

Critical intelligence for land, sea and aerospace engineers

# UNMANNED systems TECHNOLOGY MAGAZINE

On Land. At Sea. In Flight.



Fact not fiction. Science not speculation.

2019 EUR€ media kit

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# UNMANNED systems TECHNOLOGY MAGAZINE

**UST** is unique – launched in October 2014, **UST** was the first ever publication to focus entirely on providing independent coverage of the engineering at the heart of unmanned systems. Published bi-monthly, **UST** probes today's cutting-edge projects to provide in-depth research insights, using rigorous investigation backed by professional peer review and critical analysis.

The unmanned systems industry is growing exponentially. **UST** is an invaluable resource of actionable intelligence for engineers whilst also providing a targeted promotional platform for those with products and services of interest to them. If you want to seize more than your fair share of the fresh opportunities being created in this exciting sphere then **UST** is an absolute must.



## Platform one

The **UST** 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 **UST** has established itself as a publication that deals in hard science.

## UST insights

**UST** 'Insights' reveal the latest technological advances across all unmanned vehicle platforms, as well as a number of specific industry applications. UAVs, UGVs, UUVs, USVs and Unmanned Space Vehicles will all take their place in the spotlight, as well as sectors utilising this burgeoning technology including Mining, Agriculture, Surveillance, Inspection & Security applications. **UST** is dedicated to providing invaluable knowledge for engineers.

## Unmanned vehicle dossiers & digests

Each issue of **UST** contains at least one main 'Dossier' and one 'Digest' offering an incredibly detailed look at a high-profile unmanned vehicle project, revealing many secrets of the technology that are simply not reported anywhere else.

## Engine dossiers

The world of unmanned systems has created new requirements for small internal combustion engines, 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 two-stroke to four-stroke, from jet fuel to gasoline and from Wankel rotary to reciprocating. Each of **UST**'s Engine Dossiers explores in depth one of the diverse innovative power plants at the forefront of today's unmanned revolution.

# Content overview



## Focus articles

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 Manufacturing
- Advanced Materials • Ancillary Engine Systems
- Antenna • 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 / cameras • IMUs, Gyros & Accelerometers
- Launch Systems • LiDaR • Machine Learning & AI • Maintenance
- Motion Control • Navigation System • Parachutes • Performance Monitoring
- Power Management Systems • Propellers
- Radio Links & Telemetry • Real Time Operating Systems
- Sense & Avoid / Radar • Simulation & Testing • Solar Power
- Sonar & Acoustic Systems • Transponders • Wireless charging



### Ian Bamsey Editorial Director

Ian Bamsey is a world renowned technology writer and editor. Over the past 25 years he has created publications covering the technology of racecars and race engines and more recently he was one of the founders of Unmanned Systems Technology magazine.

Bamsey is now concentrating his attention on the equally complex and innovative world of unmanned systems technology. The same challenges of engineering efficiency are present here together with a lot more freedom for experimentation with alternative solutions.



### Nick Flaherty Technology Editor

Nick Flaherty is one of the world's leading electronics technology journalists. He has been covering the latest developments in semiconductor, embedded software and electronics technology for the last 25 years as a writer, editor, analyst and consultant.

His expertise is now applied to the unmanned systems market, where the technology is moving fast. He brings detailed technical knowledge, analysis and experience of hardware and software system development to deliver a unique insight into the challenges of this exciting, cutting edge market.



### Peter Donaldson Technology Contributor

Peter Donaldson has been covering the technology of unmanned vehicle systems in particular and aerospace and defence in general since the mid-1980s. He cut his teeth on a range of titles covering civil and military helicopters, regional airliners, UAVs, space technology, military sensors and communications and advanced materials and has been a freelance writer and editor since 2010. Peter has been nominated for the Bill Gunston Technology Writer of the Year Award three times.



### Rory Jackson Technology Reporter

Rory Jackson is a technology analyst and writer. Over the past five years he has investigated trends and advances in aerospace, machine and digital systems, with particular regard to the opportunities and threats of emerging technologies to defence, security, and heavy industries. His current focus is on unmanned systems, involving regular international travel to explore the latest techniques, ideas and patents from the world's most prolific technology hubs.

Interested in joining our editorial team?  
Please email [ian@ust-media.com](mailto:ian@ust-media.com)

## UST 22

October/November 2018

### TECHNOLOGY FOCUS: Radar/sense & avoid

Radar technology is improving to reduce the size, weight and power of sensors, opening up its use as a complete collision detection and sense and avoid system. We look at the latest technological developments from all the leading suppliers across a wide range of platforms.

