PICMG
SYSTEMS & TECHNOLOGY

2014
Media Kit

xtca-systems.com

OpenSystems media

Contents

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Editorial Staff and Departments

PICMG Systems & Technology covers telecom, enterprise, military/harsh environment, medical, and industrial market segments. Stay up to date with the latest technology specifications, discover how leading vendors are addressing both business and technology challenges, and learn what trends will matter five, ten, or even twenty years down the road. Four print issues a year, quarterly E-letters, and E-casts keep you up to date on the many facets of open systems.

White papers, annual Resource and Buyer's Guides, online news and videos, plus the industry's most searchable and relevant database of new products keep you well informed.

Joe Pavlat, Editorial Director, *PICMG Systems & Technology*, has more than 30 years of experience in the embedded computer industry. Joe is president and chairman of PICMG, a consortium that develops open standards for the communication industry and other markets. Joe received his BS in Computer Science from the University of Wisconsin.

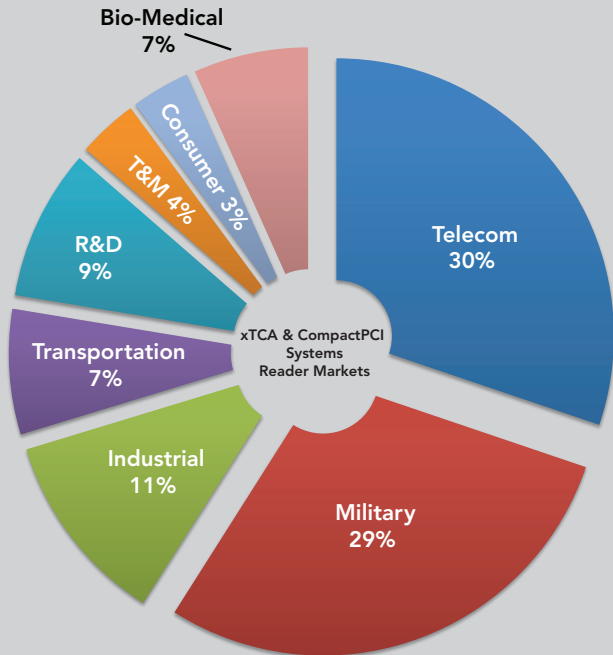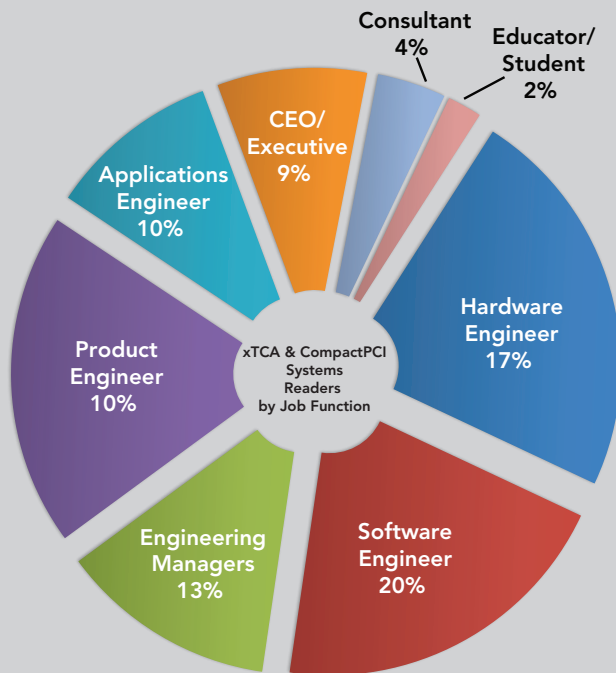**E-mail Joe at jpavlat@opensystemsmedia.com**

