Military
EMBEDDED SYSTEMS
2021 Media Kit

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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AVIONICS >DESIGN

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MILITARY AI SOSA UPDATE

Military EMBEDDED SYSTEMS

CYBERDEFENSE REPORT

RADAR & ELECTRONIC WARFARE

MilTechVirtual

THE McHALE REPORT PODCAST

The Military Embedded Systems family of properties offers
360-degree marketing and advertising solutions.

Editorial Staff

John McHale, Executive Vice President

john.mchale@opensysmedia.com   *@JMcHaleIII*

John is Executive Vice President & Group Editorial Director of Military Embedded Systems, PC/104 and Small Form Factors, 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.daigle@opensysmedia.com   *@LisaDaigle1*

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@opensysmedia.com

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.helfrich@opensysmedia.com   *@emmakrh*

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.

Demographics

Global Engineering Audience of More Than 350,000

Military EMBEDDED SYSTEMS

GEOGRAPHIC WEB TRAFFIC

North America	75%
Europe	15%
Asia	10%

EMAIL & E-NEWSLETTER DISTRIBUTION

Military Embedded Systems E-Letter	12,816
Radar & Electronic Warfare	17,050
The McHale Report	33,351
Military AI	20,795
CyberDefense Report	52,029
Avionics Design	27,393
SOSA Update	34,120

MILITARY EMBEDDED SYSTEMS MAGAZINE DISTRIBUTION

Print	12,000
Digital	13,000

SOCIAL MEDIA FOLLOWERS

Twitter	7,909
Facebook	4,561
Military Embedded Systems LinkedIn Group	4,970

Total Top Primes across all properties: 46,270

Key Readers

Lockheed Martin	Northrop Grumman
Raytheon	Boeing
Collins Aerospace	Textron Systems
Honeywell	BAE Systems
NASA	.Mil
	SAIC

MARKET SEGMENT BREAKDOWN

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

JOB FUNCTIONS

Design/Development Engineering Manager HW & SW	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%

Military Embedded Systems 2021 Content Calendar

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 Editorial — Abstracts	Finished Draft	Ads Close — Print	E-letter
January/February Print / January E-letter	RADAR/EW GUIDE			Webcast: How SOSA 1.0 Will Impact Radar and Electronic Warfare Designs. AFCEA West, SOSA/FACE TIM Event	11/11/20	12/18/20	12/18/20	1/1
	Radar for Missile/Hypersonic Defense	Leveraging the Sensor Open Systems Architecture (SOSA) for radar applications	RF and Microwave in Electronic Warfare Systems					
February E-letter	Unsolicited articles are welcomed. Please contact: lisa.daigle@opensysmedia.com			Webcast: FACE Technical Standard, Driving Commonality in Avionics Systems	–	–	–	2/1
March Print / March E-letter	AVIONICS ISSUE			Webcast: Leveraging AI for Military Big Data Applications. Aerospace Tech Week, Sea, Air Space	12/18/20	1/25	1/28	3/1
	Avionics Upgrades	Certifying COTS Hardware & Software	Military Avionics and the Future Airborne Capability Environment (FACE) Technical Standard					
April/May Print / April E-letter	UNMANNED SYSTEMS ISSUE			Webcast: How SOSA Aligns with Current Open Standards. xPonential, IMS, NIWeek, SOFIC	1/29	2/22	3/18	4/1
	Counter-UAS Technology	SOSA and Small-Form-Factor Designs for Unmanned Platforms	Interconnect Technologies for Unmanned Systems					
May E-letter	Unsolicited articles are welcomed. Please contact: lisa.daigle@opensysmedia.com			Webcast: Solving Unmanned Aircraft System (UAS) Safety Certification Challenges	–	–	–	5/1
June Print / June E-letter	Small Sats	Enabling Artificial Intelligence in Military Systems	Rad-Hard Electronics Design Trends	Webcast: Cooling Electronics: Solving Military Thermal-Management Challenges. Webcast: Leveraging SDR for Military 5G Solutions. NSREC	3/31	4/29	4/29	6/1
July/August Print / July E-letter	Leveraging Big Data for Military Applications	Cyberwarfare Technology	Rugged Computing & Thermal Management	Webcast: The FACE Technical Standard and Avionics Safety Certification. DSEI, Air Force Association	5/17	6/16	6/17	7/1
August E-letter	Unsolicited articles are welcomed. Please contact: lisa.daigle@opensysmedia.com			Webcast: Enabling Security within the SOSA Technical Standard and SOSA-conformant products	–	–	–	8/1
September Print / September E-letter	MILITARY EMBEDDED SYSTEMS RESOURCE GUIDE			Webcast: Solving DAL-A Safety Certification Challenges for Military Avionics Systems. AUSA	6/21	7/26	7/29	9/1
	Special Report: Shipboard Electronics; Mil Tech Trends: Test and Measurement Trends; Industry Spotlight: Managing Supply Chain, Obsolescence, and Counterfeit Parts; Key Resource Guide Categories Include: Avionics, Communications, Cybersecurity, Electronic Warfare, Embedded Hardware, Embedded Software, Obsolescence/EOL, Radar, Real-Time Operating Systems and Tools, RF & Microwave, Safety Certification, Space Electronics & Services							
October Print / October E-letter	5G Technology for the Warfighter	How the Sensor Open Systems Architecture (SOSA) Impacts Electronic Warfare Designs	Spectrum-Management Challenges	Webcast: Deploying the SOSA Technical Standard: Benefits & Challenges. Webcast: Cybersecurity & CSfC: Data Protection and Commercial Solutions. AOC	7/23	8/15	9/2	10/1
Nov/Dec Print / November E-letter	Tech for Navigating GPS-denied Environments	Military Power Supplies	Open Standards for Embedded Military Systems	Webcast: Ruggedizing COTS Systems for Extreme Military Environments. Embedded Tech Trends	9/8	10/18	10/14	11/1
December E-letter	Unsolicited articles are welcomed. Please contact: lisa.daigle@opensysmedia.com			Webcast: Leveraging FACE to Provide Cybersecurity and High Assurance to Avionics Systems	–		–	12/1

