Title Portrait

gis.Business is the magazine for geoinformation and geo-IT for the German-speaking world. It provides well-researched reports on pioneering technical developments and introduces practical applications for business, administration and science. Thematically, the entire process chain is covered, from data acquisition through analysis and evaluation to visualisation. Current reports, interviews, plus news and views guarantee a comprehensive industry overview.

The science journal gis.Science is the only scientific geoinformatics journal in the German-speaking world to present research results in this field. All submissions undergo a peer-review process compliant with international standards. At the interface between research and industry gis.Science provides interdisciplinary knowledge transfer for a multitude of applications.

Target Group:
gis.Business reaches manufacturers, system vendors, GIS and engineering consultants. gis.Business is addressed to decision makers in the geoinformation systems user industries, in particular decision makers in communities and government agencies, the power industry, hauliers, transport and logistics, architecture and planning, agriculture and forestry, trade, banks and insurance companies, and public safety.

gis.Science is addressed to geoinformatics specialists in research and development, both in universities and in enterprise and government agencies, as well as students of spatial sciences such as geodesy, geography, planning, the environment, etc.

Publication Frequency: 6 × gis.Business
Size of Journal: DIN A4 (210 × 297 mm)
Volume: 24. Volume 2020
Subscription Rates: Annual Subscription € 135.00*

Memberships: –
Publishing House: Wichmann Verlag within VDE Verlag GMBH
Kaiserleistraße 8A · 63067 Offenbach · Germany
www.gisPoint.de
Publisher: –
Advertising: Katja Hanel, Advertising Sales
Phone +49-69-840006-1341, Fax -1398
katja.hanel@vde-verlag.de
Editors: Dipl.-Geogr. Gerold Olbrich, Head of Editorial Department
Phone +49-69-840006-1121
gerold.olbrich@vde-verlag.de
Annika-Nicole Fritzsch, B. Sc.
Phone +49-69-840006-1381
annika.fritzsch@vde-verlag.de
Andreas Eicher, M. A.
gis-redaktion@vde-verlag.de

Total Volume 360 pages = 100 %
313 pages = 86 %
Advertisements 47 pages = 14 %
thereof publisher’s own ads 20 pages = 5 %
inserts 2

Content Analysis of the Editorial Part 2019: –
### Schedule and Subjects

#### Dates No. Cover Stories Data Management Technology Special Exhibitions

**PD: 20.02.20 AD: 31.01.20 ED: 09.01.20**


*PD = Publication Date, AD = Advertising Deadline, ED = Editorial Deadline

### 1/20 with insert gis.Science

PD: 02.04.20 AD: 13.03.20 ED: 20.02.20


**PD: 10.06.20 AD: 19.05.20 ED: 29.04.20**

3/20 **Location Intelligence and Geomarketing:** Big Data, Spatial Data Mining, Cloud Computing, Data Security Special Focus on AGIT 2020: Agriculture and Forestry, Regional Planning, Environmental Monitoring Mobile Mapping GNSS Virtual and Augmented Reality

*PD: 27.08.20 AD: 07.08.20 ED: 15.07.20**

4/20 **Infrastructure:** Conversation Management, Data Collection, Redevelopment Planning, BIM Copernicus Mobile GIS Photogrammetry & Remote Sensing 3D Printing Social Media and Geo-IT: Crowdsourcing, Crisis Mapping, Civic Participation

*PD: 01.10.20 AD: 11.09.20 ED: 14.08.20* **PD: 01.10.20 AD: 30.10.20 ED: 08.10.20**

5/20 **INTERGEO** Special: Geo IT in the Energy Sector (in cooperation with netzpraxis): 3D Data Collection, Line Management, Line Control