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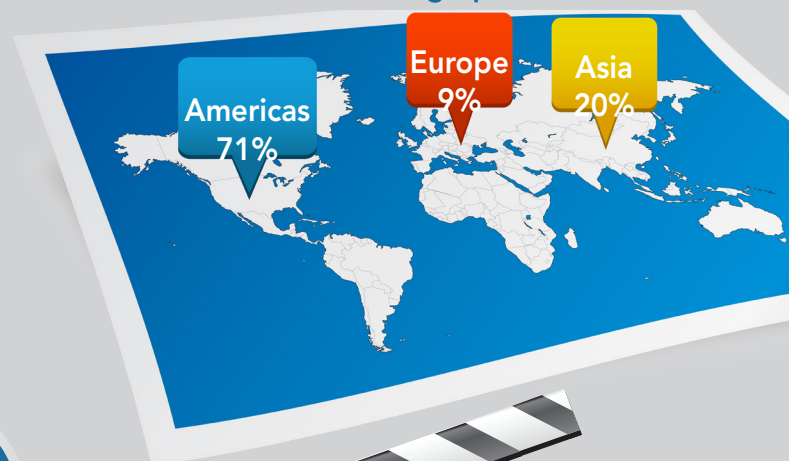
PICMG
SYSTEMS & TECHNOLOGY

xTCA & CompactPCI Systems Readers by Job Function

- Consultant 4%
- Educator/Student 2%
- CEO/Executive 9%
- Applications Engineer 10%
- Product Engineer 10%
- Engineering Managers 13%
- Software Engineer 20%
- Hardware Engineer 17%

xTCA & CompactPCI Systems Reader Markets

- Bio-Medical 7%
- Consumer 3%
- T&M 4%
- R&D 9%
- Transportation 7%
- Industrial 11%
- Telecom 30%
- Military 29%

Print/Online Circulation

Total Circulation	23,214
Print	15,106
Digital	8,108

PICMG Systems & Technology E-letter/E-lert Circulation
18,520

Additional E-lert Circulation:
Europe 19,192   Asia 14,250

Geographic Breakdown

- Americas 71%
- Europe 9%
- Asia 20%

Readers who choose tablets
28%

Readers who choose print
74%

Readers who choose E-mags
64%

60% attended an E-cast

32,000 leads generated by E-casts in 2013

70% downloaded and read a white paper in last 12 months

30,000 leads generated by white papers in 2013

61% participated in online surveys

PICMG
SYSTEMS & TECHNOLOGY

PICMG Systems & Technology magazine – 2014 Print and E-letter Editorial Calendar

Issue	Communications Design	Military & Aerospace	Industrial Control/ Instrumentation	Trade Shows, Promotions, and E-Casts	Due Dates Editorial – Abstract	1st Draft	Ads – Print	E-letter
Spring Print Issue & Spring E-letter	**PICMG Turns 20 Then & Now:** *From Early Adopters to Mergers, Acquisitions, and More*			Embedded World/EE Live! **E-cast:** PICMG Looking Ahead — Top Things to See at Embedded World — Top Things to See at DesignWest	11/20	12/16	1/10	3/1
	AdvancedTCA Roadmap and PICMG Gen 4	CompactPCI in Space	CompactPCI Serial in Automation/Control					
Summer Print Issue & Summer E-letter	**2014 Resource Guide	PICMG Milestones Timeline** **Technologies:** AdvancedMCs, Blades, COM Express, CompactPCI, CompactPCI Serial, Connectors, DSP-FPGA Boards, Enclosures, Integrated Platforms, MicroTCA, Packet Processing, PCI Express, PICMG 1.3, PMCs, Power, PrPMCs, SBCs, Software and Middleware, Storage, Switches, Thermal Management			AUVSI Top Things to See at AUVSI	2/10	3/3	3/10	6/1
	Packaging	PICMG Technology in Unmanned Systems	Process Control					
Fall Print Issue & Fall E-letter	**20-year Anniversary Spec Review**			**E-cast:** AdvancedTCA Top Things to See at AUTOTESTCON Top Things to See at MILCOM	7/16	8/7	8/11	9/1
	AMC Packet Processing	COM Express for Rugged Signal Processing Applications	Test & Measurement					
Winter Print Issue & Winter E-letter	**2015 Buyer's Guide	The Next 20 Years Executive Speakouts** **Industries:** Communications & Networking, Military & Aerospace/COTS, Industrial Control & Automation, Transportation & Energy, Medical & Science, Test & Measurement			Embedded World 2015 Top Things to See at Embedded World 2015	9/22	10/14	10/17	12/1
	PICMG 3.7 System Design	CPCI/SHB Legacy	xTCA for Extreme Environments, Physics, and Science					

