About the future of military technology
About

Military Embedded Systems focuses on embedded electronics – hardware and software – for military applications through technical coverage of all parts of the design process. The website, resource guide, newsletters, and print editions provide insight on embedded tools and strategies such as software, hardware, systems, technology insertion, obsolescence management, and many other military-specific technical subjects.

Coverage includes the latest innovative products, technology, and market trends driving military embedded applications such as radar, sonar, unmanned system payloads, signals intelligence, electronic warfare, C4ISR, avionics, imaging, and more. Each issue provides readers with the information they need to stay connected to the pulse of embedded technology in the military and aerospace industries.

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Editorial Staff

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John is Executive Vice President & Group Editorial Director of Military Embedded Systems, PC/104 and Small Form Factors, PICMG Systems & Technology, Signal Processing Design, and VITA Technologies. He covered the electronics industry for more than 20 years. During that time he has led and launched magazines, websites, shows, and E-newsletters focused on the defense sector. He has a Masters of Print Journalism from Boston University and an undergraduate degree in Business Management from Albright College.

Lisa Daigle  Assistant Managing Editor
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Lisa is responsible for working with contributing authors on technical article submissions from abstract to final draft. She also edits content and shepherds the magazine through the production process. Lisa has been covering the embedded computing industry since the mid-1990s when she worked on Computer Design and Data Storage magazines. She has a Bachelor of Arts in English Literature, with a minor in Greek and Latin, from Assumption College in Worcester, MA.

Sally Cole  Senior Editor
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Sally Cole has more than 15 years’ experience as a journalist, specializing in topics that include physics, photonics, semiconductors, and network and security. She holds a bachelor's degree in geology from the University of New Mexico.

Mariana Iriarte  Technology Editor
miriarte@opensystemsmedia.com  @mariana_iriarte
Mariana is a U.S. Navy veteran. She is bilingual in Spanish and English, holds a Bachelor of Arts degree in English with a Creative Writing Specialization from Southern Methodist University (SMU) in Dallas. Prior to getting her degree she spent more than five years at sea in the Navy as an electrician.
# Military Embedded Systems 2018 Content Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Report</th>
<th>Mil Tech Trends (staff written and contributed)</th>
<th>Industry Spotlight (Staff written and contributed)</th>
<th>Trade Shows, E-Mags, Promotions, and Bonus Coverage</th>
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<td>January/February Print</td>
<td>Radar Design Trends</td>
<td>Signal Processing Trends in Radar, Sonar, and Electronic Warfare</td>
<td>RF and Microwave for Radar and Electronic Warfare Systems</td>
<td>AFCEA West</td>
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<tr>
<td>February E-letter</td>
<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:ldaigle@opensystemsmedia.com">ldaigle@opensystemsmedia.com</a></td>
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<td>March Print</td>
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<td>March E-letter</td>
<td>Military Avionics Upgrades</td>
<td>Avionics Safety Certification</td>
<td>Avionics Connectors</td>
<td>Aviation Electronics Europe, Sea-Air-Space</td>
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<td>April/May Print</td>
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<td>April E-letter</td>
<td>Counter-UAV Technology</td>
<td>RF and Microwave Technology for Unmanned Systems</td>
<td>Unmanned Systems Payload Designs from Connectors to Sensors</td>
<td>Xponential, ESC Boston, IMS, SOFIC</td>
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<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:ldaigle@opensystemsmedia.com">ldaigle@opensystemsmedia.com</a></td>
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<td>June E-letter</td>
<td>Artificial Intelligence &amp; Machine Learning for Military Systems</td>
<td>Solving Thermal Management Challenges in Military Electronics</td>
<td>Reduced SWaP Rad-Hard Components</td>
<td>NSREC, Eurosatory</td>
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<td>Cyber Warfare Technology</td>
<td>Rugged Computing</td>
<td>Leveraging Big Data for Military Applications</td>
<td>Air Force Association</td>
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**Due Dates**

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**Editorial Contacts:**
- John McHale, Editorial Director, jmchale@opensystemsmedia.com
- Lisa Daigle, Assistant Managing Editor, ldaigle@opensystemsmedia.com
- Mariana Iriarte, Technology Editor, miriarte@opensystemsmedia.com

