



GEO AWESOME

MEDIA KIT
2023

geoawesomeness.com

OUR STORY

Geoawesomeness is a blog about geospatial technology and everything awesome around it. We are a team of industry experts and influencers searching for answers to “Where” questions. Our goal is to build a geospatial knowledge community connecting people, companies and ideas.



ALEKS BUCZKOWSKI

Founder and chief editor. Passionate about everything geo. Works @PwC Drones in Warsaw, Poland and as a geospatial consultant @EuropeanCommission



MUTHUKUMAR KUMAR

Managing editor. Builds long lasting relationships with the industry. Works @DB in Berlin, Germany



2011 - founded



2016 - 1m views



2020 - 5m views



2023 - 11m views

IN NUMBERS

167k

UNIQUE USERS
EACH MONTH

2m 33s

AVG TIME ON WEBSITE

12k followers

LinkedIn is our proven platform
for engaging the community
for events.



10.3k subscribers

Our newsletter
gets amazing response
28% opened, 7% clicks



17k followers

Instagram is our rising star
that becomes the largest
mapping profile out there!



24k fans

Facebook is our proven tool
to deliver high performance
social advertising



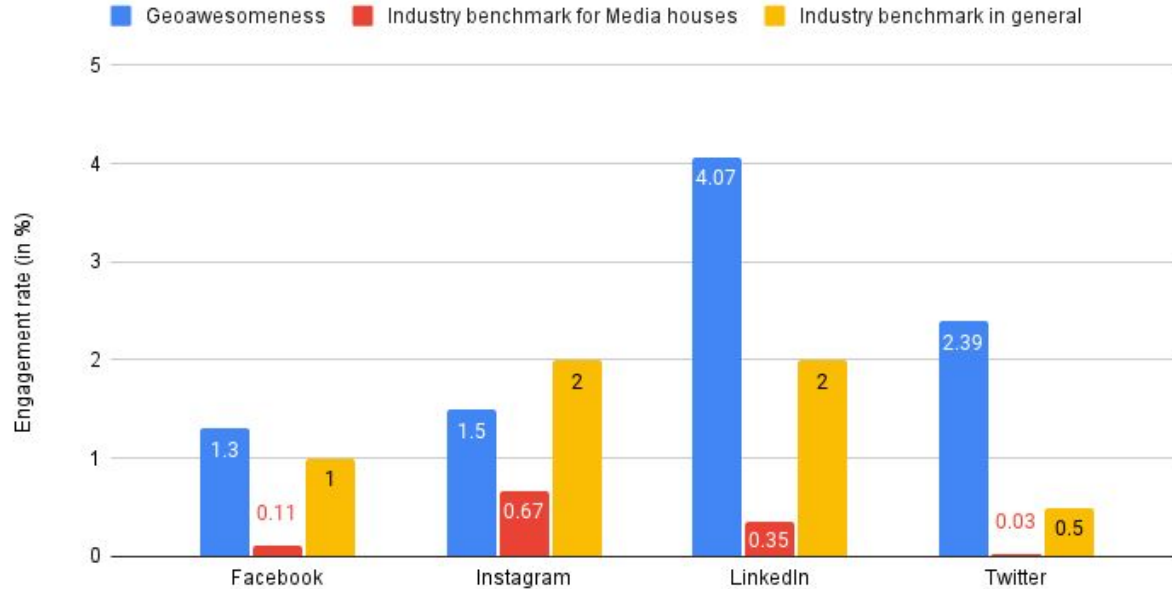
26.5k followers

Twitter is our best channel to
engage the community



COMPARED TO INDUSTRY BENCHMARKS

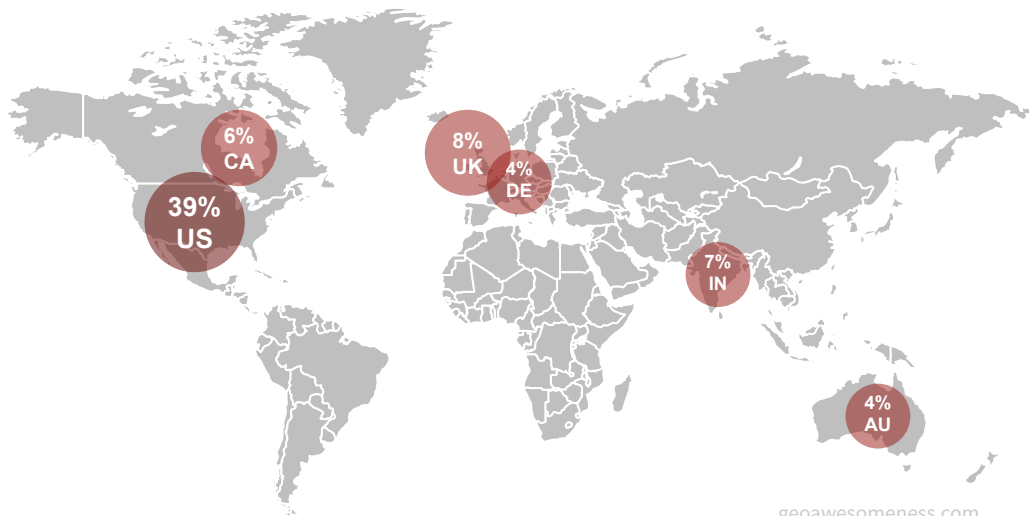
HOW DOES GEOAWESOMENESS COMPARE TO INDUSTRY BENCHMARK ON SOCIAL MEDIA PERFORMANCE?



