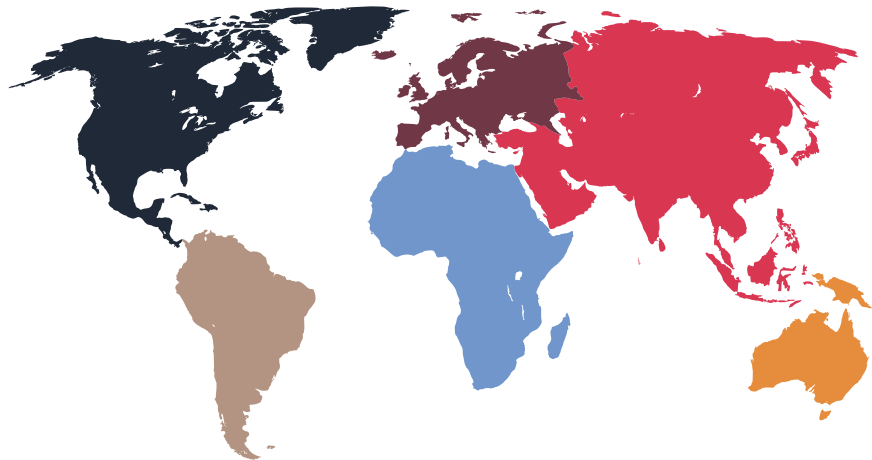
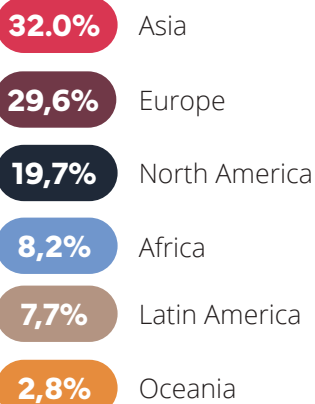
 **Newsletter**
Subscribers
43,000

 **Social Media**
Followers
35,000

Active users on Geo-matching

Geo-matching gives vendor marketers valuable insights into the professional background, location and business of the surveying and mapping professionals within our target audience. Customize marketing strategies and connect your content and product information directly with potential customers for your specialized technology, software and services. Geo-matching' visitor profile is based on user and reader research as well as our own database tracking which companies visit the platform.

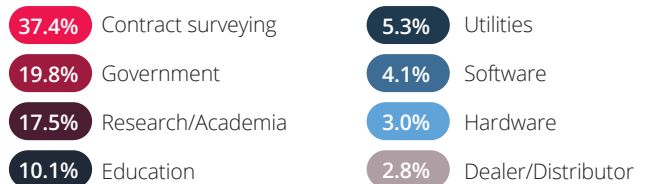
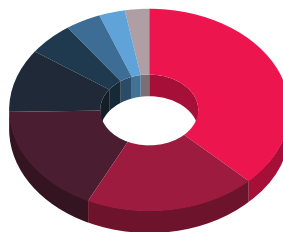
Gain Worldwide Exposure



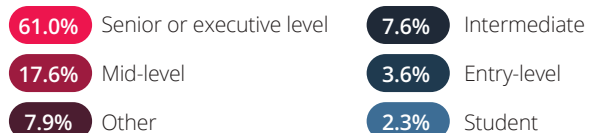
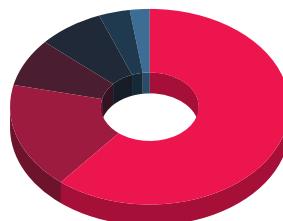
Industry Top 10

- 1 Construction
- 2 Civil Engineering
- 3 Land Management
- 4 Research & Education
- 5 Marine Engineering
- 6 Energy
- 7 Navigation
- 8 Water Management
- 9 Agriculture
- 10 Mining

Reach all Sectors



Connect with decision makers



Editorial Calendar 2024

Geo-matching informs geo-professionals about technical solutions for surveying, mapping, and autonomy. In line with this, the following topics have been determined. Is your company active in one or more of these areas? We ensure that the specific content of our partners is showcased at the right moment.