**Sales/E-cast:**
- Tom Varcie, tvarcie@opensystemsmedia.com

**Newsletters:**
- The McHale Report - Monthly
- Radar/ Electronic Warfare - Monthly
- Avionics Design - Monthly
- CyberDefense Report - Bimonthly
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<tr>
<td>Spring</td>
<td><strong>PC/104 &amp; Small Form Factors Resource Guide</strong> <em>(Total Circulation: 18,000)</em>&lt;br&gt;Embedded Software, COMs &amp; SoMs, Hardware &amp; Peripherals, Processing, SBCs &amp; Boards, Systems, Operating Systems &amp; Tools, Wireless, IoT</td>
<td>Embedded World</td>
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<tr>
<td>Spring</td>
<td><strong>VITA Technologies Resource Guide</strong> <em>(Total Circulation: 25,750)</em>&lt;br&gt;PCs, OpenVPX, PMC, VME, VPS, Operating Systems &amp; Tools</td>
<td>Xponential 2018</td>
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<td>Fall</td>
<td><strong>Industrial AI &amp; Machine Learning</strong> <em>(Total Circulation: 50,000)</em>&lt;br&gt;AI Processors &amp; IP; Boards, Modules, &amp; Systems; Data Acquisition; Software Development Tools &amp; Frameworks; Test; Applications (Analytics, Automotive, Biometrics, Healthcare, Industrial IoT/Industry 4.0, Machine Vision, Networking, Security, Voice/Language Processing)</td>
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<td>Fall</td>
<td><strong>PICMG Systems &amp; Technology Application Guide</strong> <em>(Total Circulation: 20,000)</em>&lt;br&gt;Communications &amp; Networking, Design, Industrial Automation &amp; Control, Medical &amp; Science, Military &amp; Aerospace, Test &amp; Measurement, Transportation &amp; Energy</td>
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<td>Winter</td>
<td><strong>VITA Technologies Application Guide</strong> <em>(Total Circulation: 25,750)</em>&lt;br&gt;Avionics, Commercial, Communications, Imaging, Industrial, Radar, Rugged, Surveillance, T&amp;M, UAV</td>
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<td><strong>IoT Design Newsletter</strong></td>
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While blogs are not as in-depth as a full technical article, we ask that it contain a military technology tie-in. The blog must be original to our website, not republished from another media outlet. Blogs should be short and sweet and should be between 400 to 700 words in length. Blogging is a strategic and fun way to reach our readers and inform them of the current trends in the industry.

Interested in being a guest blogger?
Contact Editorial Director: John McHale, jmchale@opensystemsmedia.com

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**Market Segment Breakdown**

- Defense OEMs/Suppliers: 25%
- Top Prime Contractors/System Integrators: 55%
- Gov/Mil: 20%

**Job Functions**

- Sales/Marketing/Business Development: 12%
- Executive/Corporate Management: 11%
- Design/Development Engineer (Hardware): 9%
- Design/Development Engineer (Software): 7%
- System Engineer: 6%
- Educator/Consulting/Engineering Support: 6%
- System Engineer: 6%
- Manufacturing/Production/Control Engineering: 3%
- Scientist/R&D: 3%
- Design/Development Engineering Manager/Hardware: 21%
- Design/Development Engineering Manager/Software: 16%

**Total Top Primes across all properties: 34,000**

**Print/Online Circulation**

- Print: 21,000
- Digital: 18,000
- Total: 39,000

**Geographic Breakdown**

- US: 75%
- Europe: 15%
- Asia: 10%

**Key Readers**

- Lockheed Martin
- Boeing
- Raytheon
- Texton Systems
- Rockwell Collins
- BAE Systems
- Honeywell
- .Mil
- NASA
- SAIC

**E-Newsletters**

- MES E-letter: 34,538 (Monthly)
- Radar & Electronic Warfare: 23,101 (Monthly)
- The McHale Report: 34,140 (Monthly)
- Avionics Design: 47,872 (Monthly)
- CyberDefense Report: 62,117 (Bimonthly)
Mil-embedded.com – is where design engineers, engineering managers, system integrators, program managers, and other technology experts in the defense and aerospace community gather to read industry news, blogs, columns, feature articles, product update, videos, white papers, military charities, and more from our editorial staff and industry voices.

Reach our visitors through advertising such as Leaderboards, Skyscrapers, Interstitial or Welcome Ads, Peel Backs, Ad Retargeting, Roadblocks, and Square Buttons.

For more information, contact Tom Varcie at tvarcie@opensystemsmedia.com.
Banner ads

Also available: Geo-targeted banners, key word search, Re-Targeting

Contact:
Tom Varcie,
tvarcie@opensystemsmedia.com
Group Editorial Director, John McHale, shares the best of the Mil-embedded.com website every month with the top military prime contractors and system integrators. Content includes interviews with key defense technology players, technology roundtables, staff written and guest blogs, as well as industry news and special feature articles.

- Targets more than 34,000 of the top primes/system integrators
- Features blogs, top news, defense executive interviews, procurement roundtables, market updates, etc.
- The McHale Report is distributed monthly

McHale Report Podcasts

- Covers various topics that include technology, procurement trends, tradeshow highlights via interviews and chats between our editorial staff – John McHale and Technology Editor Mariana Iriarte – and industry experts from all tiers of the defense electronics community.
- Sponsorship: Banner on Podcast and an approximate 10-second message during podcast for the calendar year every week for $1250 a month. The total for the year: $15,000.

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For more information, contact Tom Varcie tvarcie@opensystemsmedia.com
Focuses heavily on radar and electronic warfare (EW) systems, as well as embedded hardware and software driving radar innovation

Features best EW/radar-related content - feature stories, products, blogs, white papers, etc.

