UNCREWED systems TECHNOLOGY

Critical intelligence for land, sea and aerospace engineers

On **Land.** At **Sea.** In **Flight.**

In **print** and **online.**

Fact not fiction. Science not speculation.

2024 US$ media kit

UNCREWED systems TECHNOLOGY

Content overview

Uncrewed Systems Technology was launched in 2014 by High Power Media. It's the first ever publication to focus entirely on providing independent coverage of the engineering of uncrewed systems. Published bi-monthly, this technical resource probes the cutting-edge projects of today to provide in-depth research insights, using rigorous investigation backed by professional peer review and critical analysis.

In order to seize more than your fair share of the fresh opportunities being created in this exciting sphere, ensure that ***Uncrewed Systems Technology*** is part of your marketing plan.

Platform One

In each issue the news section is focused on technological development. Business and politics are only covered in so far as they impact directly on engineering solutions. From the outset the publication has dealt in hard science.

Uncrewed Systems Insights

Insights reveal the latest technological advances across all uncrewed vehicle platforms, as well as a number of specific industry applications. UAVs, UGVs, UUVs, USVs and Uncrewed Space Vehicles will all take their place in the spotlight, as well as sectors utilising this burgeoning technology including Mining, Agriculture, Surveillance, Inspection, Transportation & Security applications. Our technical resource provides invaluable knowledge for engineers.

Uncrewed Vehicle Dossiers & Digests

Each issue contains at least one main dossier and one digest offering an incredibly detailed look at a high profile uncrewed vehicle project, revealing many secrets of the technology that are simply not reported anywhere else.

Powerplant Dossiers

The world of uncrewed systems has created new requirements for small internal combustion engines and electric motors, to the extent that currently there is far from agreement as to the most appropriate technical solution. A host of different approaches are being exploited, from Wankel rotary to reciprocating, from battery electric to fuel cell and all manner of hybrids. Each issue's powerplant dossier explores in depth one of the diverse innovative power units at the forefront of today's uncrewed revolution.

Focus on...

Revisited just once every 3 years the focus acts as an excellent source of reference on specific products and types of engineering service – topics covered include:

- 5G Radio • Additive Layer Manufacturing
- Advanced Materials • Ancillary Engine Systems
- Antennas • Artificial Intelligence (AI) • Autopilots • Batteries
- Cable Harnesses • Composites • Connectors
- Data Storage • Design Software • Electric Motors
- Embedded Computing • Engine Control Units
- Fuel Cells • Gimbals • Ground Control Systems
- Image sensing • IMUs, Gyros & Accelerometers
- Launch Systems • Lidars • Machine Learning
- Maintenance • Motion Control • Motor Controllers
- Navigation System • Parachutes • Performance Monitoring
- Personal Information Systems
- Power Management Systems • Propellers
- Radio Links & Telemetry • Real Time Operating Systems
- Sense & Avoid / Radar • Servo Actuators
- Simulation & Testing • Solar Power
- Sonar & Acoustic Systems • Thermal Sensors
- Transponders • UTM • Video Encoding

Readership

Uncrewed Systems Technology is written for engineers who are actively working on developing technological solutions for uncrewed vehicles and the systems that support them. Our magazine is available in both print and online, making our content accessible to a global network of engineers across multiple platforms.

Circulation

18,000

Print readership
6,000 individually mailed copies, shared by 3 readers on average

