

# UNCREWED systems TECHNOLOGY

Critical intelligence for land, sea and aerospace engineers



## The medium

Our content is accessible online and in print, enabling a global network of engineers to read it however and whenever they choose.

## The message

Our content is 100% original, peer reviewed and exclusively written for uncrewed engineers.

## The means

Our content, your solutions – side by side.  
Advertise your components or service at the point at which engineers are open to discovering them.

**2025 EUR€ media kit**

## 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 with science.

### Uncrewed Systems Insights

Insights reveal the latest technological advances across all uncrewed vehicle platforms – UAVs, UGVs, UUVs, USVs and Uncrewed Space Vehicles all take their place in the spotlight.

### 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.

### UVIOs & USIOs

Our "vehicle & software in operation" articles detail the technology behind real-world examples of uncrewed systems in action. Covering a broad range of use cases, the reports are fascinating insights into the inner workings of active, live autonomy across the globe.

### Focus on...

Revisited just once every three 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
- Machine Tools • 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 • Swarming • 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 three readers on average

**46,500**

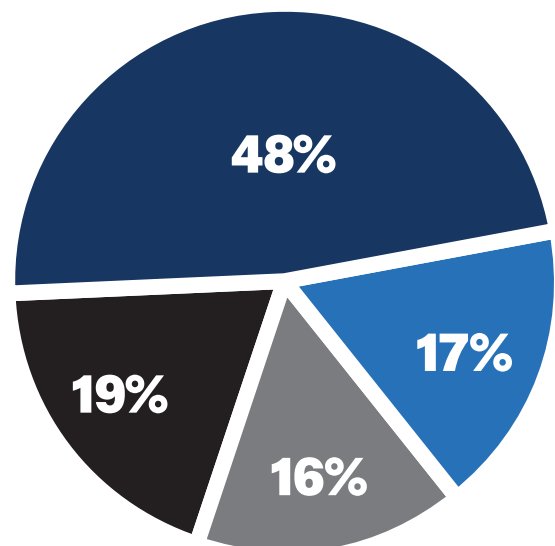
### Online readership

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



● USA ● UK ● Rest of Europe ● Rest of 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 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. 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

**COVER STORY:** Uncrewed Ground Vehicle

**Ed deadline:** September 13th 2024

**Ad deadline:** September 25th 2024

**Publication date:** October 14th 2024

**Bonus distribution:** Xponential Europe, Dusseldorf, Germany

### Issue 59 | December/January 2025

#### TECHNOLOGY FOCUS:

##### Embedded computing

Computing performance is accelerating, giving developers more options for more processing, AI functions and higher integration. This article will look at the latest developments in processors, memory and boards.

#### PRODUCT FOCUS:

##### Launch & recovery

Systems for deployment, catching, and even storing and recharging of uncrewed systems are becoming critical focuses across many applications. In this feature we will investigate how such systems are being optimised for the aircraft and marine vehicles that need them.

**INSIGHT:** Uncrewed Platform Development Funding

**COVER STORY:** Uncrewed Aerial Vehicle

**Ed deadline:** November 15th 2024

**Ad deadline:** November 27th 2024

**Publication date:** January 2nd 2025

**Bonus distribution:** Xponential Europe, Dusseldorf, Germany; Xponential, Houston, USA

### Issue 60 | February/March 2025

#### TECHNOLOGY FOCUS:

##### Swarming

Managing multiple uncrewed craft, whether in the air, on the ground or both, is a significant algorithmic, software and sensing challenge, and we explore the latest technologies for swarming applications.

#### PRODUCT FOCUS:

##### Connectors

From tiny PCB pins to heavy 800 V plugs, connector manufacturers are providing solutions that are safer, longer-lasting, more cost-effective and more electromagnetically compatible with other autonomous vehicle systems. We investigate and explore these in this article.