**PD: 19.11.20 AD: 30.10.20 ED: 08.10.20**

6/20 **Geo-IT in the Construction Industry:** Building Construction and Civil Engineering, Data Collection and Visualization, BIM, Road Construction, Infrastructure Mobile GIS, WebGIS Mobile Mapping GNSS Laserscanning City Climate: Torrential Rain, Flooding, Heat Protection
1 Advertising Sizes and Rates: (Please add the appropriate value added tax to all rates, if applicable.)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rate full colour</td>
<td>Rate full colour</td>
</tr>
<tr>
<td></td>
<td>€   6,580.–</td>
<td>€  4,465.–</td>
</tr>
<tr>
<td></td>
<td>€  3,550.–</td>
<td>€  2,500.–</td>
</tr>
<tr>
<td></td>
<td>€  1,980.–</td>
<td>€  1,370.–</td>
</tr>
<tr>
<td></td>
<td>€  1,980.–</td>
<td>€  1,370.–</td>
</tr>
<tr>
<td></td>
<td>€  2,390.–</td>
<td>€  1,680.–</td>
</tr>
<tr>
<td></td>
<td>€  1,580.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€  1,580.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€  1,090.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€  1,090.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€  760.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€  760.–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>€   3.60</td>
<td>–</td>
</tr>
</tbody>
</table>

Specials/Advertorials: Rates on request

2 Preferential Placements

- Cover Page: (1/1 Page 4c) € 3,430.–
  Four-colored only. Format: 210 mm wide x 186 mm high + 3 mm bleed right and left. Other formats as agreed. No discounts can be given. Please be aware that the address label will be pasted at the bottom on the left-hand side. Logos must not exceed 40 ×  40 mm. The Title Page image and the Inside Front Cover must fit into the journal’s editorial standard. Please contact the editorial staff in case of queries. The publisher might dismiss ads with costs in case that these standards are not respected. Closing date and binding closing day for printing material (electronic file): 5 weeks before publication date (see pages 4 –5).

- Inside Front Cover and Back Cover: (1/1 Page 4c) € 4,280.–

- Binding Placement: € 235.–

3 Discounts: On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

- Frequency Scale: 3 × 3 %  5 × 6 %  8 × 10 %
- Volume Scale: 2 Pages 5 %  4 Pages 10 %  8 Pages 12 %

4 Recruitment and Classified Advertisements:

- seminars, Events, etc.: 30 %*
- job offers: 30 %*
- box number charge: € 10.00

5 Special Advertisements: (Technical Information on pages 10 and 11)

- bound-in inserts gis.business/gis.science:
  - Discount: 1 sheet = 1 advertisement page.

<table>
<thead>
<tr>
<th>Paper Weight</th>
<th>2-sided</th>
<th>4-sided</th>
<th>6-sided</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 100 g/m²</td>
<td>€ 1,475.–</td>
<td>€ 2,190.–</td>
<td>€ 2,930.–</td>
</tr>
<tr>
<td>up to 140 g/m²</td>
<td>€ 1,745.–</td>
<td>€ 2,430.–</td>
<td>€ 3,280.–</td>
</tr>
<tr>
<td>up to 180 g/m²</td>
<td>€ 1,820.–</td>
<td>€ 2,640.–</td>
<td>€ 3,545.–</td>
</tr>
</tbody>
</table>

* = on delivery of electronic advertising files only

**Rate Card No. 35 valid from Jan 1st, 2020**

6 Contact, Advice, Booking:
Katja Hanel, Advertising Sales
Phone + 49-69-84000/06-1341

7 Terms of Payment

- wegberbank Aktiengesellschaft, Berlin, Acc. No. 6123549039, BIC: TICGBEDE1WBB, IBAN: DE 61 23549039
- SWIFT/BIC: WELADED1WBB

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.
1 Size of Journal: 210 mm wide, 297 mm high, DIN A4
Full Page Type Area: 170 mm wide, 248 mm high
4 columns, each 38 mm wide

2 Advertising Print Material, Printing and Binding: Offset printing (sheets or rolls), saddle stitch or glue binding is used.

