Military Embedded Systems focuses on embedded electronics – hardware and software – for military applications through technical coverage of all parts of the design process. Coverage includes topics such as radar, sonar, unmanned system payloads, signals intelligence, electronic warfare, C4ISR, avionics, imaging, and open architecture initiatives like FACE and SOSA. We provide the industry’s largest print Resource Guide (100 pages) and exclusively produce the SOSA Special Edition.

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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, and VITA Technologies. He has covered the electronics industry for more than 25 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 20 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, Technology Editor

Emma is responsible for writing, editing, and posting contributions to the Military Embedded Systems website & print edition, producing digital newsletters, and covering industry events. 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

### Geographic Web Traffic
<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>North America</td>
<td>75%</td>
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<tr>
<td>Europe</td>
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<td>Asia</td>
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### Email & E-Newsletter Distribution
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<th>E-Newsletter</th>
<th>Subscribers</th>
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<tr>
<td>Military Embedded Systems E-Letter</td>
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<tr>
<td>Radar &amp; Electronic Warfare</td>
<td>5.5K</td>
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<td>The McHale Report</td>
<td>18K</td>
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<td>Military AI</td>
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<td>CyberDefense Report</td>
<td>26K</td>
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<td>Avionics Design</td>
<td>23K</td>
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<td>SOSA Update</td>
<td>19K</td>
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### Military Embedded Systems Magazine Distribution
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<tr>
<td>Print</td>
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<td>Digital</td>
<td>13K</td>
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### Social Media Followers
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<th>Platform</th>
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<tr>
<td>Twitter</td>
<td>8.2K</td>
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<tr>
<td>Facebook</td>
<td>4.6K</td>
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<tr>
<td>Military Embedded Systems LinkedIn Group</td>
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</table>

## Key Readers
- General Dynamics
- Lockheed Martin
- Raytheon
- Collins Aerospace
- Honeywell
- L3Harris
- Boeing
- Textron Systems
- BAE Systems
- .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%
Sensor Open Systems Architecture (SOSA) Technical Standard Coverage

Military Embedded Systems is the largest source for SOSA coverage. Here are a few examples of how we do it.

**SOSA Special Edition**
(Annual, summer publication, distributed to more than 13K subscribers and at multiple defense trade shows)

Our 1st annual print SOSA Special Edition ([view the 2021 Special Edition here](#)) marked the release of The Open Group Technical Standard for Sensor Open Systems Architecture (SOSA) Reference Architecture, Edition 1.0. The SOSA Special Edition is an annual issue put together exclusively by the Military Embedded Systems staff in conjunction with the SOSA Consortium and the Open Group. Each edition will highlight SOSA content from our website, executive speakouts with leaders of SOSA member companies, and profiles of products aligned and conformant to the SOSA Technical Standard. Advertising and sponsorships are open exclusively to SOSA Consortium members.

**SOSA Webcasts**
(More than 1,200 leads for generated SOSA webcast sponsors in 2021)

We have four scheduled webcasts that cover SOSA topics lineup for 2022. They are:
- SOSA and Mission-Compute Applications
- SOSA and Small Form factors
- Applications for SOSA Conformant Solutions
- How the SOSA Technical Standard Works with VITA Standards

**SOSA Update E-Newsletter**
(Bimonthly distribution to 19k subscribers)

The SOSA Update bimonthly E-newsletter from the editorial staff of militaryembedded.com covers the news, blogs, columns, feature articles, videos, podcasts, and more on the activities of the Sensor Open Systems Architecture (SOSA) Consortium, via the Military Embedded Systems collaboration with The Open Group, who manages the consortium, and the SOSA Outreach Committee. The SOSA Consortium enables government and industry to collaboratively develop open standards and best practices to enable, enhance and accelerate the deployment of affordable, capable, interoperable sensor systems. Advertising is open exclusively to SOSA Consortium members.

**MOSA Virtual Event**
Military Embedded Systems is producing a Virtual Events in 2022 – the Modular Open Systems Approach (MOSA) Summit. The event will multiple sessions - live, recorded, and recorded with live Q&A and all lasting 45-60 minutes. Keynotes from defense industry leaders kick off each event.