Content Calendar Geospatial

JAN	General GEO-ICT Software
FEB	Laser Scanners and Cameras
MAR	Aerial and Satellite Imagery
APR	Attitude, Heading and Motion
MAY	Photogrammetry and Remote Sensing Software
JUN	GNSS Receivers, Components and Correction Services
JUL	General Land Surveying Equipment
AUG	Attitude, Heading and Motion
SEP	Unmanned Systems and Platforms
OCT	Laser Scanners and Cameras
NOV	GNSS Receivers, Components and Correction Services
DEC	Navigation, Machine Guidance and Planning

Content Calendar Hydrography

JAN	Attitude, Heading and Motion
FEB	Echosounders and Sonars
MAR	Geophysical and Geotechnical systems
APR	Hydrographic and Geophysical Surveying Software
MAY	GNSS Receivers, Components and Correction Services
JUN	Waves, Currents and Tides
JUL	Telemetry and Data Logging
AUG	Autonomy in Hydrography
SEP	Unmanned Systems and Platforms
OCT	Aerial and Satellite Imagery
NOV	Hydrographic and Geophysical Surveying Software
DEC	Oceanographical and Meteorological Equipment

📅 February 11-13, 2024
📍 Denver, CO, USA



📅 March 6-7, 2024
📍 Singapore



📅 March 12-14, 2024
📍 London, United Kingdom



📅 April 14-18, 2024
📍 Singapore



📅 June 5-6, 2024
📍 London, United Kingdom



📅 September 3-5, 2024
📍 Las Vegas, NV, USA



📅 September 23-26, 2024
📍 Halifax, Canada



📅 September 24-26, 2024
📍 Stuttgart, Germany



Type

Show or Theme Promotion Package

1,950

Choose one of the themes or shows from the content calendar to promote your company or products at the right time.

Geo-matching Premium

With Geo-matching Premium, manufacturers unlock several benefits to increase their reach such as increased visibility, improved product presentation and comprehensive market insights as well as direct leads.

Geo-matching Premium

1,800
per year

More Visibility: Premium creates greater reach compared to the basic listing for more interaction with your target audience. You will be seen as a leading manufacturer in the

- **Better branding and presentation:** as Premium, your company profile and product messages are presented with a professional and with an up-to-date look and feel to create more trust with potential customers.
- **Contact:** We will contact you during the year to see if you have any new products and/or innovations that should not be missing on Geo-matching.
- **Company Profile:** Gain a prominent presence in our manufacturer guide with a comprehensive company profile for heightened exposure and brand awareness

Geo-matching Premium Plus

2,750
per year

Premium Plus gives the great benefit of access to more detailed data such as Identified Visitors (prospects who have visited your products), market insights, performance reports of all your activity on Geo-matching and direct leads to your inbox.

- **Advanced reporting capabilities:** Premium Plus provides advanced reporting capabilities that allow you to better understand your business activities and performance. This can help identify opportunities for growth and improvement.
- **Identified Visitors:** We keep track of which companies have read your product information on Geo-matching, showing interest in your products.
- **Email Addresses:** Through various ways we collect email addresses around your company profile and products that you can use for your own marketing activities.
- **Personal support:** Premium Plus entitles you to personal support and advice, we will be there for you throughout the year to help you get the most out of your Premium Plus account.

Geo-matching Premium Enterprise

5,495
per year

Premium Enterprise is a total package of all the features of Premium and Premium Plus combined with additional campaigns. The additional campaigns around Premium Enterprise boost the data insights we generate for you to get a complete picture of what campaigns have brought you.

- **Boost:** Additional campaigns give your company profile and product messages more exposure.
- **Enrich market insights:** With additional campaigns around your company profile, the database of market insights such as Identified Visitors and email addresses is filled faster with new qualitative data.
- **More Premium Options:** Premium Enterprise entitles you to have unlimited premium products on the platform as well as personal support from Client Success Manager.
- **Lower costs:** Premium Enterprise gives a much bigger "bang for the buck", the additional features from the package make are included and do not have to be purchased separately at a higher price. Your business makes smart use of everything Geo-matching can do for you.