**INSIGHT:** Uncrewed Underwater Vehicles

**COVER STORY:** Uncrewed Marine Vehicle

**Ed deadline:** January 17th 2025

**Ad deadline:** January 29th 2025

**Publication date:** February 17th 2025

**Bonus distribution:** Xponential Europe, Dusseldorf, Germany; Xponential, Houston, USA; Ocean Business, Southampton, UK

### Issue 61 | April/May 2025

#### TECHNOLOGY FOCUS:

##### LiDAR

LiDAR laser sensing technology is maturing quickly, in part driven by the demands of autonomous vehicles. This article looks at the latest technology for lower cost sensors.

#### PRODUCT FOCUS:

##### Motor controllers

A better motor controller means improvements in energy efficiency, reliability and fine control in autonomous vehicles. This article will dive into how new power semiconductors, capacitors, software advancements and more are enhancing ESCs for uncrewed applications.

**INSIGHT:** Uncrewed Ground Vehicles

**COVER STORY:** Uncrewed Ground Vehicle

**Ed deadline:** March 7th 2025

**Ad deadline:** March 19th 2025

**Publication date:** April 7th 2025

**Bonus distribution:** Xponential, Houston, USA; Commercial UAV Expo Europe, Amsterdam

## Issue 62 | June/July 2025

### TECHNOLOGY FOCUS:

#### Video systems

Video has always been a key application for UAVs, and is increasingly important for autonomous and remotely operated ground vehicles. We look at the latest technology for reducing power and size for video systems.

### PRODUCT FOCUS:

#### Engine control units (ECUs)

With new hybrid powertrains, heavy fuel engines and more coming out for modern UAVs, advancements in ECUs become critical. This article will uncover some of the latest developments that ECU makers are undertaking to that end.

**INSIGHT:** Uncrewed Marine Surface Vehicles

**COVER STORY:** Uncrewed Aerial Vehicle

**Ed deadline:** May 16th 2025

**Ad deadline:** May 28th 2025

**Publication date:** June 16th 2025

**Bonus distribution:** Paris Airshow, Paris

## Issue 64 | October/November 2025

### TECHNOLOGY FOCUS:

#### AI certification

With artificial intelligence becoming more mature, the technology will increasingly require certification. We explore how the certification requirements determine the design of uncrewed systems.

### PRODUCT FOCUS:

#### Composites

Housings, hull fairings and structural components are pushed to the limits of weight reduction, cost minimisation and strength in uncrewed vehicles. We investigate how composite material suppliers are hitting such targets.

**INSIGHT:** Uncrewed Space Vehicles

**COVER STORY:** Uncrewed Ground Vehicle

**Ed deadline:** September 12th 2025

**Ad deadline:** September 24th 2025

**Publication date:** October 13th 2025

**Bonus distribution:** Xponential Europe, Dusseldorf, Germany

## Issue 63 | August/September 2025

### TECHNOLOGY FOCUS:

#### Performance monitoring

Predictive maintenance is increasingly important for effective management of uncrewed systems, and we look at the latest algorithms and monitoring technologies that boost performance.

### PRODUCT FOCUS:

#### Machine tools

As uncrewed vehicles mature into batch-produced solutions deployed worldwide, choosing the right CNC machines, moulding equipment and measurement solutions is vital for platform manufacturers. We will investigate the qualities of the best machine tools.

**INSIGHT:** Uncrewed Aerial Vehicles

**COVER STORY:** Uncrewed Aerial Vehicle

**Ed deadline:** July 11th 2025

**Ad deadline:** July 23rd 2025

**Publication date:** August 11th 2025

**Bonus distribution:** DSEI, London, UK;  
Commercial UAV Expo USA, Las Vegas, USA;  
DroneX, London, UK; INTERGEO, Frankfurt, Germany

## Schedule overview

Issue	Ed deadline	Ad deadline	On sale
<b>58</b> Oct/Nov '24	Sep 13th	Sep 25th	Oct 14th
<b>59</b> Dec/Jan '25	Nov 15th	Nov 27th	Jan 2nd
<b>60</b> Feb/Mar '25	Jan 17th	Jan 29th	Feb 17th
<b>61</b> Apr/May '25	Mar 7th	Mar 19th	Apr 7th
<b>62</b> Jun/Jul '25	May 16th	May 28th	Jun 16th
<b>63</b> Aug/Sep '25	Jul 11th	Jul 23rd	Aug 11th
<b>64</b> Oct/Nov '25	Sep 12th	Sep 24th	Oct 13th



