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>
<td>1,911</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>1,685</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>1,485</td>
<td></td>
</tr>
<tr>
<td>Pakistan</td>
<td>1,307</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>1,253</td>
<td></td>
</tr>
</tbody>
</table>
Visitors by age

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>3,230</td>
<td>3,367</td>
</tr>
<tr>
<td>25-34</td>
<td>7,654</td>
<td>4,642</td>
</tr>
<tr>
<td>35-44</td>
<td>3,578</td>
<td>1,312</td>
</tr>
<tr>
<td>45-54</td>
<td>2,157</td>
<td>714</td>
</tr>
<tr>
<td>55-64</td>
<td>1,104</td>
<td>473</td>
</tr>
<tr>
<td>65+</td>
<td>493</td>
<td>253</td>
</tr>
</tbody>
</table>

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%
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. 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.

$5.00/1,000 impressions

Top Right Column Ad (R1)

Ad placed in the right sidebar above the scroll. This ad appears above-the-scroll on every page of the site.

$3.00/1,000 impressions

Native Ad (NA)

Native ad integrate text and imagery that can adapt to desktop and mobile devices. Ads for the NA slot are below-the-scroll and are placed immediately below the article for short articles and mid-article for longer content.

$2.50/1,000 impressions

Newsletter

Top ad space in the weekly newspaper. Two slots located prominently 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

PennState World Campus

UNIVERSITY OF WASHINGTON

Johns Hopkins University

TYC GIS

PocketGIS

Southeast Community College

USC

choose lethbridge

mapfig

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GEO UNIVERSITY