

On Land. At Sea. In Flight.



Critical intelligence for land, sea and aerospace engineers

UNMANNED systems TECHNOLOGY MAGAZINE

Fact not fiction. Science not speculation.

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2018 US\$ media kit

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TECHNOLOGY
MAGAZINE

UST is unique – launched in October 2014, **UST** is 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 Layer 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

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UST 17

December/January 2018

TECHNOLOGY FOCUS:
Autopilot technology

Autopilot functionality can range dramatically from very basic to highly complex. Our 2018 focus looks at the latest performance of commercial autopilot systems and the required semiconductor technologies, as well as the evolution and capabilities of open source autopilot software.

PRODUCT FOCUS:
Transponders

The challenge to reduce the size, weight and power of transponders while increasing the range is a significant one. This focus article looks at the state of the art of transponder design for identification and sense and avoid applications.

INSIGHT:
Surveillance**Ed deadline:** 24th November 2017**Ad deadline:** 6th December 2017**Publication date:** 8th January 2018**Bonus distribution:**

UMEX, Abu Dhabi, UAE

TUS Expo, Rotterdam, The Netherlands

UST 18

February/March 2018

TECHNOLOGY FOCUS:
LiDaR

LiDaR technology is a key element in the development of autonomous sensing systems. A wide range of different approaches are currently being adopted. We'll review the very latest developments in LiDaR sensors, packaging and control algorithms.

PRODUCT FOCUS:
Composites

Composite materials are a key differentiator in providing both strength and lightness that boost the performance of autonomous systems. This article looks at how the latest composite materials are constructed and how they can be most effectively deployed.

INSIGHT:
Unmanned Underwater Vehicles**Ed deadline:** 26th January 2018**Ad deadline:** 7th February 2018**Publication date:** 26th February 2018**Bonus distribution:**

Japan Drone, Chiba, Japan

Oceanology International, London, UK

UST 19

April/May 2018

TECHNOLOGY FOCUS:
Battery technology

There is a wide range of battery technologies being developed for autonomous systems, from traditional lithium ion and lithium polymer to sulphur, potassium and aluminium. We'll examine the latest developments in battery technology and chemistries suitable for aerial, ground and water-based systems.

PRODUCT FOCUS:
Antenna

All wireless systems need an antenna, so the design of a receiver is a key part of autonomous systems. Designs are many and varied and we'll take a closer look at the latest antenna systems available to suit a wide range of frequencies and applications.

INSIGHT:
Unmanned Ground Vehicles**Ed deadline:** 16th March 2018**Ad deadline:** 28th March 2018**Publication date:** 16th April 2018**Bonus distribution:**

AUVSI Xponential, Denver, USA

CUAV Expo Europe, Brussels, Belgium

Eurosatory, Paris, France

Autonomous Vehicle Technology, Germany

UST 20

June/July 2018

TECHNOLOGY FOCUS:
Additive manufacturing

Additive layer manufacturing or 3D printing delivers a range of advantages to the autonomous system designer, from the creation of unique shapes to the ease of production using different materials. We will look at the latest developments in additive manufacturing from multiple metals and plastics and the implications for designers.

PRODUCT FOCUS:
Solar power cells/boards

Solar cells have improved in performance to become a viable option for powering autonomous craft in the air and at sea. There is a wide range of technologies available to the system designer and we'll cover the many benefits they offer.

INSIGHT:
Unmanned Surface Vehicles**Ed deadline:** 11th May 2018**Ad deadline:** 23rd May 2018**Publication date:** 11th June 2018**Bonus distribution:**

Farnborough International Airshow, UK

Autonomous Shipping Symposium,

Amsterdam

UST 21

August/September 2018

TECHNOLOGY FOCUS:
Image sensing/cameras

Image sensors are a key capability in any autonomous system. We'll be covering the latest developments in sensors for visible and infrared light for camera systems as well as hyperspectral camera technologies.

PRODUCT FOCUS:
Electric motors & propulsion

The performance of electric motors is providing autonomous system designers with new options for propulsion. In our 2018 focus we'll compare and contrast the relative merits of the latest motors available.