### PRODUCT FOCUS: Navigation systems

Navigation is often reliant on GPS satellite positioning and the supporting navigation computing systems. We'll be covering all the latest equipment with the latest technologies.

### INSIGHT: Unmanned Space Vehicles

**Ed deadline:** 28th September 2018

**Ad deadline:** 10th October 2018

**Publication date:** 29th October 2018

**Bonus distribution:**

CUAV Show London

## UST 23

December/January 2019

### TECHNOLOGY FOCUS: Wireless charging

Being able to charge an autonomous system without having to plug it in is a key element in a truly independent system design. We'll examine the different technologies for wireless charging in air and ground applications for both stationary and mobile charging.

### PRODUCT FOCUS: IMUs, gyros & accelerometers

When GPS isn't sufficient, internal measurement units and the associated gyroscopes and accelerometers come into their own. We'll look at the latest systems and technologies on the market for positioning.

### INSIGHT: Logistics

**Ed deadline:** 23rd November 2018

**Ad deadline:** 5th December 2018

**Publication date:** 7th January 2019

**Bonus distribution:**

IDEX Abu Dhabi, UAE

## UST 24

February/March 2019

### TECHNOLOGY FOCUS: 5G radio

What does the latest 5G communications standard mean for unmanned systems? The low latency and support for higher connection density is aimed squarely at vehicle-to-vehicle and vehicle-to-infrastructure applications, while the frequency flexibility will provide opportunities for equipment makers. We look at the latest development of the technology.

### PRODUCT FOCUS: Connectors

The use of innovative connector designs is critical to unmanned vehicle construction. The sensitive and vital physical interfaces within an autonomous system must be able to withstand significant extremes of shock, temperature, and vibration, while taking up as little weight and space as possible.

### INSIGHT: Unmanned Underwater Vehicles

**Ed deadline:** 25th January 2019

**Ad deadline:** 6th February 2019

**Publication date:** 25th February 2019

**Bonus distribution:**

Japan Drone Makuhari, Japan  
CUAV Expo Europe Amsterdam  
Ocean Business Southampton, UK

## UST 25

April/May 2019

### TECHNOLOGY FOCUS: Ground stations & controllers

Feeding data back to an observer is still a key part of the capability of an unmanned system, especially in the air. We look at the latest developments in ground station connectivity technology using new standards and antenna designs for higher data rates and more reliable connections. We also look at the challenges of integrating the cloud in ground station designs to manage data around the world.

### PRODUCT FOCUS: Maintenance

As unmanned vehicles proliferate throughout different industries and environments, it is crucial that operators and technicians conduct thorough monitoring, testing, and routine adjustments or replenishments to ensure the safe operation and longevity of their platforms.

### INSIGHT: Unmanned Ground Vehicles

**Ed deadline:** 15th March 2019

**Ad deadline:** 27th March 2019

**Publication date:** 15th April 2019

**Bonus distribution:**

AUVSI Xponential Chicago, USA  
SOFIC Tampa, FL, USA

## UST 26

June/July 2019

### TECHNOLOGY FOCUS: Simulation & testing

Simulation is becoming a key part of the development process of unmanned systems. Running millions of scenarios in a simulator and a 'hardware in the loop' system saves time and money while improving the performance of control systems. We look at the latest hardware and software for simulation and test.

### PRODUCT FOCUS: Propellers

Though choosing the right power source and motor for a UAV is important, it is the propeller of a vehicle that translates the rotations of the motor into propulsive force. Careful construction is required for a propeller to achieve optimal dynamics specific to each vehicle and its mission be it airborne or marine.

### INSIGHT: Unmanned Surface Vehicles

**Ed deadline:** 10th May 2019

**Ad deadline:** 22nd May 2019

**Publication date:** 10th June 2019

**Bonus distribution:**

Paris Air Show Paris, France  
UAS Summit & Expo Grand Forks, USA

# Forward features

## UST 27

August/September 2019

### TECHNOLOGY FOCUS: Performance monitoring

Performance monitoring is an increasingly important element of the system architecture, impacting on sensors, controllers and algorithms. We review techniques engineers are using to monitor and predict the performance of unmanned systems to enable pre-emptive maintenance and reliable mission execution.