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, Twitter, and LinkedIn.

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.

We partner with and promote more than 20 defense and aerospace tradeshows and conferences 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!

Mil Tech Virtual Demo

Share your video demonstration content directly with Aerospace and Defense engineers and capture their data. Your video and link are featured in a Military Embedded Systems-branded email campaign and deployed to a target audience – i.e. vertical, region, title -- in exchange for data on engaged engineers. Perfect for reaching those engineers unable to attend trade shows. Utilize video resources to build your digital footprint and capture 100% mindshare of targeted personas. Video will be featured on YouTube Channel, website, newsletter coverage, and promoted on our social platforms (LinkedIn, Twitter, and Facebook).

Mil Tech Virtual Toolbox

Build awareness around your solutions and showcase your expertise in the defense electronics market with design engineers. The MTV Toolbox, hosted by Editorial Director John McHale, shows how tools, either hardware or software, can be used to solve specific engineering challenges. This could be a static analysis tool, a thermal management design, a virtual machine for running safety-critical and non-safety critical applications on the same hardware, tools for conformance/compliance with standards such as SOSA, CMOSS, VPX, etc. Video will be featured on YouTube Channel, website, newsletter coverage, and promoted on our social platforms (LinkedIn, Twitter, and Facebook).

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, Twitter, and LinkedIn).

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.
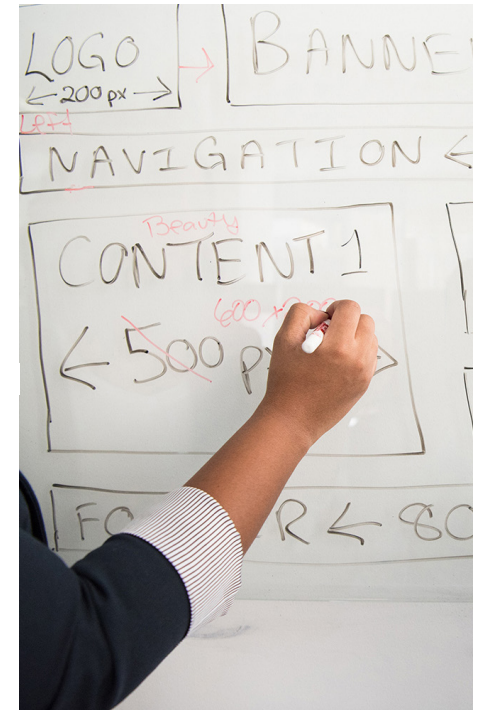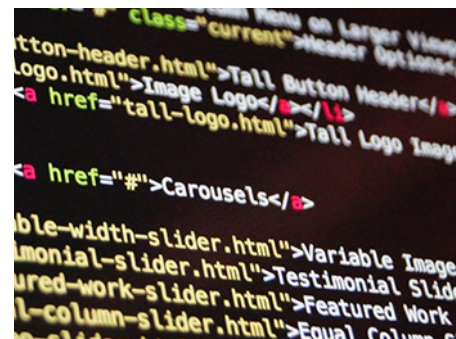
Webcasts

Military Embedded Systems generates between 150-300 leads per webcast

Webcasts

Military Embedded Systems' online webcast 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 webcasts are live and moderated with single 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 webcasts delve deep into technical challenges faced by design engineers working on solutions for applications such as Avionics, Electronic Warfare, Radar, SOSA, FACE, Safety Certification, Artificial Intelligence/Machine Learning, Cybersecurity, and Unmanned System, as well as solving challenges in Thermal Management, Encryption, and more.