INSIGHT:
Unmanned Aerial Vehicles**Ed deadline:** 13th July 2018**Ad deadline:** 25th July 2018**Publication date:** 13th August 2018**Bonus distribution:**

Tech-X, Singapore

Interdrone, Las Vegas, USA

Interaerial Solutions, Frankfurt, Germany

Drone World Expo, San Jose, USA

Forward features

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 developments in reducing the size, weight and power of radar systems across a 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: 21st September 2018
Ad deadline: 3rd October 2018
Publication date: 22nd October 2018
Bonus distribution:
 CUAV Show, London, UK
 CUAV Expo USA, Las Vegas, USA

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:
 TUS Expo, Rotterdam, The Netherlands

UST 2018/2019 Publishing schedule overview

No.	Issue	Ed deadline	Ad deadline	On sale	Key features
17	Dec/Jan '18	24th Nov	6th Dec	8th Jan	Tech Focus: Autopilot technology Product Focus: Transponders Insight: Surveillance
18	Feb/Mar '18	26th Jan	7th Feb	26th Feb	Tech Focus: LiDaR Product Focus: Composites Insight: Unmanned Underwater Vehicles
19	Apr/May '18	16th March	28th March	16th April	Tech Focus: Battery technology Product Focus: Antenna Insight: Unmanned Ground Vehicles
20	Jun/Jul '18	11th May	23rd May	11th June	Tech Focus: Additive manufacturing Product Focus: Solar power cells / boards Insight: Unmanned Surface Vehicles
21	Aug/Sept '18	13th July	25th July	13th Aug	Tech Focus: Image sensing / cameras Product Focus: Electric Motors & propulsion Insight: Unmanned Aerial Vehicles
22	Oct/Nov '18	21st Sept	3rd Oct	22nd Oct	Tech Focus: Radar / sense & avoid Product Focus: Navigation systems Insight: Unmanned Space Vehicles
23	Dec/Jan '19	23rd Nov	5th Dec	7th Jan	Tech Focus: Wireless charging Product Focus: IMUs, gyros, accelerometers Insight: Logistics

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.**

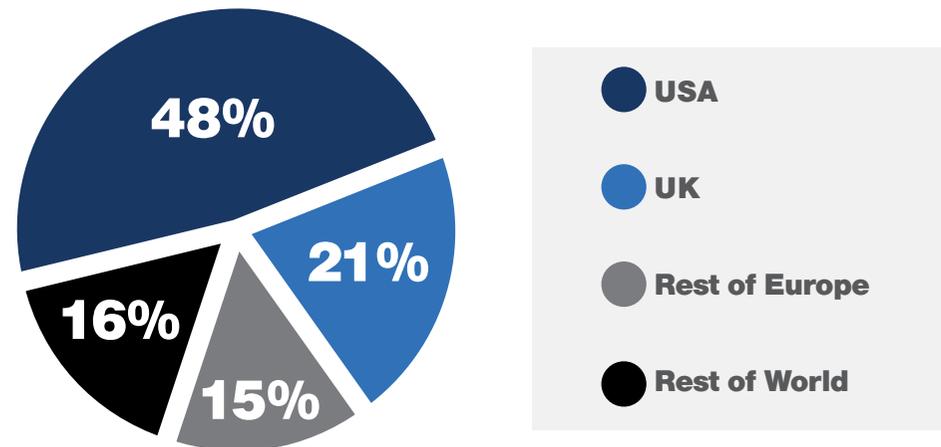
Circulation

**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



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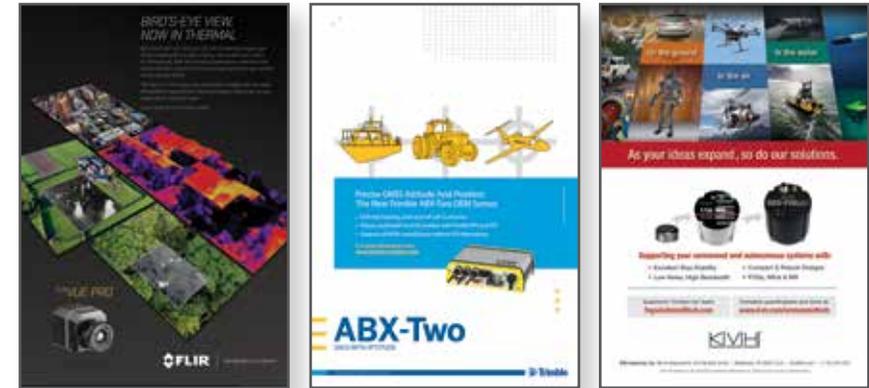
- Argentina • Australia • Austria • Azerbaijan • Bahrain • Belarus • Belgium • Brazil • Canada
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Advertising rates and specs

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%

Examples of full page ads



Specifications:

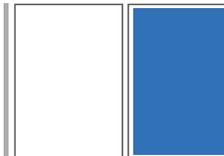
Artwork can be supplied in PDF, EPS, TIFF or JPEG formats. Artwork to be set at 300dpi.

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.



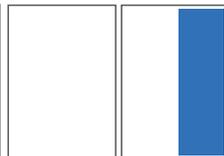
Double page spread

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 half pages



Examples of quarter pages



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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**

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