Plans & Pricing	Premium €1,800 per year	Premium+ €2,750 per year	Enterprise €5,495 per year
Reach and exposure			
Premium product listing	2	5	Unlimited
Newsletter highlights	4	8	Campaign plan
Premium company profile NEW!	✓	✓	✓
Publish articles & videos	✓	✓	✓
Social media highlights		✓	✓
Lead generation			
Quote requests & inquiries	✓	✓	✓
Meeting/demo/trial requests	✓	✓	✓
Brochure/datasheet downloads		✓	✓
Newsletter sign-ups NEW!		✓	✓
Identified Visitors NEW!		✓	✓
Service & support			
Linkbuilding NEW!		✓	✓
Results reporting		2	4
Client Succes Consult		1	4

Identified Visitors is our latest GDPR-compliant lead generation method using visitor-to-company Identification to identify companies interested in your products or brand.



A mailing completely dedicated to your company? You certainly can.

Brand awareness, thought leadership and website traffic

An e-blast mailing is a partner mailing completely dedicated to one advertiser. The e-mail is sent to a targeted e-blast list of 24,000+ subscribers and contains content created by the advertiser, such as articles, product information, events or offers.

Highlight your brand: An e-blast mailing allows you to present your brand and message in a highly visible way. Because the newsletter is completely focused on your content, subscribers are more engaged and more likely to recognize your brand.

Control over the message: With a e-blast mailing, you have complete control over the content included, allowing you to create a message tailored to your products and consistent with your marketing strategy.

Measurable results: By tracking metrics such as open rates, click-through rates and conversions, you can measure the effectiveness of your e-blast mailing campaign and make data-driven decisions to optimize your strategy.



E-blast mailing

A partner mailing completely dedicated to your company profile on Geo-matching. In a template created by us with links to your content on Geo-matching. An excellent booster for your company profile with insight into Identified Visitors.

Type	
E-blast mailing	2,000
Follow-up Resend the e-blast mailing to all recipients who did not open the email	900
Optional: Building HTML for a e-blast mailing	450
We can help put your content into a well-designed newsletter that is visually appealing and easy to read. We use a clean design, with clear frames of information and a mobile-friendly design.	

Monthly
visitors
50,000

Monthly
page views
90,000

Reach active buyers with Display Advertisement

! Create brand awareness and thought leadership

Reach the right buyers at the right time with display ads on Geo-matching. Advertising on the Geo-matching website can be an effective way for advertisers to reach potential customers for several reasons, including:

Reaching a targeted audience

Geo-matching targets a specific industry, meaning the audience is highly targeted and relevant to the advertiser's products or services.

Generate leads.

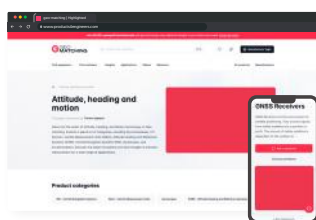
By advertising on Geo-matching, you can generate leads from potential customers interested in your products or services.

Thought leadership

By creating sponsored ads or participating in events, you can position yourself as a thought leader in the industry and build credibility and trust with potential customers.

Increase Your Brand Exposure.

Advertising on Geo-matching increases your brand exposure to a relevant audience.

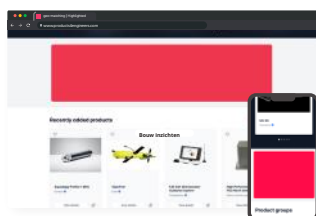


Banner format: 1200x600 px + URL (tracking) link to your own website

Sponsorship

Available landing page types for sponsorship include category pages (e.g., GNSS Receivers), product group pages (e.g., Echosounders and sonars) bundling related categories. We also offer topic pages (remote sensing, positioning, marine surveying, land surveying, etc.) where news, articles, and case studies are aggregated, and application pages which serve as content hubs for areas, such as construction, mining, land management, offshore renewables, agriculture, etc.

from
3,500

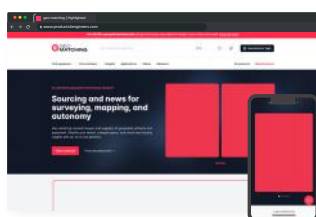


Desktop: 970x250 px / Mobile: 300x250 px + URL (tracking) link to your own website

