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.
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 defense, 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
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**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

**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

**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: AUVSI Xponential Chicago, USA

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

**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.

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**UST 27**  
August/September 2019

**UST 28**  
October/November 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

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**科技进步展望**

**科技焦点：**  
视频系统  
高清视频的可靠和安全传输对于无人驾驶平台而言是一个挑战，但却是许多系统的主要需求。我们分析了开发者使用的技术，以提供长距离、可靠和安全的视频链接，覆盖广泛范围的无人平台。

**产品焦点：**  
发动机控制单元  
发动机系统的安全和优化性能取决于精确的测量和控制，其中包含大量参数。这些参数必须由一系列传感器监控，然后通过网络调节，由ECUs校准，以实现无人驾驶车辆飞行员要求的速度和加速度。

**洞察：**  
无人驾驶空间车辆

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**Ed deadline:**  
12th July 2019  
**Ad deadline:**  
24th July 2019  
**Publication date:**  
27th September 2019  
**Bonus distribution:**  
Interdrone Las Vegas, USA  
DSEI London  
Interaerial Solutions & Intergeo Stuttgart  
CUAV Expo USA Las Vegas, USA

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**www.ust-media.com**

**前进的特色**

**技术重点：**  
视频系统  
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**洞察：**  
无人驾驶空间车辆

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**Ed deadline:**  
27th September 2019  
**Ad deadline:**  
9th October 2019  
**Publication date:**  
28th October 2019  
**Bonus distribution:**  
CUAV Show London
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 / 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

- **USA**
- **UK**
- **Rest of Europe**
- **Rest of 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
- Indonesia  • Ireland  • Israel  • Italy  • Japan  • Kuwait  • Latvia  • Luxembourg  • Malaysia  • Mexico  • Morocco
- Netherlands  • New Zealand  • Nigeria  • Norway  • Pakistan  • Philippines  • Poland  • Portugal  • Romania
- Russia  • Saudi Arabia  • Serbia  • Singapore  • Slovakia  • Slovenia  • South Africa  • South Korea  • Spain
- Suriname  • Sweden  • Switzerland  • Taiwan  • Thailand  • Turkey  • UAE  • UK  • Ukraine  • Uruguay  • USA
## Advertising rates and specs

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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:

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Phillipp Volz, CEO, Volz Servos

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

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.

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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.

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