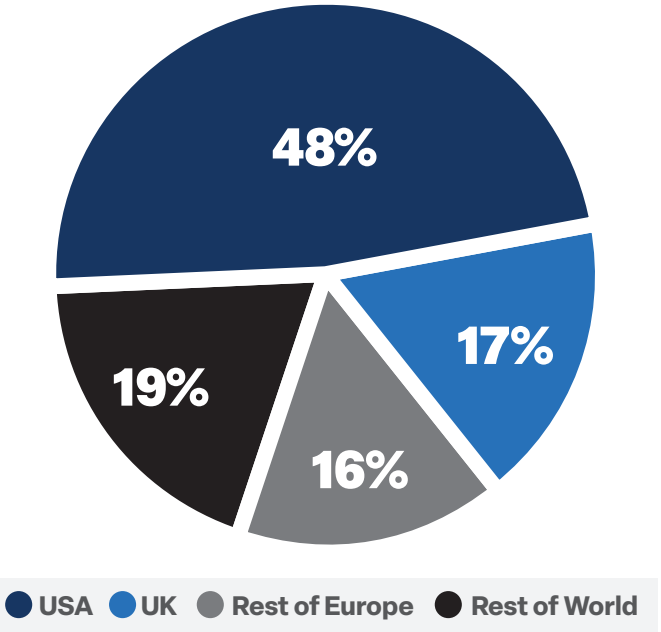
32,500

Online readership
Unique, returning users over the last 12 months

Job titles

- Chief / Head / Lead / Principal Engineer (UAV, UGV, USV, UUV)
- Aerospace Engineer • Airworthiness Engineer
- Autonomous Systems Engineer • Chief Scientist
- Development Engineer • Director of Design
- Electronic Design Engineer
- Embedded Software Engineer
- Hardware Engineer • Head of Innovation
- Lead Robotics Engineer
- Materials Manager • Mechatronics Engineer
- Mechanical Engineer • Programme Manager
- Project Engineer • R&D Engineer • Robotics
- Researcher • Research Scientist
- Senior UAV Technician • Software Developer
- System Integration Engineer • Technology Researcher
- UAS Logistics Analyst • UAV / UAS Operator
- UAV / UAS Pilot • UV Specialist

Where in the world



By country

- Argentina • Australia • Austria • Azerbaijan
- Bahrain • Belgium • Brazil • Bulgaria
- Canada • Chile • China • Colombia • Croatia
- Cyprus • Czech Republic • Denmark • Ecuador
- Egypt • Estonia • Finland • France • Germany
- Greece • Hong Kong • Hungary • Iceland • India
- Indonesia • Ireland • Israel • Italy • Japan • Jordan
- Kuwait • Latvia • Lebanon • Lithuania • Luxembourg
- Malaysia • Mexico • Monaco • Nepal • New Zealand
- Nigeria • Norway • Pakistan • Peru • Philippines
- Poland • Portugal • Romania • Saudi Arabia
- Singapore • Slovakia • Slovenia • South Africa
- South Korea • Spain • Sweden • Switzerland • Taiwan
- Tanzania • Thailand • The Netherlands • Tunisia
- Turkey • UAE • UK • Ukraine • USA • Vietnam

Forward features

Issue 53 | December/January 2024

TECHNOLOGY FOCUS:
Real time operating systems
RTOS and added software such as publish-subscribe distributed data systems (DDS) are coming together to provide more flexible ways to develop autonomous systems both in the air and on the ground. This article will look at the options open to engineers.

PRODUCT FOCUS:
Thermal imaging systems
Infrared and near-infrared payloads are key to uncrewed vehicles capturing in-depth data on the condition of infrastructure, the locations of humans or animals, the state of crop fields, or the spread of fires or gas leaks. Accordingly we will investigate new advancements in hardware and AI for autonomous thermal imaging missions.

INSIGHT: Defence

Ed deadline: 3rd November 2023
Ad deadline: 15th November 2023
Publication date: 4th December 2023
Bonus distribution: CES, Las Vegas; UMEX, Abu Dhabi; Geo Week, Denver; Xponential, San Diego (UAV cover)

Issue 54 | February/March 2024

TECHNOLOGY FOCUS:
Radio & telemetry
Radio protocols are at the heart of uncrewed system designs. This article will look at the latest developments in the technology for sending all kinds of telemetry data both reliably and with low power.

PRODUCT FOCUS:
IMUs, Gyros & Accelerometers
Improvements in IMUs' movement sensitivities, processing speeds, and fault correction, as well as reductions in size, weight, and power requirements all contribute towards critical uncrewed vehicle functions such as GNSS-aiding, GNSS-denied navigation, and gimbal pointing and tracking. We will look at how these improvements have been achieved, and what they mean for uncrewed vehicles.