**SOSA Webcasts**
(More than 1,200 leads for generated SOSA webcast sponsors in 2021)

Sponsorships are open exclusively to SOSA Consortium members. We have four scheduled webcasts that cover SOSA topics lineup for 2022. They are:
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<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>Virtual Events, Webcasts, and Trade Shows</th>
<th>Due Dates</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Radar for Missile/ Hypersonic Defense</td>
<td>Leverage the Sensor Open Systems Architecture (SOSA) for Radar Applications</td>
<td>RF &amp; Microwave Designs for Electronic Warfare</td>
<td>Webcast: SOSA and Mission-Computer Applications AFCEA West, SOSA/FACE TIM EVENT</td>
<td>Print</td>
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<tr>
<td>E-letter</td>
<td></td>
<td></td>
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<td>Webcast: Managing FACE Conformance &amp; DO-178C Certification Together</td>
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<tr>
<td>February</td>
<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:lisa.daigle@opensysmedia.com">lisa.daigle@opensysmedia.com</a></td>
<td></td>
<td></td>
<td>Webcast: SOSA and Small Form Factors</td>
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<tr>
<td>Print</td>
<td></td>
<td></td>
<td></td>
<td>Webcast: Leveraging AI for Military Big Data Applications Sea Air Space, AU VSI xPonential</td>
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<td>March</td>
<td>Counter-UAS Technology</td>
<td>SOSA Designs for Unmanned Systems</td>
<td>MOSA Solutions for Unmanned Systems: SBCs, RTOS, Connectors, Backplanes, etc.</td>
<td>Webcast: SOSA and Small Form Factors</td>
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<tr>
<td>Print</td>
<td></td>
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<td>Virtual Event: Unmanned Systems</td>
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<td>E-letter</td>
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<td>Webcast: Balancing Cost &amp; Radiation Requirements in Space System Designs</td>
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<td>April/May</td>
<td>Helicopter Avionics</td>
<td>Certifying COTS Hardware &amp; Software</td>
<td>Adapting FACE Conformant Solutions for Military Avionics</td>
<td>Aerospace Tech Week, IMS, NIWeek, SOFIC</td>
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<td>E-letter</td>
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<td>Webcast: Solutions for Certifying Avionics Solutions to DAL-A</td>
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<tr>
<td>May</td>
<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:lisa.daigle@opensysmedia.com">lisa.daigle@opensysmedia.com</a></td>
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<td>Webcast: Cooling Systems: Removing Heat From Embedded Electronics Systems</td>
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<td>June</td>
<td>Military Satellite</td>
<td>Enabling Artificial Intelligence in Military Systems</td>
<td>Rad-Hard Electronics Design Trends</td>
<td>Webcast: Enabling 5G through RF &amp; Microwave Solutions</td>
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<td>Webcast: Managing Reduced Power Management Requirements in Military Systems</td>
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<td>Air Force Association, FACE/SOSA TIM</td>
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<td>July</td>
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<td>Webcast: Applications for SOSA Conformant Solutions</td>
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<td>Webcast: Driving Interoperability for the FACE Technical Standard</td>
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<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:lisa.daigle@opensysmedia.com">lisa.daigle@opensysmedia.com</a></td>
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<td>E-letter</td>
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<td>Webcam: Enabling AI in Military Systems</td>
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<td>October</td>
<td>Leverage RF &amp; Microwave Tech for 5G Applications</td>
<td>Augmented Reality Technology</td>
<td>SODA Technical Standard 1.0 Impact on Electronic Warfare Designs</td>
<td>AUSA</td>
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<td>Aerospace Systems AOC</td>
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<td>Unsolicited articles are welcomed. Please contact: <a href="mailto:lisa.daigle@opensysmedia.com">lisa.daigle@opensysmedia.com</a></td>
<td></td>
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<td>Virtual Event: MOSA Conference</td>
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<td>Webcast: Managing Ruggedization &amp; Interoperability Challenges in Military Displays Embded Tech Trends</td>
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</table>

