InsideGNSS

GPS | GALILEO | GLONASS | COMPASS

Your gateway to the future of GNSS engineering

2013 MEDIA PLANNER

“Building global information channels to the worldwide community of GNSS engineering, policy, and practice.”

Most Influential

The “Must Read” GNSS journal, featuring the most influential thought leaders in the GNSS industry. *Inside GNSS* is the only publication that strictly targets GNSS engineers, products designers, system integrators, high-precision users and GNSS program and policy leaders around the world.

Unparalleled Reach

The GNSS business is truly a global marketplace. Benefit from exposing your ad message to the largest international reach available. *Inside GNSS* delivers 25% more total reach and almost 10 times the international reach compared to all other GNSS industry journals.

Superior Buying Power

Inside GNSS readers are your best prospects and your future customers...Message decision makers as they select GNSS solutions in the R&D cycle. We understand the GNSS acquisition process and the program cycles driving those purchases, delivering timely and relevant content to those who specify, influence, and buy.

Inside GNSS
Design Engineering and Integration EcoSystem

1 The Basic GNSS Resource

- Program Policy & Budget
- Space/Ground Infrastructure & System Operations
- Signals in Space
- Augmentations

2 The People

- Design Engineers
- System Integrators
- Component Designers/ Manufacturers
- GNSS-Related SW & HW Vendors
- GNSS OEM Receiver Manufacturers
- System Operators
- Public Officials
- Defense/Aerospace Industry
- End-User Product Manufacturers Incorporating GNSS Technology
- Service Providers Using GNSS Positioning/Timing

3 What They Do

- Multipath Mitigation
- Jamming & Interference Detection &Mitigation
- Algorithm Development
- Digital Signal Processing
- Receiver Board layout
- Module Design
- Component Sourcing
- Multi-Sensor Integration
- Wireless Communication Integration/Assisted GNSS
- GNSS Integration on Platforms
- Signal Analysis GNSS/Inertial Integration
- EMI reduction
- Write APIs
- Host-Based Signal Processing
- Custom System Development
- Application Software Development
- Multi-GNSS Integration/ Interoperability

4 Their Tools

- CADD Software
- Signal Recorders
- RF Test Systems
- Signal Generators & Simulators
- System Developer Kits (SDKs)
- Noise Generators
- Signal Analyzers
- Test & Measurement Equipment
- Constellation Simulators

5 Products They Use & Make

- End-User Equipment & Services
- Commercial, Professional, Scientific/Military Equipment, Differential GNSS Services, Consumer Products
- GNSS OEM Form Factors
- Enclosures, Modules, SmartAntenna, PCMCIA, SW Receivers, Chipsets Boards/Cards
- Related Technologies
- Wireless Communications, IMUs, Application Software, Encrypt/Decrypt Modules (e.g. SAASM)
- Receiver Components
- Crystal Oscillators, FPGAs, Microprocessors, PLLs/DLLs, ASICs, FICs, LNAs, Antennas

6 End Users–Vertical Application Markets

- Commercial Aviation
- Automated Machine Control
- Surveying, Mapping, GIS
- Space Applications
- LBS, Telematics
- Precision Farming
- Vehicle Navigation
- Military Security
- Marine Navigation
- Timing, Telecom
- Environmental Monitoring
- Fleet Management, Logistics
- Vehicle, Vessel Tracking
- Personal Navigation Devices
- Unmanned UAV Vehicles

Inside GNSS has the experience, perspective, and knowledge to make sense of complex technical GNSS issues in the context of the *Inside GNSS* Design Engineering and Integration EcoSystem—reporting the development, integration, and deployment of posltioning, navigation, and timing capabilities with their rich potential to drive economic value.

Our Media Platform

Inside GNSS Magazine

FEATURE ARTICLES
Case studies of product design, platform integration, system development, and application of GNSS and related technologies.

THINKING ALOUD
Commentary from Glen Gibbons, editor of *Inside GNSS*

WASHINGTON VIEW
Covers U.S. policy and program issues involving the Global Positioning System and other GNSSes.

WORKING PAPERS
A regular column chronicling advances in the science and technology of space-based positioning, navigation and timing.

GNSS SOLUTIONS
A refereed column in which experts and readers answer technical questions from other readers.

360 DEGREES
News about GNSS from around the world.

INDUSTRY VIEW
Company and industry news items.

TIMELINE
Calendar of major conferences and events.

GNSS INSIDE
New Products

HUMAN ENGINEERING
Profiles of accomplished or rising engineers in industry, academia, NGOs, and government.

GNSS HOTSPOTS
GNSS data points and factoids to amuse and inform.

GNSS WORLD
News analysis of GNSS programs.

REVIEWS
Experts review new books and multimedia.

Inside GNSS Digital Edition

Complete contents of print edition with supplemental material;
available for on-line browsing or as a downloadable, full-function PDF.

Inside GNSS SIGNALS E-Newsletter

Reportage and analysis with a top-level perspective on the world's GNSS programs, policies, and technology.

insidegnss.com Website

With more than 30,000 visits and 100,000 page views per month,
traffic on our website is growing at the rate of 50% per year.

Custom Web Seminars

Interactive education for the GNSS design and integration community.