2021 Webcast Topics

How SOSA 1.0 Will Impact Radar and Electronic Warfare Designs

FACE Technical Standard – Driving Commonality in Avionics Systems

Leveraging AI for Military Big Data Applications

How SOSA Aligns with Current Open Standards

Solving Unmanned Aircraft System (UAS) Safety-Certification Challenges

Cooling Electronics: Solving Military Thermal-Management Challenges

Leveraging SDR for Military 5G Solutions

The FACE Technical Standard and Avionics Safety Certification

Enabling Security within the SOSA Technical Standard and SOSA-conformant products

Solving DAL-A Safety Certification Challenges for Military Avionics Systems

Deploying the SOSA Technical Standard: Benefits & Challenges

Cybersecurity & CSfC: Data Protection and Commercial Solutions

Ruggedizing COTS Systems for Extreme Military Environments

Leveraging FACE to Provide Cybersecurity and High Assurance to Avionics Systems

Best Performing Webcasts from 2020

SOSA and VITA: Enabling Open Standards for Improved Capability

Hardware/Software Reuse Solutions for Modern Avionics Systems

Solving Multicore Processors CAST-32A Avionics Certification Challenges

How SOSA Leverages OpenVPX Standards to Enable Interoperability in Radar, EW Systems

FACE Technical Standard, Solving Portability and Affordability Challenges in Avionics

Solving Big Data Challenges Through Signal Processing and AI Technology

Driving the heat out of Embedded Military Systems

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 presentations
- Multi-language capabilities
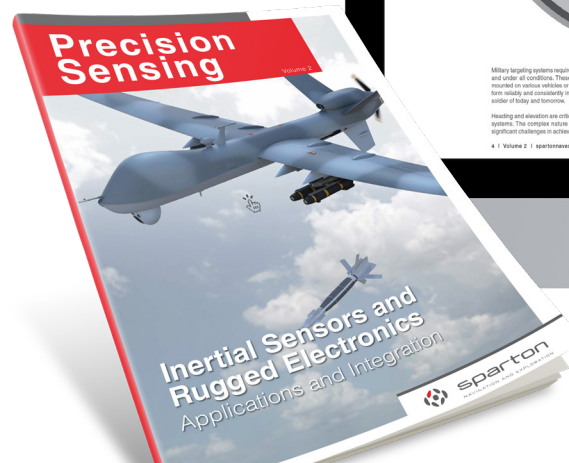
Contacts

Sales/Marketing

President
Patrick Hopper
patrick.hopper@opensysmedia.com

Accounting
Emily Verhoeks
emily.verhoeks@opensysmedia.com

Director of Sales & Marketing
Tom Varcie
tom.varcie@opensysmedia.com
734-748-9660

Associate Director,
Product Marketing & Sales
Barbara Quinlan
barbara.quinlan@opensysmedia.com
480-236-8818

Strategic Account Managers
Rebecca Barker
rebecca.barker@opensysmedia.com
281-724-8021

Bill Barron
bill.barron@opensysmedia.com
516-376-9838

Glen Sundin
glen.sundin@opensysmedia.com
973-723-9672

Len Pettek
len.pettek@opensysmedia.com
805-493-8297

Kathleen Wackowski
kathleen.wackowski@opensysmedia.com
978-888-7367

Asia
Judy Wang - China, Hong Kong
0086-13810325171
judywang2000@vip.126.com

Patty Wu – Taiwan
patty.wu@opensysmedia.com

Europe
Steve Jameson,
European Account Manager
Steven.Jameson@opensysmedia.com

Marketing
Eric Henry, Marketing Manager
eric.henry@opensysmedia.com
541-760-5361

Katelyn Albani, Marketing Coordinator
katelyn.albani@opensysmedia.com

Editorial/Production

Executive Vice Presidents/
Editorial Directors
John McHale, EVP,
Military Embedded Systems
john.mchale@opensysmedia.com

Rich Nass, EVP, Brand Manager,
Embedded Computing Design
rich.nass@opensysmedia.com

Brandon Lewis, Editor-in-Chief,
Embedded Computing Design
brandon.lewis@opensysmedia.com

Editors
Sally Cole, Senior Editor
sally.cole@opensysmedia.com

Lisa Daigle, Assistant Managing Editor
lisa.daigle@opensysmedia.com

Jerry Gipper, VITA Technologies
jerry.gipper@opensysmedia.com

Emma Helfrich, Associate Editor
emma.helfrich@opensysmedia.com

Perry Cohen, Associate Editor
perry.cohen@opensysmedia.com

Curt Schwaderer, Technology Editor
curt.schwaderer@opensysmedia.com

Creative & Design Services
Chris Rassiccia, Production Chief
chris.rassiccia@opensysmedia.com

Stephanie Sweet, Creative Director
stephanie.sweet@opensysmedia.com

Joann Toth, Contributing Designer
joann.toth@opensysmedia.com

Kristine Jennings, Project Manager
kristine.jennings@opensysmedia.com

Web Services
Aaron Ganschow,
Senior Web Developer
aaron.ganschow@opensysmedia.com

Paul Nelson, Web Developer
paul.nelson@opensysmedia.com

Josh Steiger, Broadcast Services
josh.steiger@opensysmedia.com

Drew Kaufman, Digital Media Manager
drew.kaufman@opensysmedia.com

Headquarters/Editorial
OPENSYSTEMS MEDIA, L.L.C.
Scottsdale Commerce Center
1505 North Hayden Road
Suite 105
Scottsdale, AZ 85257