3 Electronic Data Submission/Data Media: For digital media please use our email address anzeigen@vde-verlag.de or send a CD-ROM/DVD. Please remark on Delivery Note:
- order name/name and issue of publication
- final output format (specify a bleed of 3 mm, if applicable)

4 Data File Formats: We recommend the delivery of PDF data files. In addition, the following programs are supported:
- Adobe Indesign/Photoshop/Illustrator up to Version CS6
- Microsoft Word up to Version 2016
At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.

5 Color Processing: Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on request. Our standard offset profile is “Coated FOGRA39 (ISO 12647-2:2004)” of ECI.

6 Proof: Color proofs for “standard print media” (bvdm). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.

7 Data Archiving: Data will be archived, therefore unchanged repetitions are possible. But we do not provide a guarantee on data archiving.

8 Guarantee: Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.

9 Contact: Leonie Ströver, Administration
Phone +49-69/84 00 06-13 42, Email leonie.stroever@vde-verlag.de

---

Important Information for a Smooth Production Flow
If not delivering a PDF/X-3 data file:
Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF Format. Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts. We are not able to modify or correct any Postscript files. For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged seperately.

Please include a binding proof/laser printout.
Bound-In Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

Formats: 
- each sheet 306 mm high, 213 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 4 mm at outer edge).

Copies required:
- 1750 copies (gis.Science)
- 5000 copies (gis.Business)

Technical Specifications: The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged separately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion).

Delivery Address: Prepaid delivery, untrimmed and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition … (No.)" to:
Grafische Werkstatt von 1980 GmbH · Yorckstraße 48 · 34123 Kassel · Germany

Loose Inserts: Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned loose inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

Insertion Note: A free note is included in the table of contents.

Copies Required:
- 1750 copies (gis.Science)
- 5000 copies (gis.Business)

Delivery Date: Up to 10 days after the deadline for advertisements, see schedule and editorial calendar on pages 4 to 5.

Format: Maximum 205 mm wide × 292 mm high

Delivery Address: Prepaid delivery, untrimmed and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition … (No.)" to:
Grafische Werkstatt von 1980 GmbH · Yorckstraße 48 · 34123 Kassel · Germany

Affixed Reply Postcards/Samples, etc.: Affixed Reply Postcards are charged as inserts:
- We charge up to 25 g
- (higher weights on request)
- Charge for gluing

Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.

Copies required:
- 1750 copies (gis.Science)
- 5000 copies (gis.Business)

Delivery Address for Affixed Reply Postcards:
Prepaid delivery and ready for insertion, with delivery note "For gis.Business/SCIENCE Edition … (No.)" to:
Grafische Werkstatt von 1980 GmbH · Yorckstraße 48 · 34123 Kassel · Germany
## Other Publications from Wichmann:

The **Wichmann Verlag** with its tailor-made professional media in the field of geoinformatics/GIS, geodesy/surveying, photogrammetry/remote sensing and transport planning, is regarded as one of the top addresses in geo-sciences and geo-technology. The media portfolio comprises professional books, loose leaf publications, the magazine **avn.** and the magazines **gis.Business** and **gis.Science**.

Our **Book Programme** offers a wide range of topics on all areas of geodesy and geoinformatics, and addresses students, practitioners and scientists with textbooks, practical literature and conference proceedings. With more than 60 titles available in printed and digital formats, it is the largest German-language professional book programme for this topic range.

For more than 130 years, **avn.** has reported in-depth on all areas of geodesy and geoinformation, independently, soberly and scientifically. The most recent research results, new technologies and the latest developments in neighbouring scientific disciplines such as photogrammetry, are presented here.

