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, podcasts, webcasts, 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. We provide our audience with the information they need to stay connected to the pulse of embedded technology in the military and aerospace industries.

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Driving Innovation in Military Electronics

The Military Embedded Systems family of properties offers 360-degree marketing and advertising solutions.
John McHale, Executive Vice President

John is Executive Vice President & Group Editorial Director of Military Embedded Systems, PC/104 and Small Form Factors, PICMG Systems & Technology, and VITA Technologies. He has covered the electronics industry for more than 20 years. During that time John has led and launched magazines, websites, shows, and E-newsletters focused on the aerospace and defense sectors. 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

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

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.

Emma Helfrich, Associate Editor

Emma is responsible for writing, editing, and posting contributions to the Military Embedded Systems site and its print edition. She graduated from Northern Arizona University in Flagstaff, Arizona with a Bachelor of Science in Journalism and Political Science and a minor in Creative Media and Film. She spent four years at The Lumberjack newspaper as a staff writer, Opinion-Editorial editor, and finally as Copy Chief.
Total Database of More Than 350,000 Subscribers

**GEOGRAPHIC WEB TRAFFIC**
- North America: 75%
- Europe: 15%
- Asia: 10%

**EMAIL & E-NEWSLETTER DISTRIBUTION**
- MES E-letter: 30,848
- Radar & Electronic Warfare: 17,050
- The McHale Report: 46,209
- Military AI: 27,459
- CyberDefense Report: 62,638
- Avionics: 33,418

**SOCIAL MEDIA FOLLOWERS**
- Twitter: 7,557
- Instagram: 9,671
- Facebook: 4,498
- MES LinkedIn Group: 4,504

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

**JOB FUNCTIONS**
- Design/Development Engineering: 37%
- Design/Development Engineer HW & SW: 18%
- Executive Management/General Manager/Chief Engineer/Chief Architect: 15%
- System Engineer/System Architect: 15%
- Sales/Marketing/Business Development: 12%
- Scientist: 3%

**Key Readers**
- Lockheed Martin
- Boeing
- Raytheon
- Textron Systems
- Collins Aerospace
- BAE Systems
- NASA
- .Mil
- SAIC

**Total Top Primes across all properties:** 46,270

**Demographics**
| Issue                        | Special Report (staff written)         | Mil Tech Trends (staff written and contributed)                             | Industry Spotlight (Staff written and contributed) | Trade Shows, Webcasts, Promotions, and Bonus Coverage                                      | Due Dates                      |
|-----------------------------|----------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------|------------------------------------------------------------------------------------------------|
|                             |                                        |                                                                             |                                                    |                                                                                              |
| January/February Print      |                                        |                                                                             |                                                    |                                                                                              |
|                             |                                        |                                                                             |                                                    |                                                                                              |
| January E-letter            |                                        |                                                                             |                                                    |                                                                                              |
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| February E-letter           |                                        |                                                                             |                                                    |                                                                                              |
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| March Print                 |                                        |                                                                             |                                                    |                                                                                              |
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| March E-letter              |                                        |                                                                             |                                                    |                                                                                              |
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| April/May Print             |                                        |                                                                             |                                                    |                                                                                              |
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| April E-letter              |                                        |                                                                             |                                                    |                                                                                              |
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| May E-letter                |                                        |                                                                             |                                                    |                                                                                              |
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| June Print                  |                                        |                                                                             |                                                    |                                                                                              |
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| June E-letter               |                                        |                                                                             |                                                    |                                                                                              |
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| July/August Print           |                                        |                                                                             |                                                    |                                                                                              |
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| July E-letter               |                                        |                                                                             |                                                    |                                                                                              |
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| August E-letter             |                                        |                                                                             |                                                    |                                                                                              |
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| September Print             |                                        |                                                                             |                                                    |                                                                                              |
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| September E-letter          |                                        |                                                                             |                                                    |                                                                                              |
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| October Print               |                                        |                                                                             |                                                    |                                                                                              |
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| October E-letter            |                                        |                                                                             |                                                    |                                                                                              |
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| Nov/Dec Print               |                                        |                                                                             |                                                    |                                                                                              |
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| November E-letter           |                                        |                                                                             |                                                    |                                                                                              |
|                             |                                        |                                                                             |                                                    |                                                                                              |
| December E-letter           |                                        |                                                                             |                                                    |                                                                                              |
|                             |                                        |                                                                             |                                                    |                                                                                              |

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Events

Military Embedded Systems is a media sponsor of the largest events in our industry and works with many of our partners on their custom events to craft solutions to drive awareness.