Homepage banner

- Presented on the Geo-matching homepage for one month

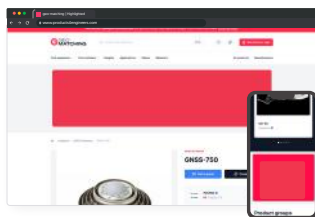
1,500



Homepage product spotlight

- Presented in the homepage product carousel for one month

750

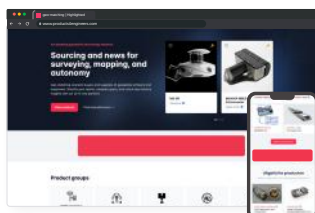


Desktop: 970x250 px / Mobile: 300x250 px + URL (tracking) link to your own website

Billboard banner

- Presented in top position for one month
- Minimum of 10,000 impressions

1,450

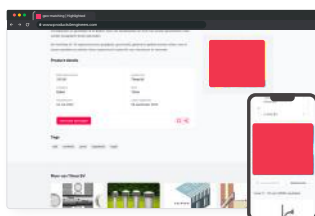


Desktop: 728x90 of 970x90 px / Mobile: 234x60 px + URL (tracking) link to your own website

Leaderboard banner

- Presented in top position for one month
- Minimum of 10,000 impressions

1,250



Desktop: 300x250 px / Mobile: 300x250 px + URL (tracking) link to your own website

Rectangle banner

- 300 x 250 px (desktop and mobile)
- Presented on Geo-matching for one month
- Minimum 10,000 impressions

850

Put your product in the spotlight with a product promotion package

! Create brand awareness, thought leadership & lead generation

Increase brand awareness of your product by bringing it to the attention of Geo-matching visitors for a month. This is possible for the website, social media and the newsletter. This option is ideal for a product launch!

Website

Product is presented for one month on the homepage of Geo-matching.

Newsletter

Product featured twice within a month in our weekly newsletter.

Retargeting

Display ad targeted at all website visitors of Geo-matching through the Google Display Network.

Social Media

Social media posts on Geo-matching socials for one month

1,950

 **Daily reach**
90,000

 **Average click rate**
0.78%

 **Impressions per 500 clicks**
64,000

Get the attention with Retargeting

 **Create brand awareness and thought leadership**

Stay top of mind among surveying and mapping professionals with your product or brand. Show your ads to Geo-matching visitors even after they leave the site on other websites through the Google Display Network. This is an ideal strategy for marketers to drive targeted traffic to their website.

Benefits of retargeting

- Guaranteed number of agreed-upon clicks to your own website
- Large daily reach of 90,000 daily users

Standaard retargeting: 500 clicks

Targeted to all Geo-matching website visitors.

1,000

Advanced retargeting: 500 clicks

Targeted to a specific audience in the market.

1,500



1

geospatial professional



2

Visits
Geo-matching.com



3

Leaves
our website



4

Sees your ad on
other websites

Delivery specifications

Submitting the materials is easy. We build the ad based on the images and text on your designated landing page. Please keep in mind that the landing page contains sufficient text (at least 300 words) and images (at least four).

Custom campaign is possible by choosing, for example, an annual campaign with 250 clicks per month. Please contact us for more information.

Looking for effective marketing strategies? **Geo-matching is the answer!**

As a leading sourcing and news for surveying, mapping, and autonomy, we connect suppliers with geo-professionals all over the world. Through various channels we enable suppliers to optimally present their products and services, in order to significantly increase visibility among surveying and mapping professionals.

Compared to traditional advertising methods, Geo-matching offers a cost-effective way to approach a targeted audience. And it doesn't stop at advertising: our team offers personal support to ensure your message is communicated in the most effective way, giving you additional insights and generating leads. We appreciate your interest in Geo-matching. Let's hear from you!

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Client succes manager

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We are Geomares Media

Geomares supports ambitious companies in their growth by designing and executing smart marketing campaigns. With the largest database of decision makers in the geo-construction and engineering sector and up-to-date knowledge of online marketing, our enthusiastic team of expert marketing and content professionals is the essential link between professional buyers and sellers.



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