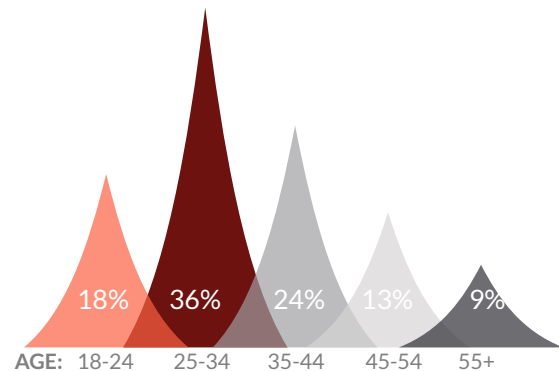
Source: [Socialinsider](#) and [Adobe](#)

OUR AUDIENCE

- 01 Early adopters of the latest location-based products and solutions
- 02 Geospatial industry professionals, developers and experts
- 03 Students and academics from geo-related courses

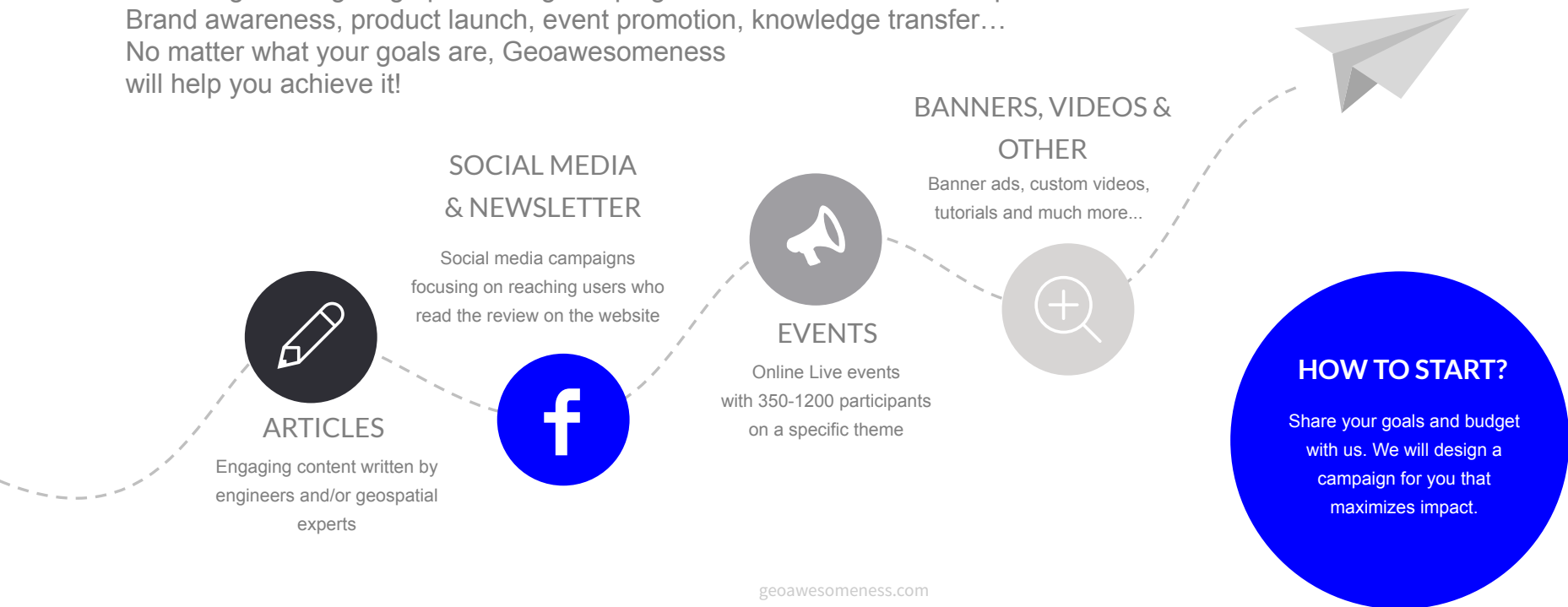


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OUR CAMPAIGNS

We leverage the Geoawesomeness platform and our experience in digital marketing to design high performing campaigns that will maximize the impact. Brand awareness, product launch, event promotion, knowledge transfer... No matter what your goals are, Geoawesomeness will help you achieve it!