Top Things to See
Top Things to See is an email blast that reaches specific tradeshow events exhibitors. If you’re launching a new product or if it’s been the go-to product of the year for your company, this email blast will reach exhibitors the first day of the event.

Best in Show Awards
A contest for exhibitors at key aerospace and defense industry events recognizing innovative hardware and software products for military electronics applications such as radar, electronic warfare, avionics, artificial intelligence, cyber, etc. Exhibitors can build publicity around their appearance and your products at the events, get attention for their products with key customers such as Defense Prime Contractors, and achieve recognition for their product designers. Winners will be announced at the respective events.

In-Booth Videos
In-booth Videos from the Show Floor features our military vlogger and the products showcasing at the tradeshow event. Videos can be featured on the home page plus Facebook and Twitter.

Moderator Services
Inquire about our moderation services, which include conference planning, panel hosting, keynote speaking, emceeing, etc. Military Embedded System will provide the moderator.

Vendor Specific Events
Interested in having Military Embedded Systems be a media sponsor of your event? We can provide dedicated email campaigns, newsletter coverage, keynote/speakers, blogging, videos, and podcasts.

More than 20 Defense and Aerospace tradeshows we promote at throughout the year
Creative Services & Videos

Military Embedded Systems can act as an extension to your marketing team. We excel at creating a custom project that meets your needs from websites to articles to videos and more. Need a custom plan? We can help.

Custom Content
Custom content can be used to drive traffic, create awareness, or even drive leads. Military Embedded Systems excels at producing custom technical content including articles, white papers, blogs, case studies, infographics, market research, newsletters, digital magazines, and more!

Product Videos
Video package includes paid speaker discussing your product’s highlights, 1-2-minute presentation with product images, professional design and layout. Video will be featured on YouTube Channel, website, newsletter coverage, and promoted on our social platforms (Facebook and Twitter).

Custom Design
Our marketing team works with our clients to create websites, Banner Ads, Logos, E-mail Templates, Event Backdrops, Placards for events, and General Layout & Design for booklets, programs, schedules, flyers, etc.
Webinars

Military Embedded Systems’ online webinar platforms serve as a digital channel for thousands of engineers annually to help them better do their jobs, while doubling as a channel for partners to discuss their viewpoints and technologies.

Our webinars are live and moderated with a single or multiple sponsors or multiple sponsors to educate audiences about a problem and possible solutions in the aerospace and defense electronics community. The online events include attendee tracking that allows Q&A and survey/poll response viewing.

The webinars delve deep into technical challenges faced by design engineers working on solutions for applications such as Avionics, Electronic Warfare, Radar, Artificial Intelligence/Machine Learning, Cybersecurity, Unmanned Systems, and solving challenges in Open Architectures, Thermal Management, Encryption, and more.
Custom Programs

OpenSystems Media can provide the following services

- Face-to-face developer conferences
- Client-centric seminars globally
- Moderator services
- Custom websites, microsites, portals
- Custom reference design portals
- Completely turnkey webcast events (speaker, material, promotions, logistics, etc.)
- Custom content (blogs, white papers, design articles, videos, eBooks, podcasts, press releases, datasheets)
  - Design challenges
  - Interactive content and marketing programs
  - Custom digital newsletters (including template design and list segmentation)
  - Event coordination and support
  - Social media campaigns (amplification/expansion campaigns, paid promotion and management)
- Custom research
- Video campaigns
- Nurture campaigns
- Market research and industry reports
- CEO Q&A videos/interviews
- Podcasts
- Creative services (infographics, ads, banners, brochures, collateral, eBooks, etc.)

Content Creation
Be first thought. Expand your reach when executing leadership, re-branding, and generating trust within the engineering community.

- Web sites/portals
- Blogs
- White papers
- Design articles
- Videos
- eBooks
- Tear downs
- Custom digital newsletters
- Interactive content
- Print magazines and catalogs
- Visual content
- Podcasts
- Executive Q&As/interviews
- Industry reports
- Press releases
- Webcast/webinar presentations
- Multi-language capabilities
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