

Point of Beginning (POB) is proud of our heritage as the original magazine for land surveyors. We remain committed to providing the best media platforms to deliver your marketing message to surveying, mapping and geomatics professionals. POB is dedicated to helping the land surveying profession succeed through coverage of new applications and evolving technologies, practical solutions to surveying and mapping problems and business, legal and educational issues. This content, distributed across all media channels, provides the necessary conduit for a positive information exchange between readers and advertisers.



## SPECIAL ISSUES/REPORTS

- FEBRUARY:** Laser Scanning Trends Report
- APRIL:** 3D Trends Report
- JUNE:** Salary & Benefits Report
- JULY:** GeoLocator Directory
- AUGUST:** Market Intelligence Report
- OCTOBER:** GIS Integration Report
- DECEMBER:** Capital Investment Forecast Report



## CHANNEL OVERVIEW

June 2017 BPA Brand Report

### MAGAZINE

- Distribution: 12 times per year
- Total Circulation: 35,005

### eNEWSLETTER

- Name: POB eNews
- Distribution: 1 per week
- Average # of subscribers: 22,537

- Name: GDP eNews
- Distribution: 2 per month
- Average # of subscribers: 7,728

### eBLAST\*

- Average eBlast Deployment: 12,000\*

### WEBINARS\*

- Average Registrants: 482
- Average Attendees: 243

### WEBSITE

- Average Users: 27,561
- Average Pageviews: 55,192
- Average Sessions: 33,598

### SOCIAL MEDIA

- LinkedIn: 7,744
- Twitter Followers: 3,571
- Facebook Likes: 2,721

## POB GEOLOCATOR

POB's Buyers Guide serving the Surveying and Geomatics market. Available in Print, Digital & Online!



## 2018 PRODUCT HIGHLIGHTS

### POB'S WEBSITE, [www.pobonline.com](http://www.pobonline.com)

- Website which is easy to navigate and offers more ways than ever to deliver your online ads to our audience.

### NATIVE ADVERTISING

- POB is offering a new Native Advertising Package this year which includes publishing on piece of your high-quality editorial labeled as "sponsored content" on all channels including, website, print, eNewsletter and social media. To learn more, please contact your sales rep!

### WEBINARS

- POB is offering a editorial webinar sponsorship opportunity in 2018. This unique advertising opportunity can be a single- or multi-sponsored. Ask your sales rep today for more information!

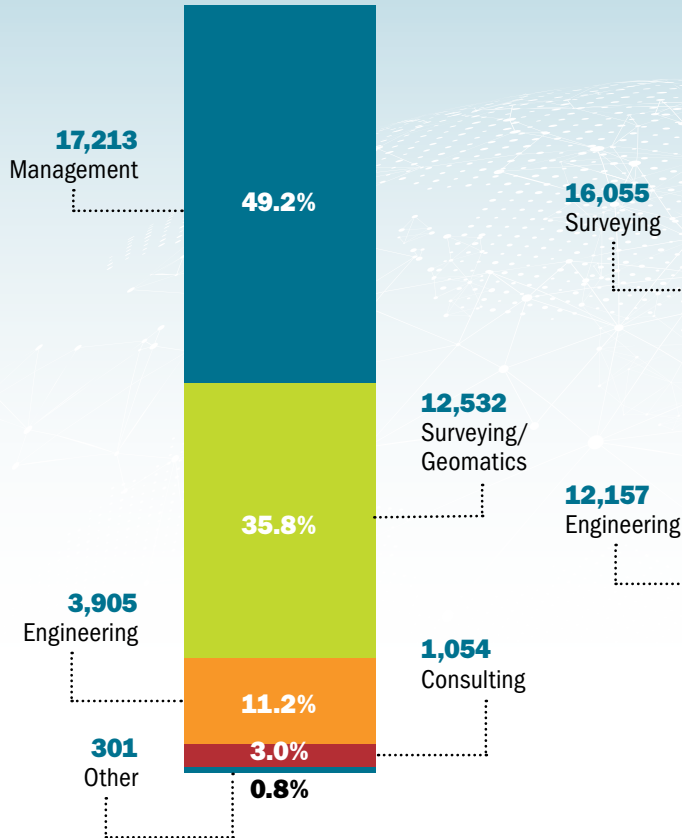


For more information about POB, go to [www.bnpSOLUTIONS.com/Point-of-Beginning](http://www.bnpSOLUTIONS.com/Point-of-Beginning)