**Virtual Events, Webcasts, and Trade Shows**

- Webcast: SOSA and Mission-Computer Applications AFCEA West, SOSA/FACE TIM EVENT
- Webcast: Managing FACE Conformance & DO-178C Certification Together
- Webcast: SOSA and Small Form Factors
- Webcast: Leveraging AI for Military Big Data Applications Sea Air Space, UAV SI xPonential
- Webcast: SOSA and Small Form Factors
- Virtual Event: Unmanned Systems
- Webcast: Balancing Cost & Radiation Requirements in Space System Designs Aerospace Tech Week, IMS, NIWeek, SOFIC
- Webcast: Solutions for Certifying Avionics Solutions to DAL-A
- Webcast: Cooling Systems: Removing Heat From Embedded Electronics Systems
- Webcast: Enabling 5G through RF & Microwave Solutions
- Webcast: Managing Reduced Power Management Requirements in Military Systems NSREC
- Webcast: Applications for SOSA Conformant Solutions
- Webcast: Driving Interoperability for the FACE Technical Standard
- Webcast: Conforming to the FACE Technical Standard
- Webcast: Enabling AI in Military Systems AUSA
- Webcast: VNX and ShortVPX: VITA Small Form Factors in Embedded Systems
- Virtual Event: MOSA Conference
- Webcast: Managing Ruggedization & Interoperability Challenges in Military Displays Embded Tech Trends
- Webcast: How the SOSA Technical Standard Works with VITA Standards
- Webcast: Deploying Rugged COTS Systems in Battlefield Environments

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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, 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.

Surveys
Interested in driving leads at major events in the aerospace and defense industries? We can help. We produce in-person and online surveys aimed at driving leads and creating awareness.

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.

**Product of the Week**
The Military Embedded Systems Product of the Week is a new platform that showcases your new products and solutions for military electronics applications. Each week, we highlight one product on militaryembedded.com and promote it across the Military Embedded Systems network of more than 20,000 engineers and developers.
Virtual Events & Webcasts

**Virtual Events**

Military Embedded Systems is powering two Virtual Events in 2022 - **Unmanned Systems Summit** in the Spring and **Modular Open Systems Approach (MOSA) Summit** in the fall. Each event has multiple sessions - live, recorded, and recorded with live Q&A and all lasting 45-60 minutes. Keynotes from defense industry leaders kick off each event.

**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.

**Military Embedded Systems generates between 150-300 leads per webcast**

**2022 Webcast Topics**

- SOSA and Mission-Compute Applications
- Managing FACE Conformance and DO-178C Certification Together
- Leveraging AI for military big data applications
- SOSA and Small Form factors
- Balancing Cost & Radiation Requirements in Space System Designs
- Solutions for Certifying Avionics Solutions to DAL-A
- Cooling Systems: Removing Heat from Embedded Electronics Systems
- Enabling 5G through RF & Microwave Solutions
- Managing Reduced Power Management Requirements in Military Systems
- Developing Secure Trusted Computing Solutions in Military Systems
- Applications for SOSA Conformant Solutions
- Driving Interoperability for the FACE Technical Standard
- Enabling AI in military systems
- Conforming to the FACE Technical Standard
- VNX and ShortVPX: VITA Small Form Factors in Embedded Systems
- Managing DO-326 Security Certification Challenges in Avionics Systems
- Managing Ruggedization & Interoperability Challenges in Military Displays
- How the SOSA Technical Standard Works with VITA Standards
- Deploying Rugged COTS Systems in Battlefield Environments

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**Best Performing Webcasts from 2021**

- How Will SOSA 1.0 Impact Radar
- Expert Discussion: The FACE™ Technical Standard and Avionics Safety Certification
- MOSA and Open – What is Real? Fiction?
- Securing FPGA based Defense Electronics with Invisible Keys
- FACE Technical Standard - Driving Commonality in Avionics Systems
- Cooling Electronics: Solving Military Thermal - Management Challenge
- Overcoming the Challenges of Meeting CAST-32A Objectives for Avionics Software
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
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