INSIDE UNMANNED SYSTEMS provides actionable business intelligence to decision-makers and influencers operating within the dynamic global unmanned and autonomous vehicle community. Analysis of key technologies, independent reports on the latest policy and regulatory developments, and evaluation of new product designs and applications support the results stakeholders need to succeed across the commercial, civil and defense sectors.
Inside Unmanned Systems - April 2018

Global Reach. Global Influence.

**Our Audience and Distribution**

**Deepening Understanding**
IUS helps readers understand how technology and policy need to be aligned to drive true and sustainable innovation.

**Thought Leadership**
IUS studies unmanned innovation through the lens of applications and real-world use cases. Best practices and lessons learned are culled from those areas of operations and operators with the deepest well of knowledge, experience and expertise.

**Building Community**
We bridge the information gaps between industry and academia, research and practice, manufacturers and professional user communities. Our mission is to fill those gaps with the most relevant, timely and professional journalism and reportage in the industry.

**Influential and Hard to Reach Audience**
- 50% Engineering/Production/Design
- 17% Research & Development
- 19% Specify Requirements/Write RFPs
- 26% Author Budgets
- 26% Evaluate and Recommend Products
- 29% Author Specifications

**Bonus Distribution and Conferences**

- **January 30 - February 1**
  - PTTI 2018: Precise Time and Time Interval Meeting will be co-located with the ION International Technical Meeting, in Reston, Virginia USA

- **February 6 - 8**
  - AUVSI Unmanned Systems Defense: National Harbor, Maryland USA

- **February 13 - 15**
  - The Unmanned Systems Expo (TUSE) and RoboBusiness Europe 2018, WTC Rotterdam, The Netherlands

- **March 5 - 7**
  - Munich Satellite Navigation Summit 2018, Residenz München, Munich

- **June 11 - 13**
  - AUVSI’s Europe 2018: Brussels, Belgium

- **April 16 - May 3**
  - Xponential 2018 AUVSI Denver, Colorado USA

- **May**
  - CSNC 2018: 9th China Satellite Navigation Conference
  - May 22 - 24: Special Operations Forces Industry Conference—SOFIC Tampa, Florida USA

- **July 9 - 12**
  - JNC—Joint Navigation Conference 2018 Long Beach, California USA
  - September 24 - 28
  - ION GNSS+: Miami, Florida USA

- **October 8 - 10**
  - Association of the U.S. Army Annual Meeting & Exposition Washington, DC USA

- **October 16 - 18**
  - INTERGEO 2018 Frankfurt, Germany

- **October**
  - Commercial UAV Expo 2018 Las Vegas, Nevada USA

- **May 22 - 24**
  - Drone World Expo 2018 (DWE) San Francisco, California USA

- **November**
  - INC 2018: RIN International Navigation Conference Glasgow, Scotland

**Civilian Drone Market through 2026**

- **2018**
  - $73.5 BILLION USD MARKET

**Source:** Teal Group

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Content Elements

SYSTEM ENGINEERING & APPLICATIONS: As the unmanned systems industry continues to evolve, IUS provides the in-depth coverage readers need to stay on top of the latest developments. You’ll find case studies in each issue, giving readers a behind-the-scenes look into unmanned systems engineering and applications, as well as the innovative solutions driving rapid adoption in new market segments.

REGULATION AND POLICY: We bring readers the latest news on the policy, politics, programs, laws and regulations that affect the design, development and use of unmanned systems worldwide. Our coverage spans national and state legislation and associated program budgets, as well as government regulation, operations, finance and export.

PRACTICE & INNOVATION: IUS monitors research and industry practices around the world searching out the innovations that make breakthrough applications possible. Our market analysis and stories on subjects like venture capital and rapid prototyping help unmanned companies keep up with industry changes and find the resources they need to thrive.

DECEMBER/JANUARY
Cooperative Operations
Infrastructure Integration
Ocean Operations
Law Enforcement and Emergency Management
AutoPilot

FEBRUARY/MARCH
Command & Control
Security/ID Mandates
Optimizing Data
Precision Agriculture
LiDAR and Payload Sensors

APRIL/MAY
Power Source Advances
Beyond Line of Sight
Market Analysis
Survey/Mapping/GIS
GNSS and INR Us

JUNE/JULY
New Materials, Designs
Operations Over People
Entrepreneurial Resources
Construction, Engineering, Machine Control
Robotics

AUGUST/SEPTEMBER
Sensor Fusion
Air Traffic Control
Emerging Applications
Defense and Homeland Security
IoT and Wireless

OCTOBER/NOVEMBER
Dual-Domain Systems
State and Local Laws
Maintenance/Repair
Critical Infrastructure, Energy and Utility Inspection
BLS and UTM

EDITORIAL CALENDAR

In 2018, Renee Knight, Senior Editor, Houston, Texas, is an expert feature writer. She delivers deep and highly readable features on key application segments. Renee has a Masters in Journalism in magazine publishing from Medill/ Northwestern.