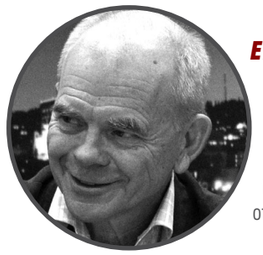
2013 Editorial Calendar

Issue	Special Features	Conference Distribution*
January/February	GNSS Interoperability	2013 ION ITM, January 28 - 30, San Diego, CA Munich Satellite Navigation Summit 2013, February 26-28, Munich, Germany
March/April	INS/GNSS Integration	ION Pacific PNT 2013, April 22-25, 2013, Honolulu, Hawaii ENC 2013 – European Navigation Conference, April 23-25, Vienna, Austria CSNC 2013: China Satellite Navigation Conference, May 15, 2013 - May 17, 2013 Wuhan, China
May/June	Military Platforms & Requirements	2013 Joint Navigation Conference (JNC 2013), June 10-13, 2013, Orlando, Florida
July/August	Autonomous/Unmanned Systems	AUVSI North America 2013, August 12-15, Washington, DC GEOINT 2013, Oct. 13-16, Tampa, FL
September/October	GNSS System Modernization	ION GNSS 2013, September 16-20, Nashville, Tennessee
November/December	Precise Timing	PTTI 2013, USA, December 2-5, Reston, VA

*Preliminary & partial list

Superior GNSS Journalism

- *Inside GNSS* readers recognize our editors, contributors, and advisors for their work in the industry, as well as in the magazine.
- GNSS leaders, researchers, and developers advise us as members of our Editorial Council.
- Our expert news commentary and analysis is a "must read" for industry executives and military and government decision-makers around the world.
- An independent company, we provide unbiased and accurate coverage of all GNSS programs.



EDITORS

Inside GNSS editor **Glen Gibbons** has covered the global satellite navigation system full-time for 22 years. He is managing partner of Gibbons Media & Research LLC and lectures and writes on the international business and policy aspects of satellite navigation.

"Working Papers" column editor **Prof. Dr.-Ing. Günter Hein** is head of the European Space Agency's Galileo Operations and Evolution, a member of the European Commission's Galileo Signal Task Force, and founder of the Munich Satellite Navigation Summit.

"GNSS Solutions" column editor **Dr. Mark Petovello** won the 2006 Early Achiever Award from the Institute of Navigation for his work with GNSS and systems integration. He is an associate professor at the University of Calgary Department of Geomatics Engineering.

Dee Ann Divis writes the "Washington View" column for *Inside GNSS* magazine. She has covered GNSS and the aerospace industry since the early 1990s, writing for Jane's International Defense Review, the *Los Angeles Times*, *AeroSpace Daily* and other publications. She is assistant managing editor, news, for the *Washington (D.C.) Examiner.*

SALES & BUSINESS DEVELOPMENT

A publishing industry veteran, sales & business development director **Richard Fischer** was group publisher of a GPS and geospatial magzine franchise and a former VP/GM for a leading U.S. media company.

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2013 Advertising Rates

Print Advertising

FOUR-COLOR (gross) display rates in US$, full run (domestic and international circulation)

AD SIZE	1X	3X	6X
SPREAD	15,700	14,500	13,750
FULL PAGE	9,500	8,975	8,485
2/3 PAGE	7,800	7,375	6,900
1/2 PAGE	5,800	5,575	5,250
1/3 PAGE	4,200	4,000	3,850
1/4 PAGE	3,300	3,150	2,900

BLACK & WHITE 20% discount from color display rates
MATCHED (PMS) COLOR add $600
METALLIC COLOR add $650

Ad mechanical specifications available online at
WWW.INSIDEGNSS.COM/ADVERTISE

Website Banner Ads

(run of site, non-rotating) in US$

Column-Size in Pixels	Monthly Rates
LEADERBOARD (TOP) 728 x 90	2,500
LEFT - 300 x 250	2,000
CENTER – 468 x 60	1,000
RIGHT – 160 x 160	700
RIGHT – 160 x 250	1,200

FILE TYPES ACCEPTED: GIF, JPG, Flash (SWF) (plus master FLA file when using Flash)

MAXIMUM FILE SIZE: 80 kb
Inside GNSS follows the Internet Advertising Bureau Guidelines

E-Newsletter Advertising

Inside GNSS Signals E-Newsletter

Ad Sizes	Monthly Rates
LEADERBOARD (TOP) 728 x 90	2,500
SKYSCRAPER (VERTICAL) 160 x 600	2,500
TEXT	1,000

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Product Acquisition Cycle

2013 Print Schedule

Issue	Ad Close	Materials Due	Typical Mail Date
January/February	1/4	1/11	1/25
March/April	3/6	3/13	3/29
May/June	5/16	5/23	5/30
July/August	7/12	7/19	7/26
September/October	8/30	9/6	9/13
November/December	11/20	11/20	11/27

Reach GNSS design engineers and system integrators

35,000 readers**

in North and South America, Europe and Asia Pacific

**Readers of the print editions

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Led by Glen Gibbons, an industry veteran with 22 years covering GPS, GLONASS, Galileo, Compass and related systems, the company offers GNSS-focused custom publishing & consulting, market research & marketing communications, audience identification & targeting, and other services.

Gibbons is founding editor of *GPS World*, *Galileo's World*, and *Inside GNSS*. He has a B.A. degree in political science from Willamette University (Salem, Oregon USA) and an M.A. from the University of Oregon School of Journalism. He received the 2003 Norman P. Hays Award from the Institute of Navigation (U.S.) in recognition of outstanding encouragement, inspiration, and support contributing to the advancement of navigation.

Engineering Solutions from the GNSS Community

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