

Military

EMBEDDED SYSTEMS

2010

Media Kit

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Military

EMBEDDED SYSTEMS

www.mil-embedded.com



Military Embedded Systems magazine focuses on “Whole Life COTS” and the total military program life cycle, providing technical coverage that applies to all program stages – not just the front-end design stage. The website,

Resource Guide, Internet editions, and print editions provide insight on embedded tools and strategies such as software, hardware, systems, technology insertion, end-of-life mitigation, component storage, and many other military-specific technical subjects.

Coverage includes the latest, most innovative products and technology shifts that drive today’s military embedded applications, such as SDR, sonar, avionics, radar, telemetry, C4ISR, imaging, and more. Each issue provides readers with the information they need to stay connected to the pulse of embedded technology that already is – or might possibly be – used by the military and aerospace industries.

Key Topics

Boards/Carriers/Mezzanines

- Data acquisition, DSP, FPDP, FPGA/reconfigurable computing, frame grabbers, MIL-Spec I/O, sensor I/O, precision instruments, PC/104, PCI, PMC, PrPMC, video, VPX, VME, VXI, XMC, VXS, VPX/REDI, OpenVPX, FMC, MIL-STD-1553/AFDS, ARINC-429, SBCs, comms and networking

Mass storage

- Packaged system, solid-state, RAID, data recorder

Obsolescence/DMSMS

- Cost avoidance services, EOL/aftermarket supplier, obsolescence logistics services, obsolescence prediction tools, uprating or screening services

Rugged computer systems

- Flat-panel system, combat display, mission computer

Software/Middleware

- CORBA, TCP/IP, DDS, graphics software/library, OpenGL, GUI, Linux, RTOS, cost analysis/prediction, simulation, COTS models, battlefield-related information technology, thermal modeling

Test and instrumentation

- Analyzer/monitor, bus analyzer, LXI, PXI, VXI

Editorial Staff



Chris Ciuffo is group editorial director for several of OpenSystems Media’s magazines including *Military Embedded Systems*. A 25-year technology veteran, Chris has spent his entire career dealing with the defense industry – both in DoD- and commercial-related businesses. He has been on the

board and systems side of technology, and he spent many years in the semiconductor industry with companies including AMD and Sharp, as well as Dy 4 Systems and VISTA Controls (both were later acquired by Curtiss Wright long after Chris’ tenure.) Chris has held engineering, management, business development, and executive management positions. He holds a BS in Electrical Engineering and a BS in Materials Science.

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Sharon Schnakenburg-Hess, *Military Embedded Systems* assistant managing editor, oversees both the editorial and production processes including article solicitations/reviews and layout. She earned her BA in Journalism from Arizona State University’s Walter Cronkite School of Journalism and Mass Communication and has worked as a freelance reporter and online editor.

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Terri Thorson, *Military Embedded Systems* senior editor (columns), has been in high-tech worldwide media relations, strategic public relations, and marketing and corporate communications since 1988. She is a faculty member at the University of Phoenix. Terri received her BA in Journalism and Public Relations and a Masters of Mass Communication from Arizona State University.

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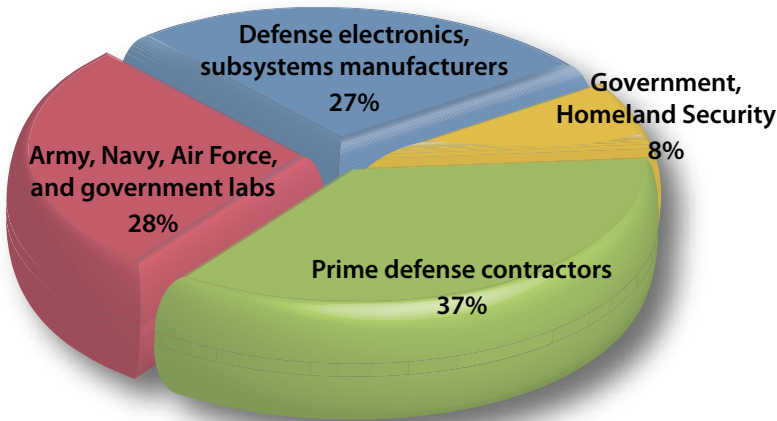
- **Industry Analysis:** Insightful commentary by OpenSystems Media’s editors and industry leaders.
- **Daily Briefing:** News snippets on the latest happenings in the military and aerospace realm.
- **Military Technology Insider:** A view of future technology with tech refresh in mind.
- **Crosshairs Editorial:** The chief editor’s laser-focused topic *du jour*.
- **Field Intelligence:** News from the field.
- **Legacy Software Migration:** Changing guest column on issues and challenges of maintaining and migrating software.