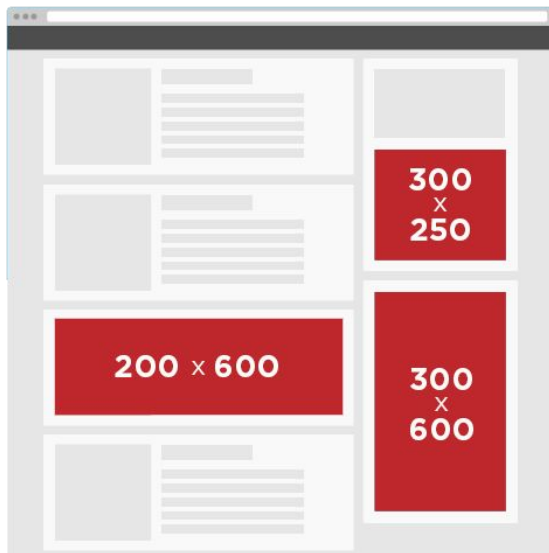
OUR OFFER

BANNER ADS

200 x 600 homepage - **€200/week**

300 x 250 sidebar homepage and post sites - **€450/week**

300 x 600 sidebar homepage and post sites - **€650/week**



SPONSORED CONTENT

Sponsored article (delivered by you) - **€400**

Article/review (delivered by us) - **€800-1200**

Video interview - starting at **€700**

Job posting - starting at **€50**

SOCIAL MEDIA

Social media mentions - starting at **€100/week**

Social media ad campaigns - **€200/week**

Newsletter campaigns - starting at **€400**

EVENTS

Digital Events - **€3000-4000**

Live Events in your city? Let's talk!

geoawesomeness.com



TRUSTED US

We've been successfully working with dozens of brands, delivering customized campaigns, which focus on building strong user engagement

The Airbus logo, consisting of the word "AIRBUS" in a bold, blue, sans-serif font.The Meta logo, featuring a blue infinity symbol followed by the word "Meta" in a blue, sans-serif font.The UP42 logo, with "UP" in a bold, blue, sans-serif font and "42" in a smaller, blue, sans-serif font.The Mapbox logo, featuring a black circle with a white compass rose icon inside, followed by the word "mapbox" in a black, sans-serif font.The University of Denver logo, featuring a red shield with a white building icon inside, followed by the text "UNIVERSITY of DENVER" in a red, serif font.The Hexagon logo, featuring a stylized blue and green geometric shape to the left of the word "HEXAGON" in a bold, black, sans-serif font.The Cesium logo, featuring a blue and green circular icon with a white mountain peak inside, followed by the word "CESIUM" in a bold, black, sans-serif font.The Picterra logo, featuring a stylized blue and green geometric shape to the left of the word "Picterra" in a blue, sans-serif font.The DroneDeploy logo, featuring a blue circular icon with a white drone icon inside, followed by the word "DroneDeploy" in a black, sans-serif font.The Microsoft logo, featuring the four-colored square icon to the left of the word "Microsoft" in a grey, sans-serif font.The University of Leeds logo, featuring a black rectangular box with a white building icon inside, followed by the text "UNIVERSITY OF LEEDS" in a white, sans-serif font.The Warsaw University of Technology logo, featuring the text "Warsaw University of Technology" in a black, sans-serif font.The Esri logo, featuring a blue and green globe icon to the left of the word "esri" in a bold, black, sans-serif font.

CASE STUDY

AIRBUS

Airbus engaged Geoawesomeness to build geospatial community awareness about the new satellite data products related 30cm satellite data

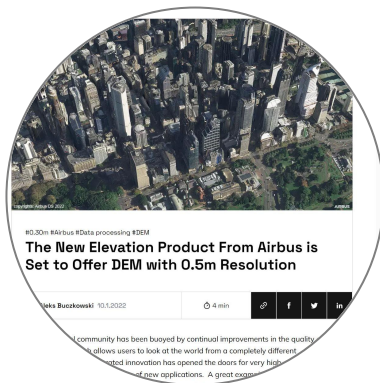
DIGITAL MEETUP



412 live participants
789 leads

Check out on YouTube

ENGAGING CONTENT



79100 views

Read on the blog

VIDEO INTERVIEW



500 watches

Watch on YouTube

SOCIAL MEDIA



Custom #satelliteimageoftheday campaign, 35 189 interactions

Check on X



GEO AWESOME

Interested? Write to us
info@geoawesomeness.com

Let's keep the **awesomeness** going!