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.

CONTENTS
Who We Are, What We Do .................................................... 2
Editorial Staff ........................................................................ 3
Demographics........................................................................ 4
Editorial Calendar.................................................................. 5
Events.................................................................................... 6
Creative Services & Videos ................................................... 7
Webcasts ............................................................................. 8
Custom Programs.................................................................. 9
Contact................................................................................ 10
Driving Innovation in Military Electronics

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  @emmakh

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.
### Global Engineering Audience of More Than 350,000

#### GEOGRAPHIC WEB TRAFFIC

<table>
<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>75%</td>
</tr>
<tr>
<td>Europe</td>
<td>15%</td>
</tr>
<tr>
<td>Asia</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### EMAIL & E-NEWSLETTER DISTRIBUTION

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military Embedded Systems E-Letter</td>
<td>12,816</td>
</tr>
<tr>
<td>Radar &amp; Electronic Warfare</td>
<td>17,050</td>
</tr>
<tr>
<td>The McHale Report</td>
<td>33,351</td>
</tr>
<tr>
<td>Military AI</td>
<td>20,795</td>
</tr>
<tr>
<td>CyberDefense Report</td>
<td>52,029</td>
</tr>
<tr>
<td>Avionics Design</td>
<td>27,393</td>
</tr>
<tr>
<td>SOSA Update</td>
<td>34,120</td>
</tr>
</tbody>
</table>

#### MILITARY EMBEDDED SYSTEMS MAGAZINE DISTRIBUTION

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>12,000</td>
</tr>
<tr>
<td>Digital</td>
<td>13,000</td>
</tr>
</tbody>
</table>

#### SOCIAL MEDIA FOLLOWERS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>7,909</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,561</td>
</tr>
<tr>
<td>Military Embedded Systems LinkedIn Group</td>
<td>4,970</td>
</tr>
</tbody>
</table>

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

#### Key Readers

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Report (staff written)</th>
<th>Mil Tech Trends (staff written and contributed)</th>
<th>Industry Spotlight (Staff written and contributed)</th>
<th>Due Dates</th>
<th>Trade Shows, Webcasts, Promotions, and Bonus Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radar/EW Guide</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January/February Print</td>
<td>Radar for Missile/ Hypersonic Defense</td>
<td>Leverage the Sensor Open Systems Architecture (SOSA) for radar applications</td>
<td>RF and Microwave in Electronic Warfare Systems</td>
<td>Editorial</td>
<td>Webcast: How SOSA 1.0 Will Impact Radar and Electronic Warfare Designs</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ads Close</td>
<td>AFCEA West, SOSA/FACE TIM Event</td>
</tr>
<tr>
<td>January E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: FACE Technical Standard, Driving Commonality in Avionics Systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Aerospace Tech Week, Sea, Air Space</td>
</tr>
<tr>
<td>April/May Print</td>
<td>Counter-UAS Technology Sosa and Small-Form- Factor Designs for Unmanned Platforms</td>
<td>Interconnect Technologies for Unmanned Systems</td>
<td></td>
<td></td>
<td>Webcast: How SOSA Aligns with Current Open Standards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>xPonential, IMS, NIWeek, SOFIC</td>
</tr>
<tr>
<td>May E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Solving Unmanned Aircraft System (UAS) Safety Certification Challenges</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Leveraging SDR for Military 5G Solutions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NSREC</td>
</tr>
<tr>
<td>August E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September Print</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Solving DAL-A Safety Certification Challenges for Military Avionics Systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AUSA</td>
</tr>
<tr>
<td>September E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Cybersecurity &amp; CSF: Data Protection and Commercial Solutions AOC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Embedded Tech Trends</td>
</tr>
<tr>
<td>December E-letter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Leveraging FACE to Provide Cybersecurity and High Assurance to Avionics Systems</td>
</tr>
</tbody>
</table>

**Editorial Contacts:** John McHale, Editorial Director, john.mchale@opensysmedia.com  
Lisa Daigle, Assistant Managing Editor, lisa.daigle@opensysmedia.com

**Sales/Webcast:** Tom Varcie, Sales Director, tom.varcie@opensysmedia.com

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.
**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 Verhoeeks
emily.verhoeeks@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

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

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

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

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