Military

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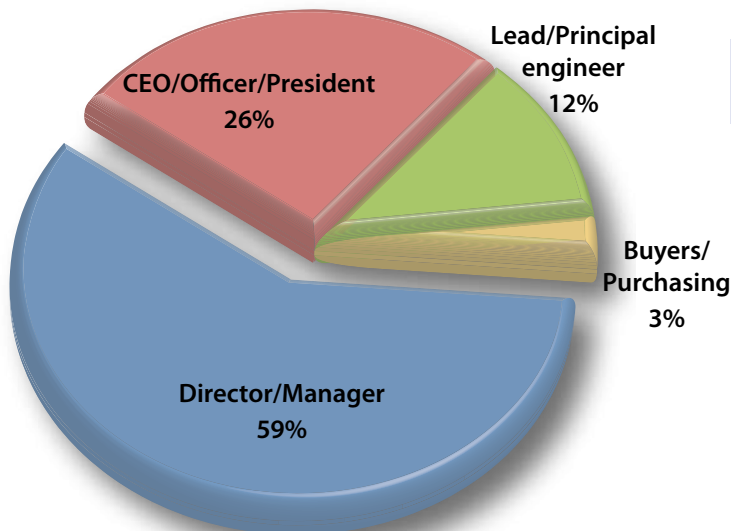
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Readership by Segment

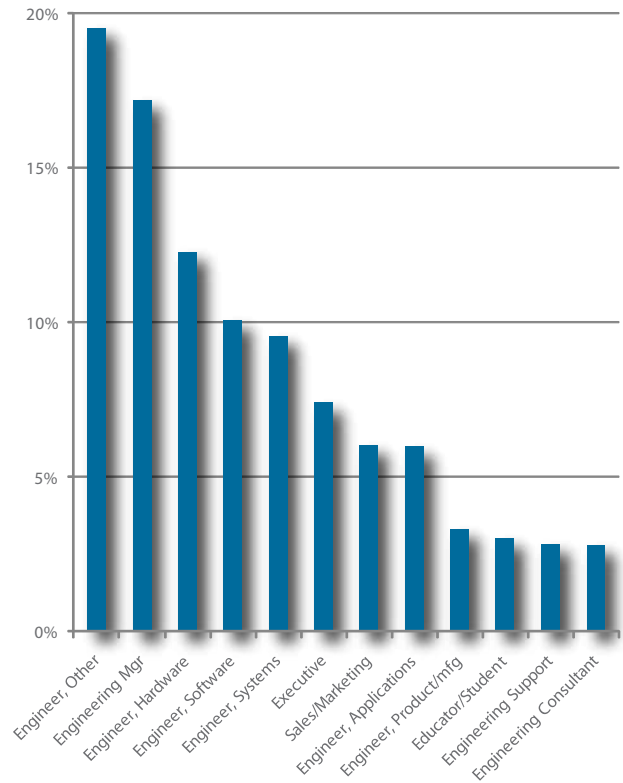


Military Embedded Systems magazine targets industry primes, subcontractors, Department of Homeland Security, U.S. Coast Guard, U.S. Navy, DoD, U.S. Border Patrol, Allies/Foreign governments, government labs, aviation and space agencies, U.S. Air Force, U.S. Army, and U.S. Customs.

