

Critical intelligence for land, sea and aerospace engineers

# UNMANNED systems TECHNOLOGY MAGAZINE

On Land. At Sea. In Flight.



Fact not fiction. Science not speculation.

Published by  
**hpm**  
high power media

2017 EUR€ media kit

# UNMANNED systems TECHNOLOGY

Critical intelligence for land, sea and aerospace engineers

**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.



# 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.

# UNMANNED systems TECHNOLOGY

Critical intelligence for land, sea and aerospace engineers

## 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	<b>Insight:</b> Unmanned Ground Vehicles <b>Focus 1:</b> Connectors <b>Focus 2:</b> Propellers
13	Apr/May '17	17th March	29th March	17th April	<b>Insight:</b> Unmanned Underwater Vehicles <b>Focus 1:</b> Machine Learning & AI <b>Focus 2:</b> Maintenance
14	Jun/Jul '17	12th May	24th May	12th June	<b>Insight:</b> Unmanned Aerial Vehicles <b>Focus 1:</b> Radio Links & Telemetry <b>Focus 2:</b> Ancillary Engine Systems
15	Aug/Sept '17	14th July	26th July	14th Aug	<b>Insight:</b> Unmanned Surface Vehicles <b>Focus 1:</b> Gimbals <b>Focus 2:</b> Sonar & Acoustic Systems
16	Oct/Nov '17	22nd Sept	4th Oct	23rd Oct	<b>Insight:</b> Unmanned Space Vehicles <b>Focus 1:</b> Power Management Systems <b>Focus 2:</b> Engine Control Units

# UNMANNED systems TECHNOLOGY

Critical intelligence for land, sea and aerospace engineers

## 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.**

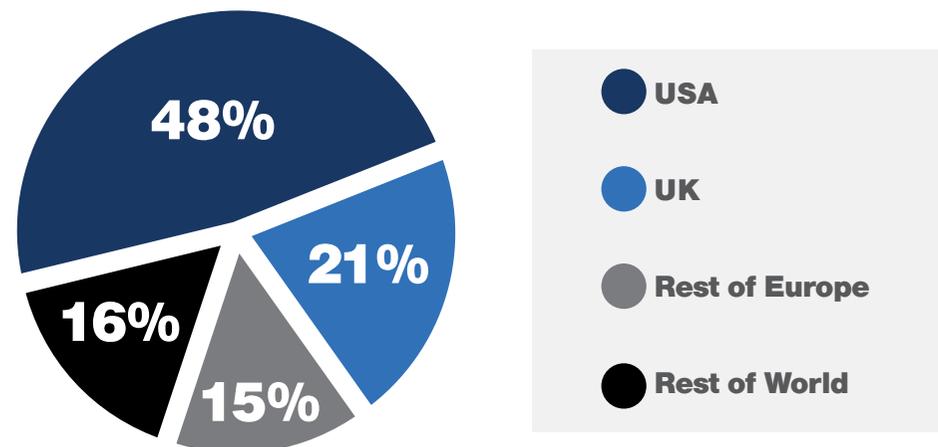
### Circulation

**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
- 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

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

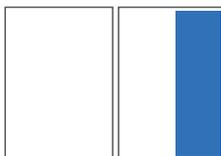


**Full page**

**Trim:** W210mm x H297mm

**Bleed:** W216mm x H303mm

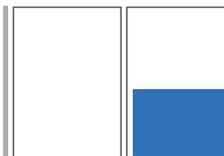
**Type:** W190mm x H277mm



**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



Critical intelligence for land, sea and aerospace engineers

# 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, 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**

## Contacts

### Editorial enquiries

Ian Bamsey – Editorial Director

**ian@ust-media.com**

Nick Flaherty – Technology Editor

**nick@ust-media.com**

### Advertising enquiries

Simon Moss – Publishing Director

**simon@ust-media.com**

### Subscription enquiries

Jim Cavanagh – Circulation Manager

**jim@ust-media.com**

### 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**

# Fact not fiction. Science not speculation.