### PRODUCT FOCUS: Gimbals

As the demand for data, intelligence, and operational autonomy grows among UAV operators throughout commercial and defence organisations, gimbals are featuring increasingly advanced combinations of technology. Detectors, lenses, servo motors, IMUs, and many other components must be carefully selected to produce each system.

### INSIGHT: Unmanned Aerial Vehicles

**Ed deadline:** 12th July 2019

**Ad deadline:** 24th July 2019

**Publication date:** 12th August 2019

#### Bonus distribution:

Interdrone Las Vegas, USA

DSEI London

Interaerial Solutions & Intergeo Stuttgart

CUAV Expo USA Las Vegas, USA

## UST 28

October/November 2019

### TECHNOLOGY FOCUS: Video systems

HD video is a challenge to deliver reliably and securely from an unmanned platform and yet it is the main requirement of many systems. We look at the latest radio, hardware and software technologies being used by developers to provide long range, reliable and secure video links from a wide range of unmanned platforms.

### PRODUCT FOCUS: Engine control units

The safety and optimal performance of an engine system depends on close measurement and control of a vast range of parameters. These must be monitored by a series of sensors, linked to a network of actuators, and controlled by ECUs calibrated to achieve the exact speeds and accelerations demanded by unmanned vehicle pilots.

### INSIGHT: Unmanned Space Vehicles

**Ed deadline:** 27th September 2019

**Ad deadline:** 9th October 2019

**Publication date:** 28th October 2019

#### Bonus distribution:

CUAV Show London

## UST 2018/2019 Publishing schedule overview

No.	Issue	Ed deadline	Ad deadline	On sale	Key features
<b>22</b>	Oct/Nov '18	28th Sept	10th Oct	29th Oct	<b>Tech Focus:</b> Radar/sense & avoid <b>Product Focus:</b> Navigation systems <b>Insight:</b> Unmanned Space Vehicles
<b>23</b>	Dec/Jan '19	23rd Nov	5th Dec	7th Jan	<b>Tech Focus:</b> Wireless charging <b>Product Focus:</b> IMUs, gyros & accelerometers <b>Insight:</b> Logistics
<b>24</b>	Feb/Mar '19	25th Jan	6th Feb	25th Feb	<b>Tech Focus:</b> 5G radio <b>Product Focus:</b> Connectors <b>Insight:</b> Unmanned Underwater Vehicles
<b>25</b>	Apr/May '19	15th March	27th March	15th April	<b>Tech Focus:</b> Ground stations & controllers <b>Product Focus:</b> Maintenance <b>Insight:</b> Unmanned Ground Vehicles
<b>26</b>	Jun/Jul '19	10th May	22nd May	10th June	<b>Tech Focus:</b> Simulation & testing <b>Product Focus:</b> Propellers <b>Insight:</b> Unmanned Surface Vehicles
<b>27</b>	Aug/Sept '19	12th July	24th July	12th Aug	<b>Tech Focus:</b> Performance monitoring <b>Product Focus:</b> Gimbals <b>Insight:</b> Unmanned Aerial Vehicles
<b>28</b>	Oct/Nov '19	27th Sept	9th Oct	28th Oct	<b>Tech Focus:</b> Video systems <b>Product Focus:</b> Engine control units <b>Insight:</b> Unmanned Space Vehicles

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## Readership

**Unmanned Systems Technology** magazine is read by engineers around the world actively working on developing technological solutions for unmanned vehicles and the systems that support them. **Written by engineers, for engineers.**

