About GIS Lounge

**A SITE FOR ALL THINGS GEOSPATIAL**

This site provides informational articles about advances in GIS, geospatial technology, and geographic concepts as well as news items, tips, and resources for the geospatial field. Common topics cover industry news, geospatial advances, introductory concepts in GIS, trends in GIS, education, and careers in GIS. Also posted are general interest geographic subjects including maps and geography.

**Weekly Newsletter**
The top articles and posts are featured each Wednesday in this weekly newsletter sent out to 10,100+ double opt-in subscribers.

**Social Media**
GIS Lounge maintains an active social media presence with popular accounts on Twitter, Facebook, and LinkedIn.

**Geography Realm**
Partner site that covers general geography topics, research, and maps.

**Geography YouTube Channel**
Newly launched, the Geography Realm YouTube channel features informational videos and tutorials covering geography and GIS topics. Currently at 2.1k subscribers.

**Meet the Editor**
Caitlin Dempsey has been the editor of GIS Lounge since 2001. Caitlin holds both a B.A. and M.A. in geography from UCLA as well as a master’s degree in library science.

1200 Franklin Mall # 524
Santa Clara CA 95052
editor@gislounge.com
By the Numbers

In 2019, GIS Lounge had...

- **Users**: 1,400,578, +10.9%
- **Sessions**: 1,827,053, +9.7%
- **Pageviews**: 2,419,375, +8.3%
- **Bounce Rate**: 40.0%

*green = change from 2018

All web traffic data is from Google Analytics for GIS Lounge
Global Visitors

GIS Lounge is widely read by GIS professionals and students from around the world.

The top ten most visited countries were:

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>41,149</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>10,627</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5,045</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>4,572</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>3,273</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
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<tr>
<td>Malaysia</td>
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</tr>
<tr>
<td>Indonesia</td>
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<tr>
<td>Pakistan</td>
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<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>1,253</td>
<td></td>
</tr>
</tbody>
</table>
Visitors by age

Graph is a representative sampling of total visitors.
How Visitors Find GIS Lounge

GIS Lounge ranks on the #1 results page for many GIS and geospatial related terms on Google.
How Visitors Access GIS Lounge

Users to GIS Lounge experience a fast and responsive web design. Mobile users are served AMP pages.

In 2019 users to GIS Lounge visited via:

- Desktop: 69%
- Tablet: 3%
- Mobile: 28%
Social Media Presence

GIS Lounge maintains some of the most followed social media accounts for a geospatial media site.

**Facebook**
- 26.7k likes
- 27.3k followers

**Twitter**
- 42.5k followers
- Member of 1.3k lists

**Newsletter**
- Sent weekly to 10.1k+ opt-in subscribers

**LinkedIn**
- 16.1k followers on GIS Lounge Page
- 38.1k members in the GIS and Geography group owned by GIS Lounge
Web Advertising

GIS Lounge offers three advertising slots that appear on both desktop and mobile (accelerate mobile pages – AMP) pages.

Inset Article Ad (IA)
Best ad position. This ad is placed inset on all long articles and immediately below all short articles. On AMP pages, this ad appears below the first paragraph for all articles. This ad slot experiences the highest CTR of all ad slots on GIS Lounge.

$4.50/1,000 impressions

Top Right Column Ad (R1)
Ad placed in the right sidebar above the scroll. This ad appears on every page of the site.

$3.00/1,000 impressions

Sitewide Banner (SB)
Ad will appear and rotate between three positions on almost every page of the site. Two in the lower two sidebar positions and one below the content of long articles. Ads will also backfill available impressions in the IA and R1 slots.

$2.00/1,000 impressions
Social Media and Newsletter Rates

**Tweet**
Sponsored tweet with the text and accompanying image of your choice Tweeted to @GISLounge’s 45k+ followers. All Tweets will be appended with #ad.

$50/Tweet

**Newsletter**
Exclusive ad space in the weekly newspaper. Three slots spread throughout that can be a combination of 300x250 image ads and/or 300 character text ads.

$25/week
Advertising on GIS Lounge

Availability

For information about availability please contact Caitlin Dempsey via editor@gislounge.com

How Ads are Served:

All direct ads are served through Google’s Ad Manager platform. Ads will run based on requested flight dates, geographic targeting, and availability.

- Advertising purchases and any questions about advertising on GIS Lounge should be directed to Caitlin Dempsey via editor@gislounge.com
- GIS Lounge does not guarantee numbers of clicks or readership of an ad. Advertising rates are subject to change.
Select Current and Past Advertisers

- UCLA
- ADC WorldMap
- Claremont Graduate University
- CLARK LABS
- NEW MAPS PLUS
- University of Kentucky
- GISbiz
- ELECTRONIC DATA SOLUTIONS
- UNIVERSITY of WASHINGTON
- TyC GIS
- PocketGIS
- JOHNS HOPKINS UNIVERSITY
- Southeast Community College
- USC
- choose lethbridge
- @mapfig
- Leidos
- GEO UNIVERSITY