Job function of the 23% of Military Embedded Systems subscribers who identify themselves as decision makers



Subscriber Job Function



Circulation

Circulation Total: 39,253

- Print: 29,930
- Digital: 9,323

- Event distribution: 3,150
- E-letter distribution: 25,500

www.mil-embedded.com

- Average monthly unique visitors: 15,700
- Average monthly page views: 120,000

As of September 2009

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Editorial		Ads		EDITORIAL FEATURES			PROMOTIONS SUPPLEMENTS TRADE SHOWS
Volume 6 ISSUE	Abstracts 1st Draft Final	Close Materials	SPECIAL FEATURE Staff-written	MILITARY MATERIAL: TECHNOLOGY FEATURE Staff introduced, contributed material	APPLICATION FEATURE Contributed material		
August E-letter		20Jul10					
Sept Issue 6 plus E-letter	4Jun10 30Jun10 23Jul10	23Jul10 4Aug10		<p>Contact editors with contributed article ideas</p> <p>Annual Military Embedded Systems Resource Guide</p> <p>POINT: The Vendor View - Industry execs predict COTS future</p> <p>COUNTERPOINT: The Military Primes/Subs View - What they need from COTS vendors and industry</p> <p>Key Resource Guide categories include:</p> <p>Boards, Multi-core, Packaging/Mechanical/Chassis, Rugged Boards and Computers, Small Form Factors, Sensors, Systems, Power Conversion, Mass Storage, Middleware/Software, Virtualization, Test and Instrumentation</p>		<p>E-cast & white paper: Executive roundtable on critical technologies fielded in the next 3 years.</p> <ul style="list-style-type: none"> ◆ MILCOM ◆ ESC Boston ◆ AUSA Washington DC <p>MILCOTS DIGEST</p> <p>Supplement on PICMG and communications-related products **</p>	
October Issue 7 plus E-letter	2Jul10 30Jul10 30Aug10	30Aug10 8Sep10		<p>Data acquisition and I/O products for: avionics, shipboard, vetronics, and space vehicles</p> <ul style="list-style-type: none"> - 10/100/1000 Ethernet - MIL-STD-1553/1773 - ARINC-429 and related - Other sensor I/O 	<p>The VME/VPX ecosystem:</p> <ul style="list-style-type: none"> - VME, VXS, VPX, OpenVPX - FMC/PMC/XMC - Boxes and chassis <p>DDS, OpenSAF, reconfigurable platforms, enterprise, and open APIs</p>	<p>E-cast & white paper: AdvancedTCA, MicroTCA, and comm platforms in military systems</p> <ul style="list-style-type: none"> ◆ AdvancedTCA Summit 	
Nov/Dec Issue 8 plus November E-letter	20Aug10 17Sep10 15Oct10	15Oct10 29Oct10		<p>Small form factors; rugged duty</p> <p>Mini-ITX, PC/104, SFF-SIG, COM</p> <p>Ruggedization techniques</p> <p>Shock, vibration, thermal, cooling</p>	<p>Counterfeit components</p> <p>How to tell, what to do</p>	<p>E-cast & white paper: Military power solutions</p>	
December E-letter		19Nov10		<p>Contact editors with contributed article ideas</p>			

MILCOTS DIGEST

**** Supplements: An inside-the-magazine special editorial and products supplement in concert with an OpenSystems Media sister magazine.**

Supplement on rugged small form factor boards and systems published with PC/104 and Small Form Factors February issue.
 Supplement on VME products published with VME and Critical Systems fall issue.
 Supplement on PICMG and communications-related products published with CompactPCI, AdvancedTCA & MicroTCA October issue.

Columns: Crosshairs Editorial • Daily Briefing: News Snippets • Field Intelligence • Industry Analysis • Legacy Software Migration • Military Technology Insider
New Products: Be sure to enter your new products into our product database at submit.opensystemsmedia.com to be considered for inclusion in any New Products section. These products are also included in our social media networks, including Twitter (@military_cots) and our Military Embedded Systems LinkedIn group.
Editor's Choice Products: To be considered for Editor's Choice, enter your product news releases at submit.opensystemsmedia.com in addition to sending to an OpenSystems Media editor.
Occasional Feature: Under the mScope ... the latest in CPUs and MCUs
E-letters: E-letters will have the same focus as the Special Feature with bonus contributed material.
E-casts: Any feature topics will be considered for E-casts throughout the year. See our E-cast calendar at ecast.opensystemsmedia.com for more details on upcoming events.
Subscriptions: Subscribe online at www.opensystemsmedia.com/subscriptions.
 Due to ongoing developments in the embedded electronics industry, topics on this calendar are subject to change without notice.