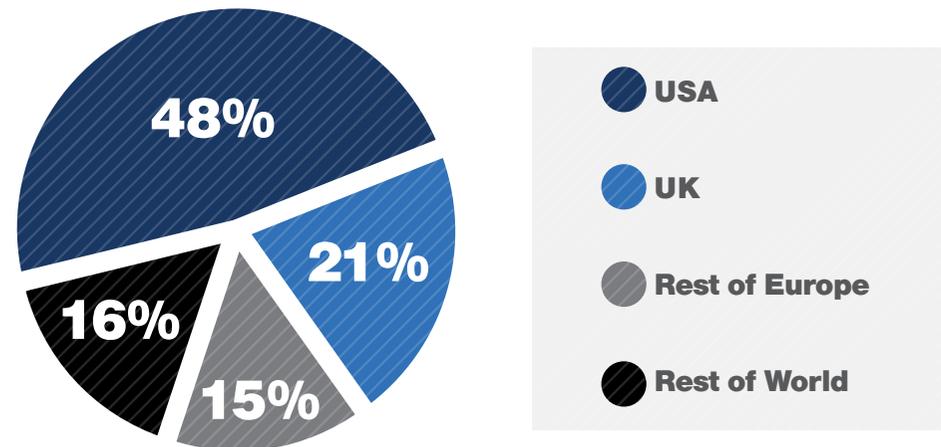
### Circulation

**Core circulation –  
individually mailed copies  
6,000**

**Readership  
(average 3 readers per copy)  
18,000**

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

### Where in the world



### We distribute UST to:

- Argentina • Australia • Austria • Azerbaijan • Bahrain • Belarus • Belgium • Brazil • Canada
- Cayman Islands • Chile • China • Colombia • Croatia • Cyprus • Czech Republic • Denmark • Egypt
- Estonia • Finland • France • Germany • Greece • Honduras • Hong Kong • Hungary • Iceland • India
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- Netherlands • New Zealand • Nigeria • Norway • Pakistan • Philippines • Poland • Portugal • Romania
- Russia • Saudi Arabia • Serbia • Singapore • Slovakia • Slovenia • South Africa • South Korea • Spain
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# Advertising rates and specs

Size/insertions	1x	3x	6x
<b>Double</b> page	€10350	€9315	€8798
<b>Full</b> page	€6038	€5438	€5138
<b>Half</b> page	€3278	€2948	€2783
<b>Quarter</b> page	€1725	€1553	€1470

Cover positions +20%, Guaranteed position +10%

## Specifications:

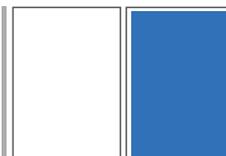
Artwork can be supplied in PDF, EPS, TIFF or JPEG formats. Artwork to be set at 300dpi.

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.



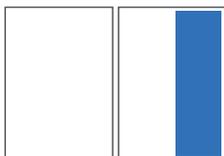
### Double page spread

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



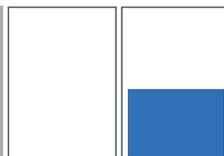
### Full page

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



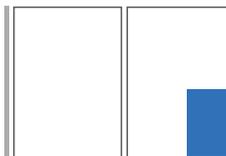
### Half page (V)

**Type area:**  
 W92.5mm x H277mm



### Half page (H)

**Type area:**  
 W190mm x H136mm



### Quarter page

**Type area:**  
 W92.5mm x H136mm

## Examples of full page ads



## Examples of half pages



## Examples of quarter pages



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# UNMANNED systems TECHNOLOGY MAGAZINE

We've been working with **UST** since day one and have been delighted with the interest and feedback our advertisements have generated. **UST** is fresh, creative, and stands out from all others with its detailed technical reports that truly celebrate the innovation that's driving this fascinating and fast growing industry.

**Phillipp Volz, CEO, Volz Servos**

As a SUAS manufacturer, **UST** provides us with valuable information, technology and products from across the world that we would otherwise not know about. The detailed technical articles, images and well written copy bring all that information together in one source. It's a top notch magazine that we place above all others in our office.

**Duran De Villiers, CEO, Alti UAS**

**UST** covers the unmanned industry from the perspective no other magazine does – from an engineering point of view. Articles dig deep to explore the technical aspects of unmanned vehicles, from the technology used to the manufacturing methods involved. This approach is of great interest for anyone who is involved in designing unmanned systems.

**Rory Bauer, Sales Director, UAV Factory**

**UST** magazine is one of the few publications that still takes the time to do thoughtful, in-depth pieces with leading experts in the unmanned industry. It provides insight into the companies that are driving technology forward and helps me to know who's leading the pack.

**Andrew Hayes,  
Director of Advanced Development, Insitu**

## Contacts

### Editorial enquiries

Ian Bamsey – Editorial Director

**ian@ust-media.com**

Nick Flaherty – Technology Editor

**nick@ust-media.com**

Peter Donaldson – Technology Contributor

**peter@ust-media.com**

Rory Jackson – Technology Reporter

**rory@ust-media.com**

### Advertising enquiries

Simon Moss – Publishing Director

**simon@ust-media.com**

### Subscription & general enquiries

Chris Perry – General Manager

**chris@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 **Fax:** +44 (0)20 8497 2102

**www.highpowermedia.com • www.ust-media.com**

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