Contact: 703-201-0954 or DeeAnn@InsideUnmannedSystems.com

Stan Goff, Contributing Editor, Greater Chicago area, has more than two decades of experience as an editor for B2B magazines covering cutting edge technology applications. Managing Editor of sister publication Inside GNSS, Stan edits the technical and engineering papers that add to the depth of the magazines.

Contact: 630-815-6390 or Stan@InsideUnmannedSystems.com

Renee Knight, Senior Editor, Houston, Texas, is an expert feature writer. She delivers deep and highly readable features on key application segments. Renee has a Masters in Journalism in magazine publishing from Medill/ Northwestern.

Contact: 963-703-3481 or Renee@InsideUnmannedSystems.com

Peter Gutierrez, European Editor, Brussels, Belgium, is a veteran editor/reporter who has written about Europe’s Global Navigation Satellite System programs and precision positioning for many years. That experience is serving him well as he follows the unmanned industry and the regulatory environment in Europe.

Contact: Peter@InsideUnmannedSystems.com

Major General James O. Poss (ret), is a leading export on UAS, having targeted the first armed UAS strike, designed the U.S. Air Force’s remote split operations system for control, and designed the Distributed Common Ground Station for UAS intelligence analysis. General Poss was the Executive Director of the Alliance for System Safety of UAS through Research Excellence (ASSURE) of the Federal Aviation Administration’s (FAA) Unmanned Aerial Systems (UAS) Center of Excellence Team. He is CEO of ISP—ideas—an intelligence, unmanned systems and cyber warfare consulting company with decades of intelligence community experience, coupled with insider FAA knowledge.

Contact: 541-952-0300 or Debbie@InsideUnmannedSystems.com

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### ADVERTISING RATES

#### Ad Specs

<table>
<thead>
<tr>
<th>Ad sizes (w x h)</th>
<th>Ad Specs</th>
<th>Rates</th>
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<td>Spread 14&quot; x 10&quot;</td>
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<td>Full Page 7&quot; x 10&quot;</td>
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<td>Full page (Bleed) 8.25&quot; x 11&quot;</td>
<td>209.6 mm x 279.4 mm</td>
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<tr>
<td>1/2 page island 4 9/16&quot; x 7 1/2&quot;</td>
<td>115 mm x 190 mm</td>
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<tr>
<td>1/2 page horizontal 7&quot; x 4 7/8&quot;</td>
<td>177 mm x 123 mm</td>
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<td>85 mm x 114.3 mm</td>
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<tr>
<td>1/3 page vertical 2 3/16&quot; x 10&quot;</td>
<td>55 mm x 254 mm</td>
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<td>1/4 page 3.375&quot; x 4.5&quot;</td>
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**Marketplace Advertising**

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<td>85.725 mm x 54.61 mm</td>
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#### Matched (PMS) color add $600

#### Metallic color add $650

#### Publication trim size: 8" x 10 3/4" (203 mm x 273 mm)

#### Bleed ad specifications: include 1/8" trim on all four sides; please keep type 1/4" from final trim

#### Four-color (gloss) display rates in USD, full run (domestic and international circulation)

#### Black & White 20% discount from color display rates

#### File types accepted: GIF, JPG, Flash (SWF)

#### MAXIMUM FILE SIZE: 80 kb

### DIGITAL ADVERTISING

#### InsideUnmannedSystems.com Advertising

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<th>Ad Sizes</th>
<th>Specs</th>
<th>Monthly Rates</th>
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<tbody>
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<td>1. Large Square</td>
<td>300 x 250</td>
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<tr>
<td>2. Medium Rectangle</td>
<td>160 x 250</td>
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<tr>
<td>3. Square</td>
<td>160 x 160</td>
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#### Inside Unmanned System E-Newsletter Advertising

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<td>1. Leaderboard (Top)</td>
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<tr>
<td>2. SkyScraper (Vertical)</td>
<td>160 x 600</td>
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<td>3. Large Square</td>
<td>300 x 250</td>
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<tr>
<td>4. Medium Rectangle</td>
<td>160 x 250</td>
<td>$1,200</td>
</tr>
<tr>
<td>5. Text</td>
<td></td>
<td>$1,000</td>
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</table>

(run of site, non-rotating) in USD

FILE TYPES ACCEPTED: GIF, JPG, Flash (SWF)

(plus master FLA file when using Flash)

MAXIMUM FILE SIZE: 80 kb

Inside Unmanned Systems follows the Internet Advertising Bureau Guidelines

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**Inside Unmanned Systems**

Follow the Internet Advertising Bureau Guidelines in USD

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<th>Mailing</th>
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<tr>
<td>February/March</td>
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<td>3/2</td>
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**2018**

**Inside Unmanned Systems**

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EXPERIENCED, TRUSTED AND AUTHORITATIVE

Inside Unmanned Systems magazine is built on a legacy of precision positioning, navigation and timing (PNT) expertise—a core technology platform that is the foundation for all unmanned systems. We’ve covered the subject matter with depth and expertise in our sister journal Inside GNSS, for more than 12 years.