Deployed to more than 23,000 mil-embedded online community with a majority going to military top prime contractors.

The Radar/Electronic Warfare is distributed monthly

Covers cyber technology in defense and aerospace domain, as well as commercial market

Features interviews, news, columns, blogs, and more on hardware and software designs for cyber defense

The CyberDefense Report is distributed bimonthly

Distributed to more than 60,000 engineers with a majority going to military top prime contractors.

Covers hardware and software avionics designs and certification issues in the commercial and military avionics market

Targets more than 47,000 engineers in the U.S. and 20,000 engineers in Europe

In partnership with Aviation Maintenance magazine and the Aviation Electronics Europe show

Distributed monthly

For more information, contact Tom Varcie tvarcie@opensystemsmedia.com

ADVERTISING OPPORTUNITIES

Top Leaderboard 728 x 90 resized to 600 x 74px $1,500/issue

Top Square (300px x 250px) $1,000/issue

Middle Square (300px x 250px) $850/issue

2nd Middle Square (300px x 250px) $850/issue

Text Ad (20 Words, Title, and Link) $750/issue

Bottom Text Ad (20 Words, Title, and Link) $750/issue

Bottom Square (300px x 250px) $750/issue

Bottom Leaderboard (600px x 74px) $750/issue
Military Embedded Systems E-Letter

A monthly newsletter emailed to subscribers with a majority going to military top prime contractors. The e-letter includes the latest articles in software, hardware, signal processing, cybersecurity, unmanned systems, and other military technology in addition to products, white papers, and upcoming Webcasts.

The best way to reach your customers with products and sponsorships

For more information in how to add your product to our monthly e-letter, contact: Tom Varcie, tvarcie@opensystemsmedia.com
Magazine
Print/E-mag

Reach your audience with the only military and defense print product to grow in pages and revenue over last four years. We can also help you design multiple-page, full-page, fractional ads, bellybands, and gatefolds. Ads placed in our publications are included in E-mags.

Total Circulation: 39,000

The September Military Embedded Resource Guide is a must-see issue with over 100 pages each year! Half- and full-page product profiles are presented in data sheet format and are a great way to align your solutions with leading technical content.

Innovative Product Marketplace

Each issue features an Innovative Product Marketplace based on the main topics in that issue (Radar, Unmanned Systems, Avionics, etc), which includes 1/6th page ad in the Innovative Product Marketplace section. Each product features the 1/6th page ad that is linked to the company’s site on the magazine’s digital issue e-blast for that month. It also includes paid products, links to articles, and a link to the magazine. Innovative Product Marketplace is $900 per product.

For more information, contact Tom Varcie at tvarcie@opensystemsmedia.com.
Webcasts
Webcasts are live and moderated with a single or multiple sponsors or multiple sponsors to educate audiences about a problem and possible solutions. Includes attendee tracking that allows Q&A and survey/poll response viewing.

More than 36,000 new leads are generated from more than 90 webinars.
Custom Content

Each year OpenSystems Media produces hundreds of pieces of custom technical content including videos, tear-downs, guest blogs, design articles, and white papers. Custom content can be used to drive traffic, create awareness, or even drive leads.

Contact:
Tom Varcie,
tvarcie@opensystemsmedia.com

Mil-Embedded Special Reports

Topic-based custom newsletters focused on key subjects of interest with our audience such as Radar, Electronic Warfare, Ethernet, Cybersecurity, Avionics, Safety-Certification, Signal Processing, Rugged Computers, etc.

Requirements
- 6-10 assets: videos, whitepapers, articles, and/or blogs
- Augmented by related content from Military Embedded Systems
- Deployment audience is based on topic
- Will provide leads
- Price $5500
Native Ads are Sponsored Online Content featured across OpenSystems Media sites, E-newsletters, plus Facebook and Twitter. We suggest 100-150 words, photo, and link that can garner impressions.

15,000 impressions included with each native ad.

Contact:
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White Papers

White papers are designed to drive leads to technical vendor contributed articles. Each white paper is gated and promoted on our site to drive the relevant traffic to the right content. Each year we feature more than 100 white papers with and generate 15,000 leads.

Each year we feature more than 120 white papers generating more than 17,000 leads

Contact:
Tom Varcie,
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Military Datasheets

Datasheets for electronic components are one of the most searched items on the web. This is a great way to drive awareness to your product and, most importantly, drive leads. You can also segment our list to send your customized datasheet for $400 CPM. For example, you can target our list of top prime contractors.

Military Datasheets have generated more than 5,000 leads in the past year from the top military primes. Leads are available within 48 hours.

Contact:
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tvarcie@opensystemsmedia.com
Email Blasts

OpenSystems Media is the world leader in outbound email campaigns, producing more than 150 custom deployments each year. Email campaigns can be used to drive traffic to your new product or news item, webinar, white paper, your own event, contest, or custom content. For example, you can target our list of top prime contractors.

Campaigns start at only $250 CPM.
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