

Critical intelligence for land, sea and aerospace engineers

UNMANNED systems TECHNOLOGY MAGAZINE

On Land. At Sea. In Flight.



Fact not fiction. Science not speculation.

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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 in 2017, it 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 projected to grow exponentially over the coming years. **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' drill down into specific technological topics and unmanned vehicle applications. Each issue will carry one insight on an application of unmanned systems – from the bottom of the oceans to the far reaches of outer space. We will cover all areas during the year, culminating in an overview of the latest tech trends at the end of the year. **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.

Double act



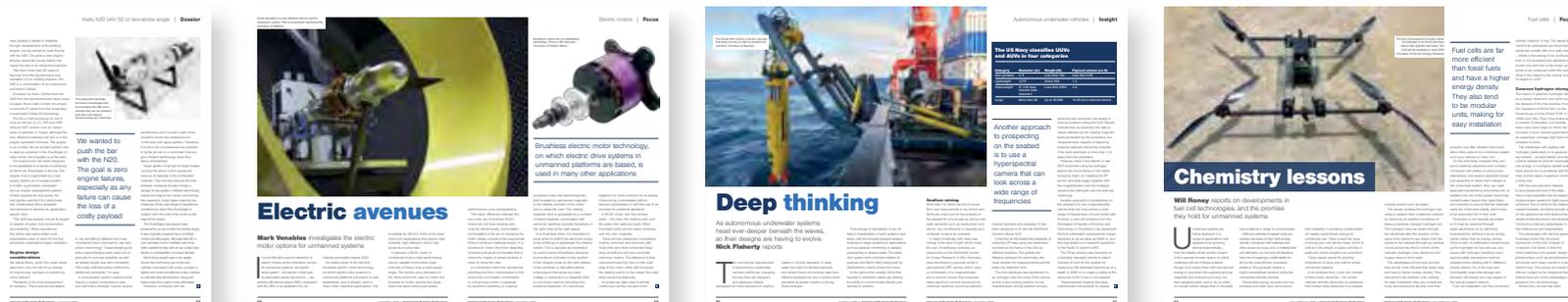
Content overview



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:

- Additive Layer Manufacturing
- Advanced Materials & Coatings
- Ancillary Engine Systems
- Antennas
- Autopilots
- Batteries
- Cable Harnesses
- Composites
- Connectors
- Data Storage
- Design Software
- Electric Motors
- Embedded Computing
- Engine Control Units
- Fuel Cells
- Gimbals
- Ground Control Systems
- IMUs, Gyros & Accelerometers
- Launch Systems
- Machine Learning & AI
- Maintenance
- Motion Control
- Navigation System Software
- Parachutes
- Performance Monitoring
- Power Management Systems
- Propellers
- Radio Links & Telemetry
- Real Time Operating Systems
- Sense & Avoid
- Simulation & Testing
- Solar Power
- Sonar & Acoustic Systems
- Transponders
- Vision Sensors





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.

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UST 12

February/March 2017

FOCUS 1: Connectors

Making sure that all parts of an unmanned vehicle are connected reliably is a significant part of the overall design. We'll assess the very latest in standards and technologies for connectors across the full range of autonomous systems.

FOCUS 2: Propellers

Propeller design and manufacture is a vital element of many UAV designs. This focus will compare and contrast the latest propeller systems, from materials to performance, and how the design varies from aircraft to both surface and underwater craft.

INSIGHT: Unmanned Ground Vehicles

Ed deadline: 27/01/17

Ad deadline: 08/02/17

Publication date: 27/02/17

Bonus distribution:

Japan Drone Expo, Chiba, Japan
Drone Dealer Expo, Orlando, USA
Unmanned Systems Asia, Singapore

UST 13

April/May 2017

FOCUS 1: Machine Learning & AI

Machine learning is the next frontier for autonomous systems. This article will look at the current state of the art for the development and implementation of safe autonomous systems with the range of machine learning approaches.

FOCUS 2: Maintenance

Ensuring autonomous systems are fit for use is even more important when there is no human input. We'll look at the different challenges of maintaining the hardware and software technology in autonomous systems effectively, both with human intervention and without.

INSIGHT: Unmanned Underwater Vehicles

Ed deadline: 17/03/17

Ad deadline: 29/03/17

Publication date: 17/04/17

Bonus distribution:

AUVSI Xponential, Dallas, USA
Nordic UAS Event, Odense, Denmark

UST 14

June/July 2017

FOCUS 1: Radio Links & Telemetry

There is a wide range of technologies available for linking to an unmanned system for telemetry. Our focus will consider the different trade-offs between the frequency bands, protocols and power envelopes for radio and satellite systems to keep in touch with autonomous craft.

FOCUS 2: Ancillary Engine Systems

An engine needs a wide range of supporting sub-systems to function effectively, from fuel pumps and lines, exhaust and cooling systems to flywheels and diagnostics. We'll look at the range of developments around the engine to help engineers reach the full potential of unmanned technology.

INSIGHT: Unmanned Aerial Vehicles

Ed deadline: 12/05/17

Ad deadline: 24/05/17

Publication date: 12/06/17

Bonus distribution:

Paris Air Show, Paris, France
World Congress on Unmanned Systems Engineering,
Cambridge, UK

UST 15

August/September 2017

FOCUS 1: Gimbals

Moving a camera around accurately is a key element of the value of unmanned systems. We take a look at the continuing evolution in the design and control of gimbal systems to direct a camera payload quickly and efficiently.