INSIGHT: Uncrewed Underwater Vehicles

Ed deadline: 19th January 2024
Ad deadline: 31st January 2024
Publication date: 19th February 2024
Bonus distribution: Oceanology International, London; Xponential, San Diego (USV/UUV cover)

Issue 55 | April/May 2024

TECHNOLOGY FOCUS:
Battery technology
Battery technology continues to deliver higher power densities for ever smaller packs. We will look at the latest developments in solid state lithium-ion and lithium-sulphur for UAVs, and sodium for UGVs.

PRODUCT FOCUS:
Autopilot technology
Flight controllers and autonomy computers are being built and programmed with greater speed, more sophisticated intelligence, and wider functionality than ever before. This is expanding the range of different missions and environments in which autonomous vehicles can work, and unlocking new capabilities across swarming, GNSS-jamming/spoofing mitigation, complex manoeuvring and more; we will investigate these capabilities.

INSIGHT: Uncrewed Ground Vehicles

Ed deadline: 15th March 2024
Ad deadline: 27th March 2024
Publication date: 15th April 2024
Bonus distribution: Xponential, San Diego (UGV cover); Japan Drone, Chiba

Issue 56 | June/July 2024

TECHNOLOGY FOCUS:
Data storage
Uncrewed missions often generate gigabytes of data that can't be sent over radio links, making reliable storage a key requirement. We look at the latest developments for data storage, from low power, rugged reliable mass storage to MRAM in the processing systems.

PRODUCT FOCUS:
Antennas
Antennas are mission-critical systems for uncrewed vehicles to transmit and receive GNSS coordinates, transponder identification codes, real-time video and images, and even data from handheld devices and other vehicles. With regulations and new technology affecting standards, we will look into the latest of these critical products for connectivity over and below the horizon.

INSIGHT: Uncrewed Surface Vehicles

Ed deadline: 17th May 2024
Ad deadline: 29th May 2024
Publication date: 17th June 2024
Bonus distribution: Eurosatory, Paris

Issue 57 | August/September 2024

TECHNOLOGY FOCUS:
Uncrewed Aircraft System Traffic Management (UTM)
An increasingly important element of the use of aerial systems, this article looks at the technology for identifying and managing UAVs in the air in real time with automated systems.

PRODUCT FOCUS:
Transponders
With regulations and roadmaps for air traffic and collision avoidance systems for autonomous drones and air taxis advancing, we will investigate how transponder systems are being redesigned and advanced in their intelligence, ruggedness, size, weight, power and more to suit the needs of this new age in aviation safety.

INSIGHT: Uncrewed Aerial Vehicles

Ed deadline: 12th July 2024
Ad deadline: 24th July 2024
Publication date: 12th August 2024
Bonus distribution: Commercial UAV Expo, Las Vegas; DroneX, London; Intergeo, Stuttgart

Issue 58 | October/November 2024

TECHNOLOGY FOCUS:
Simulation & testing
Simulation is an increasingly important part of the design of uncrewed systems. This article will look at the use of synthetic data for simulation and how this is also used for testing and verification throughout the development process.

PRODUCT FOCUS:
Ground stations & controllers
Uncrewed vehicles are achieving new heights in multi-domain fleet missions, intelligent swarm activities, and uses of complex multi-sensor payloads (or combinations of multiple separate payloads). Monitoring and analysing these feats requires advancements, optimisations and redesigns of GCSs, the latest of which we will investigate in this article.

INSIGHT: Uncrewed Space Vehicles

Ed deadline: 13th September 2024
Ad deadline: 25th September 2024
Publication date: 14th October 2024
Bonus distribution: Counter UAS Technology, Virginia, USA; Xponential Europe, Dusseldorf, Germany (UGV cover)

Schedule overview

Issue	Technology Focus	Product Focus	Insight	Ed deadline	Ad deadline	On sale
53 Dec/Jan '24	Real time operating systems	Thermal imaging systems	Defence	3rd Nov	15th Nov	4th Dec
54 Feb/Mar '24	Radio & telemetry	IMUs, Gyros & Accelerometers	Uncrewed Underwater Vehicles	19th Jan	31st Jan	19th Feb
55 Apr/May '24	Battery technology	Autopilot technology	Uncrewed Ground Vehicles	15th Mar	27th Mar	15th Apr
56 Jun/Jul '24	Data storage	Antennas	Uncrewed Surface Vehicles	17th May	29th May	17th Jun
57 Aug/Sep '24	Uncrewed Aircraft System Traffic Management (UTM)	Transponders	Uncrewed Aerial Vehicles	12th Jul	24th Jul	12th Aug
58 Oct/Nov '24	Simulation & testing	Ground stations & controllers	Uncrewed Space Vehicles	13th Sep	25th Sep	14th Oct