Rate Plan: Embedded Computing Design and Military Embedded Systems

Size		1x	2-3x	4-6x	7-9x	10-12x	13-18x	19-24x	25-30x
2 page spread		\$8,910	\$7,830	\$7,380	\$6,750	\$6,075	\$5,535	\$5,040	\$4,770
1		\$4,950	\$4,350	\$4,100	\$3,750	\$3,375	\$3,075	\$2,800	\$2,650
2/3		\$3,750	\$3,400	\$3,050	\$2,750	\$2,475	\$2,225	\$2,025	\$1,825
1/2		\$2,600	\$2,275	\$2,125	\$1,975	\$1,875	\$1,750	\$1,675	\$1,550
1/3 *		\$1,825	\$1,750	\$1,675	\$1,575	\$1,500	\$1,425	\$1,350	\$1,275
1/4		\$1,500	\$1,450	\$1,400	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150
1/9 *		\$600	\$575	\$550	\$525	\$500	\$475	\$450	\$425
Product profile, advertiser	full page	\$1,300	\$1,275	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150	\$1,125
	half page	\$700	\$675	\$650	\$625	\$600	\$575	\$550	\$525
Product profile non-advertiser	full page	\$1,400	\$1,375	\$1,350	\$1,325	\$1,300	\$1,275	\$1,250	\$1,200
	half page	\$850	\$825	\$800	\$775	\$750	\$725	\$700	\$675
Tabs	Full	\$4,950							
	Mini	\$1,750							

Covers 2, 3, or 4 and center spreads are available for an extra charge.
 Rate combinations: Insertions can be combined to give you the maximum discount.
 * Not available in Resource Guide issues.

Submit ads to submit.opensystemsmedia.com

Colors/Resolution

4-color CMYK @ 300 dpi (Spot colors will not be preserved and will be converted to 4-color process.)

File formats

Preferred format: High-resolution PDF (press setting) Adobe Acrobat 5.0 or above.

Note: If text is outlined or the below formats are used. We cannot guarantee that your ad will be searchable in our E-mag platform.

Other acceptable formats: TIF, Photoshop PSD, or JPEG (best quality setting).

Deadlines

Insertion schedules cancelable only on written notice when received 10 days prior to the closing date of advertising forms. If the new ad is not received by the material due date, OpenSystems Media reserves the right to repeat the previous advertisement.

Advertisers are to receive the publications in which their display advertising appears.

Commission

15 percent commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.

High Impact Ads

OpenSystems Media has a variety of high impact advertising options for you next marketing campaign.

- Inserts and outserts
- Belly Bands – wrap around magazine
- Gate Folds – special fold out pages
- Post-its
- Tabs and Mini-tabs
- Products on cover
- Cover peel backs
- and many more

Contact your account manager for specifications.

Special services

Copy and design charges: Creative services for print advertisements available for a fee. Please discuss with your account manager.

Technical questions

If you are unsure about the specifications, please contact:

creative@opensystemsmedia.com



Ad Size		Shape	Trim (W x H)	Bleed (W x H)
Page Spread		Full	16" x 10.875"	16.25" x 11.125"
1/2 Page Spread		Horizontal	16" x 4.875"	16.25" x 5.125"
Page		Full	8" x 10.875"	8.25" x 11.125"
2/3 Page		Vertical	4.625" x 10"	
		Island	5.125" x 7.375"	
1/2 Page		Vertical	3.375" x 10"	
		Horizontal	7" x 4.875"	
		Island	4.625" x 7"	
1/3 Page		Vertical	2.125" x 10"	
		Square	4.625" x 4.875"	
1/4 Page		Square	3.375" x 4.875"	
1/9 Page		Square	2.125" x 3.125"	
Tab		Full	8.5" x 10.875"	8.75" x 11.125"

Keep copy at least 0.375" from top and 0.5" from left, right, and bottom.

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