FOCUS 2: Sonar & Acoustic Systems

This focus article will concentrate on marine based vehicles and the sensors that are needed for unmanned underwater and surface vehicles. The latest challenges in sonar, acoustic modems and other undersea technologies will be at the forefront of our coverage.

INSIGHT: Unmanned Surface Vehicles

Ed deadline: 14/07/17

Ad deadline: 26/07/17

Publication date: 14/08/17

Bonus distribution:

DSEI, London, UK
Commercial UAV Show Asia, Singapore

Forward features

UST 16

October/November 2017

FOCUS 1: Power Management Systems

Battery systems for autonomous applications require complex management. We'll look at the power management sub-systems for a range of different unmanned systems, the monitoring protocols and the options and requirements for different battery technologies.

FOCUS 2: Engine Control Units

The ECU is the heart of the engine system. We'll explore the development and testing of ECUs for unmanned systems, looking at how these can be integrated into the autonomous control systems.

INSIGHT: Unmanned Space Vehicles

Ed deadline: 22/09/17

Ad deadline: 04/10/17

Publication date: 23/10/17

Bonus distribution:

The Commercial UAV Show, London, UK
Commercial UAV Expo, Las Vegas, USA
Drone World Expo, San Jose, USA
Unmanned World, Doha, Qatar
International Drone Expo, Los Angeles, USA

UST 2017 Publishing schedule overview

No.	Issue	Ed deadline	Ad deadline	On sale	Key features
12	Feb/Mar '17	27th Jan	8th Feb	27th Feb	Insight: Unmanned Ground Vehicles Focus 1: Connectors Focus 2: Propellers
13	Apr/May '17	17th March	29th March	17th April	Insight: Unmanned Underwater Vehicles Focus 1: Machine Learning & AI Focus 2: Maintenance
14	Jun/Jul '17	12th May	24th May	12th June	Insight: Unmanned Aerial Vehicles Focus 1: Radio Links & Telemetry Focus 2: Ancillary Engine Systems
15	Aug/Sept '17	14th July	26th July	14th Aug	Insight: Unmanned Surface Vehicles Focus 1: Gimbals Focus 2: Sonar & Acoustic Systems
16	Oct/Nov '17	22nd Sept	4th Oct	23rd Oct	Insight: Unmanned Space Vehicles Focus 1: Power Management Systems Focus 2: Engine Control Units

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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.**

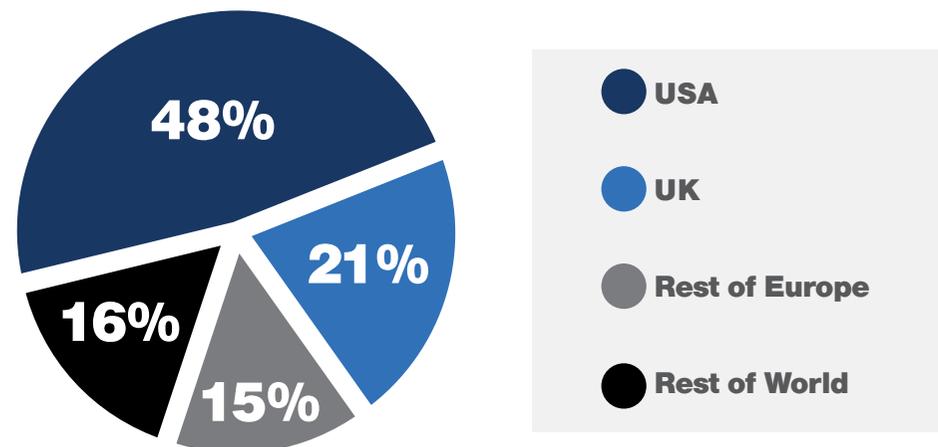
Circulation

**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
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- Estonia • Finland • France • Germany • Greece • Honduras • Hong Kong • Hungary • Iceland • India
- Indonesia • Ireland • Israel • Italy • Japan • Kuwait • Latvia • Luxembourg • Malaysia • Mexico • Morocco
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- 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

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:

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.

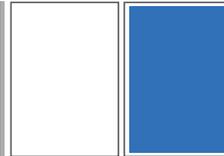


Double page spread

Trim: W420mm x H297mm

Bleed: W426mm x H303mm

Type: W400mm x H277mm

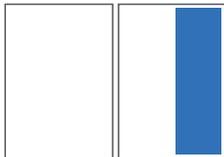


Full page

Trim: W210mm x H297mm

Bleed: W216mm x H303mm

Type: W190mm x H277mm



Half page (V)

Type area:

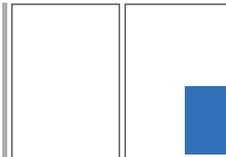
W92.5mm x H277mm



Half page (H)

Type area:

W190mm x H136mm

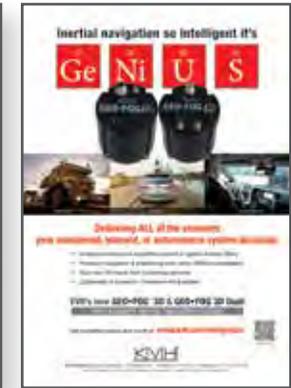
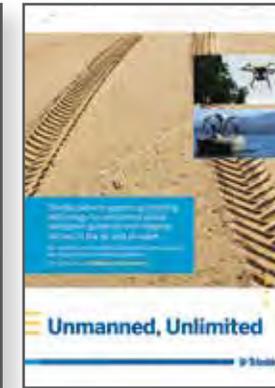


Quarter page

Type area:

W92.5mm x H136mm

Examples of full page ads



Examples of half pages



Examples of quarter pages



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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, Steadidrone

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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