UNCREWED systems TECHNOLOGY

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Size/insertions	1x	3x	6x
Double page	**$13800**	**$12420**	**$11730**
Full page	**$8050**	**$7250**	**$6850**
Half page	**$4370**	**$3930**	**$3710**
Quarter page	**$2300**	**$2070**	**$1960**

Cover positions +20%, **Guaranteed position** +10%

Specifications:

For the print magazine we can accept PDF, EPS, TIFF or JPEG formats and would ask that all artwork is set at a resolution of 300dpi.
For the online version please also supply a PDF and JPEG file.

Alternatively we do offer a design service by arrangement, so if you would like us to help make an advertisement for you, or amend an existing ad, then please get in touch to discuss.

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Full page
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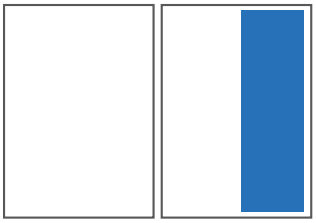
Type: W190mm x H277mm



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Half page (H)
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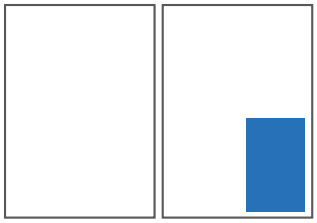

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Uncrewed Systems Technology advertisers benefit from supporting unbiased technical content through our tried and tested multi-platform approach. With no sponsored content and a strict ratio of independent editorial versus advertising, our clients stand out in a highly competitive market on all devices.

Newsletter

Launched in Spring 2022 our monthly e-newsletter provides a snapshot of the top news stories and product releases we've covered over the last month, alongside featured articles from ***Uncrewed Systems Technology*** magazine. The newsletter is sent to our entire database on the middle Thursday of each month as well as being promoted across our social media platforms.

Space	Per month
Banner **one**	**$1666**
Banner **two**	**$1250**
Banner **three**	**$833**

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Jamie Allan, CEO, Allan Panthera

I always advise clients to advertise in your publication. It's a cracking read and well done for renaming to uncrewed.

Hendrik Boedecker, CFO & Co-Founder, Drone Industry Insights

Every client and visitor finds your magazine on our meeting room desk. We all love it!

Atul Chaudhari, Founder & CEO, AYAAN Autonomous Systems

Awesome work you are doing for the industry, greatly appreciated! We have benefited from the magazine, found a lot of vendors, and enjoyed the updates from the industry.

Paulo Resende, Autonomous Driving Platform Systems Team Leader, Valeo

I really like your magazine. The topics are very interesting and well explained. The articles are captivating and it is also a good way to discover new tech suppliers and innovations.

Kevin Brigden, Applications Engineering Manager, Renishaw

The Cobra Aero dossier is a proper meaty article! Nice that you were able to get into so much technical depth.

Duann Scott, Founder, Bits to Atoms

Thank you for sharing so much information, way more interesting than standard marketing.

Contact us

Ian Bamsey
Editorial Director
ian@ust-media.com

Rory Jackson
Deputy Editor
rory@ust-media.com

Jim Cavanagh
Subscription Sales
jim@ust-media.com

Nick Flaherty
Technology Editor
nick@ust-media.com

Chris Perry
General Manager
chris@ust-media.com

Peter Donaldson
Technology Contributor
peter@ust-media.com

Simon Moss
Publishing Director
simon@ust-media.com

hpm high power media

High Power Media Ltd
Whitfield House, Cheddar Road, Wedmore, Somerset, BS28 4EJ, UK
Tel: +44 (0)1934 713957 **www.highpowermedia.com** • **www.ust-media.com**