---

### Media Kit: Journal

1. **Circulation Monitoring:**

2. **Circulation Analysis:** Average number of copies

<table>
<thead>
<tr>
<th></th>
<th>gis.Science</th>
<th>gis.Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies printed</td>
<td>1 750</td>
<td>5 000</td>
</tr>
<tr>
<td>Sold copies:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>– by subscription:</td>
<td>1254</td>
<td>thereof abroad:*</td>
</tr>
<tr>
<td>– other sales:</td>
<td>0</td>
<td>thereof:</td>
</tr>
<tr>
<td>– individual copies sold:</td>
<td>0</td>
<td>member-copies:</td>
</tr>
<tr>
<td>Free copies:</td>
<td>3 666</td>
<td></td>
</tr>
<tr>
<td>Surplus, archive, and specimen copies:</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>

Status as of June 2019.

* Mainly Austria and Switzerland

3. **Geographical Distribution Analysis:**

### Circulation Monitoring:

- Germany
- Austria
- Switzerland

---

The **Wichmann Verlag** with its tailor-made professional media in the field of geoinformatics/GIS, geodesy/surveying, photogrammetry/remote sensing and transport planning, is regarded as one of the top addresses in geo-sciences and geo-technology. The media portfolio comprises professional books, loose leaf publications, the magazine **avn.** and the magazines **gis.Business** and **gis.Science**.

Our **Book Programme** offers a wide range of topics on all areas of geodesy and geoinformatics, and addresses students, practitioners and scientists with textbooks, practical literature and conference proceedings. With more than 60 titles available in printed and digital formats, it is the largest German-language professional book programme for this topic range.

For more than 130 years, **avn.** has reported in-depth on all areas of geodesy and geoinformation, independently, soberly and scientifically. The most recent research results, new technologies and the latest developments in neighbouring scientific disciplines such as photogrammetry, are presented here.
Profile

1 Web Address: www.gisPOINT.de

2 Short Summary:
gis.POINT is the digital extension of the gis.Business, gis.Science and avn journals. With news, dates for your diary, an up-to-date job mart and regular blogs, the geoinformation and geodesy portal is developing into one of the most in-demand portals on the geoinformation and surveying scene. Also in great demand is the gis. Open zone, including conference presentations free to download.

3 Target Group:
gis.POINT is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transport/navigation, architecture and construction planning.

4 Publishing House: Wichmann Verlag im VDE VERLAG GMBH
Kaiserleistraße 8 A · 63067 Offenbach · Germany
www.gisPoint.de

Editorial Department: Annika-Nicole Fritzsch
Phone +49-69-84 00 06-13 81
annika.fritzsch@vde-verlag.de

Online-Advertising: Katja Hanel, Advertising Sales
Phone +49-69-84 00 06-13 41, Fax +13 98
katja.hanel@vde-verlag.de

Technical Specifications

1 File Formats: GIF, JPG, JPEG
Flash (.swf)

2 Delivery Address: Please send your advertising material/files for your campaign to the following address:
aenzen@vde-verlag.de

3 Delivery Deadline: 7 days before start of campaign
With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files we need the following data:
– customer name
– campaign name
– contact for questions/check back
– Target-URL/Click-URL
– Alt-Text/Title-Text (optional)

For Flash versions, we also need a GIF or JPG file as fallback of your advertising for users, who have no Flash installed.

Reporting: You can request an evaluation of ad impressions and ad clicks.

Rates/Advertising and Data on usage

1 Job Exchange:
Job offers: 2 months 520.–
every additional month: 189.–

2 Discounts:
–

3 Sections:
Home Page Marazines
News Books
Blog Jobs
gis.Open Wichmann Innovation Award (WIA)
Events Shop

4 Special Topics:
–

5 Terms of Payment:
Webbank Aktiengesellschaft, Berlin, Acc. No. 6 123549039,
BIC 101 2010, IBAN DE 36 10120100 6123 5490 39,
SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin, Acc. No. 2 668 386, BIC 100 20890,
IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

Audience: 4,310 unique visitors per month
11,078 page impressions per month
Source: Google Analytics (average August 2018 – July 2019)

* = All rates are per month. Please add the appropriate value added tax to all rates, if applicable.
Short Summary:
The monthly gis.POINT newsletter summarises the leading news from the geoinformatics and geodesy fields. It includes the most recent company and industry, science and research news, in addition to product news. The newsletter is published in HTML format.