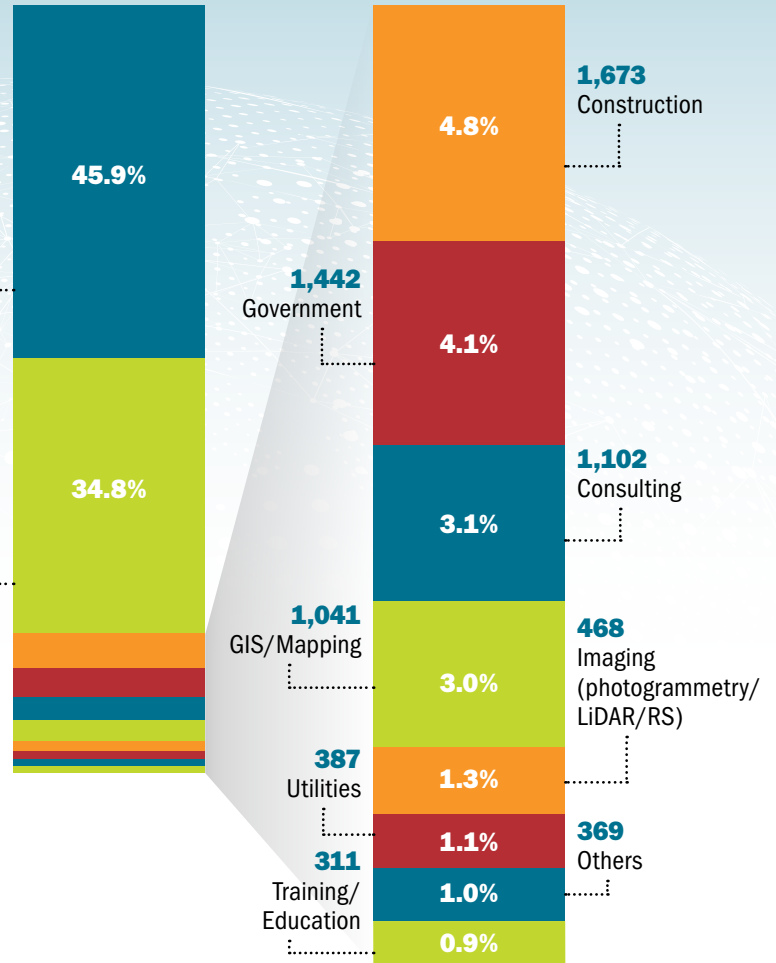
\*Media Owner's Data, 2017

## POINT OF BEGINNING AUDIENCE OVERVIEW\*

### CIRCULATION BY JOB TITLE



### CIRCULATION BY BUSINESS & INDUSTRY

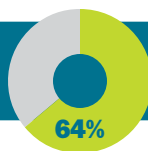


\*June 2017 BPA Brand Report

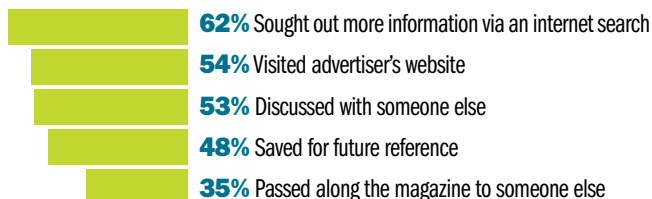
## READER PROFILE & PURCHASE INFLUENCE

### ACTIONS TAKEN AFTER VIEWING ADS<sup>+</sup>

**64%** OF SUBSCRIBERS TAKE DIRECT ACTION AFTER VIEWING AN AD IN *POB*

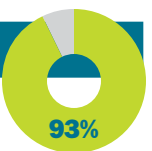


OF THOSE SUBSCRIBERS:

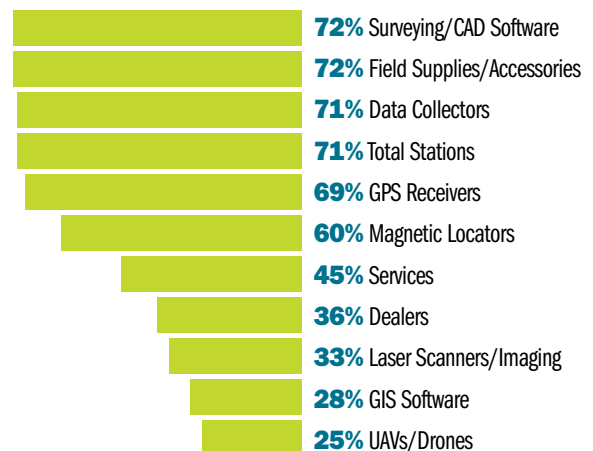


### PURCHASING INFLUENCE<sup>+</sup>

**93%** OF SUBSCRIBERS HAVE PURCHASING INFLUENCE OR ARE DECISION MAKERS



PRODUCTS / SERVICES INFLUENCED:



+POB 2016 Reader/Preference Profile

For more information about *POB*, go to [www.bnpsOLUTIONS.com/Point-of-Beginning](http://www.bnpsOLUTIONS.com/Point-of-Beginning)