## Class of 2025



The cycle for inclusion in the 2025 version of our annual, engineer-focused supplier directory ends on February 28th 2025. All advertisers that commit to running ads in the magazine before the cut-off date will be included with a full-page listing. **Class of 2025** will launch at Xponential in Houston and will be distributed at all the tradeshows we partner with over the following 12-month period. There is no additional cost to be included – it's a thank you from us to our advertisers, and an incredibly valuable source of information for our readers – a genuine win-win!

## Email 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.



**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.

# Advertising rates

## Magazine

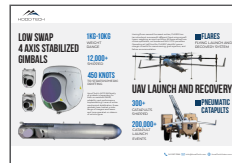
Size/insertions	1x	3x	6x
<b>Double</b> page	<b>€12,000</b>	<b>€10,800</b>	<b>€10,200</b>
<b>Full</b> page	<b>€7,000</b>	<b>€6,300</b>	<b>€5,950</b>
<b>Half</b> page	<b>€3,800</b>	<b>€3,420</b>	<b>€3,230</b>
<b>Quarter</b> page	<b>€1,995</b>	<b>€1,795</b>	<b>€1,695</b>

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.



#### Double page spread

**Trim:** W420mm x H297mm  
**Bleed:** W426mm x H303mm  
**Type:** W400mm x H277mm



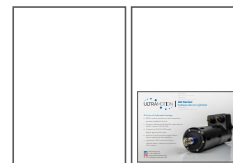
#### Full page

**Trim:** W210mm x H297mm  
**Bleed:** W216mm x H303mm  
**Type:** W190mm x H277mm



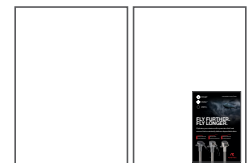
#### Half page (V) type area:

W92.5mm x H277mm



#### Half page (H) type area:

W190mm x H136mm



#### Quarter page type area:

W92.5mm x H136mm

## Email newsletter

Position	Per month
Banner <b>one</b>	<b>€1,333</b>
Banner <b>two</b>	<b>€1,000</b>
Banner <b>three</b>	<b>€666</b>

### Specifications:

**Banner size:** 970 x 250 px  
**Resolution:** 72 DPI  
**Colour:** RGB  
**File limit:** 2 MB  
**File type:** PNG/JPEG/GIF

**Richard Tyler, Vice President,  
Flight Operations, AALTO**

“ Many thanks to Rory Jackson for crafting such a detailed and insightful article that truly delves into the essence of the AALTO Zephyr. ”

**Angelo Corsaro, CEO/CTO,  
ZettaScale Technology**

“ Great article from Peter Donaldson! I loved the exchange. It was great to work with a very sharp journalist with an extremely lively mind. ”

**Nancy Spencer, President,  
MP Antenna**

“ I wanted to let you know that I received our print copy of the June/July edition today and I am very happy that we took part with an ad. The magazine is informative and features a lot of great articles. Of course, I really enjoyed the piece on antennas! Cheers and thanks again! ”

**Kevin Peryea, Chief Engineer,  
Acutronic Power Systems**

“ I read the magazine every time a new issue comes out – either in hard copy or online in a slick, searchable and easy to navigate portal. As an engineer, I have come to count on the deep and thorough articles to let me know what our peers and customers are doing, and what they are looking for in terms of technical solutions. Simon and his team focus on our individual needs, and have offered great flexibility to ensure we’ve had options to grow our advertising presence as we grow in the market, making it very easy to justify our continued partnership year after year. ”

**Gregory Farman, Director,  
Offshore Drone Co**

“ *Uncrewed Systems Technology* is a cracking read – the magazine reports on all the current innovative technology in today’s market. ”

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