Frequency: monthly
- Issue 1: 28.01.2020
- Issue 2: 25.02.2020
- Issue 3: 31.03.2020
- Issue 4: 28.04.2020
- Issue 5: 26.05.2020
- Issue 6-7: 30.06.2020
- Issue 8: 25.08.2020
- Issue 9: 29.09.2020
- Issue 10: 06.10.2020
- Issue 11-12: 27.10.2020

Technical Specifications
1 Format of the newsletter: HTML, text or PDF
2 Delivery Address: Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de
3 Delivery Deadline: 7 days before start of campaign

With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files we need the following data:
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional, only for the html email)

4 Contact: Katja Hanel, Advertising Sales
Phone +49-69-840006-1341
Email katja.hanel@vde-verlag.de

Rates/Advertising and Data on Usage

1 Rates and Formats:

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in Pixel</th>
<th>Rates*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>560 x 90</td>
<td>€ 665.–</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60</td>
<td>€ 460.–</td>
</tr>
<tr>
<td>Content Banner</td>
<td>360 x 70</td>
<td>€ 410.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150</td>
<td>€ 410.–</td>
</tr>
<tr>
<td>Mini Rectangle</td>
<td>180 x 85</td>
<td>€ 340.–</td>
</tr>
<tr>
<td>Standalone Newsletter</td>
<td></td>
<td>€ 1,570.–</td>
</tr>
</tbody>
</table>

2 Advertorial: Rate: € 710.–
- our offer:
- interview
- technical article
- case study/application report
- 500 characters + image + URL-link

3 Discounts: on request

* = All rates are per month. Please add the appropriate value added tax to all rates, if applicable

Data on Usage
1 Subscribers: gis.Point is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transportation/navigation, architecture and construction planning in addition to experts in research and development, and students of spatial sciences.

2 Distribution: 2,146 Subscribers as of July 2019
4. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher’s free discretion.

5. In the event that the Customer’s request cannot be carried out, the Customer shall notify the Publisher in good time before the closing time for advertisements

6. Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12-month period.

7. An advertisement is any promotional publication in printed materials or online offers of the Publisher.

8. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution.

9. General Terms of Business of VDE VERLAG GMBH for advertisements and third party inserts in magazines and books and for online advertising

10. This contract is governed by the law of the Federal Republic of Germany.

11. Electronic data processing is for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.

12. This contract is governed by the law of the Federal Republic of Germany.

13. All contracts and agreements entered into as from the date of receipt of order.

14. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions in within the Publisher’s sphere of responsibility.

15. In case a customer has to be notified of its advertising materials provided by the Publisher are governed solely by the following General Terms of Business. They are also accepted by the customer when confirmed by the publisher’s sales representative or if the terms of business of the customer have not been explicitly rejected by the publisher.

16. In case a customer has to be notified of its advertising materials provided by the Publisher are governed solely by the following General Terms of Business. They are also accepted by the customer when confirmed by the publisher’s sales representative or if the terms of business of the customer have not been explicitly rejected by the publisher.

17. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions in within the Publisher’s sphere of responsibility.

18. In case a customer has to be notified of its advertising materials provided by the Publisher are governed solely by the following General Terms of Business. They are also accepted by the customer when confirmed by the publisher’s sales representative or if the terms of business of the customer have not been explicitly rejected by the publisher.

19. In case a customer has to be notified of its advertising materials provided by the Publisher are governed solely by the following General Terms of Business. They are also accepted by the customer when confirmed by the publisher’s sales representative or if the terms of business of the customer have not been explicitly rejected by the publisher.