Dates subject to change — Revised 03/28/2014

Focus/Interest

	Technology				Market	Blend
Focus ● Interest ○	PICMG SYSTEMS & TECHNOLOGY	VITA TECHNOLOGIES	PC/104 small form factors	DSP-FPGA.com	Military EMBEDDED SYSTEMS	Embedded COMPUTING DESIGN
Applications						
Consumer	○		●	○		●
Defense and aerospace	●	●	●	●	●	○
Industrial automation and control		○	●	○		○
Medical			●			●
Open Source						●
Simulation, test, and measurement		○	○		●	○
Smart Energy			●			●
Telecommunications	●		○	○	○	○
Transportation/Telematics	○	○	○	○	○	●
Software						
BIOS, firmware, middleware	●		○	○		●
Enterprise applications in embedded					○	○
Integrated development environment			○			●
Intellectual Property cores	○	○		●	○	●
Networking	●	●	○		●	○
Obsolescence, DMSMS		○	○		●	
Operating systems – embedded	●				●	●
Operating systems – server/desktop	○	○	○	○	○	○
Safety and Security		○		○	●	●
Static Code Analysis					○	○
Virtualization					●	○
Hardware						
A/D & D/A				○	○	○
Design for Energy Efficiency (DfEE)	○	○	○		●	●
EDA/IC design tools						●
Fabrics		●			●	●
Graphics, displays, and imaging		●	●		●	●
High-performance computing, clusters		○			○	
Life cycle, obsolescence		●	○		●	
Mezzanines and I/O modules		●			○	●
Networking	●	○			●	○
Power conversion			●		●	
RF and microwave					●	
Security and biometrics	●	○			●	○
Sensors and control			○		●	
Single board computers and blades	●	●	●		●	○
Storage	●	●	○		●	○
System packaging	●	●	●		●	○
Systems, servers, and clusters	●		○		●	
Thermal management	●	○	○		●	○
Semiconductors/ICs						
DSPs	●	●		●	●	○
FPGAs, reconfigurable computing	●	●	○	●	●	●
Microprocessors, microcontrollers			○	○	○	●
Multicore			○		●	●
System-on-Chip (SoC)				○	●	●

Product and Services

Advertisements, Magazine   P | O

Reach your audience with full-page or fractional ads. Or we can also help you design multiple-page ads, bellybands, and gatefolds. Ads placed in our publications are included in E-mags and on our magazine apps where available.

Advertisements, Online   O | TM

Multiple banner ads can be placed on our websites in strategic locations, and "keywords" may be selected. Banner sizes comply with IAB display advertising guidelines.

Apps   O

Reach the growing tablet market with a full-page ad, audio, video, E-cast, banner ad, or supplement. Custom apps are available.

Blogs   O

Our editors voice their opinion on a variety of topics. Guest blogging spots are also available, but bloggers must apply to and be approved by the Editorial Director.

E-casts   O | TM

E-casts are live, moderated online webcasts with a single or multiple sponsors, to educate audiences about a problem and possible solutions. Includes attendee tracking that allows industry question and survey/poll response viewing. Events are archived for 12 months and continue gathering leads long after the event.

Editor's Choice Products   O | P

Our editors research industry product and technology developments for notable Editor's Choice product candidates. If your product is selected, OpenSystems Media will provide our Editor's Choice logo for use in your company's future promotional materials.

E-lerts   O | TM

A dedicated e-mail blast with your product information, E-casts, news items, or white papers is sent to our subscriber base. Customize a mailing list to hit your target audience.

E-letters   O | TM

E-letters are newsletters e-mailed to our readers in HTML format. Packed with articles and featured editorial, their interactive nature links readers to even more information. Your 125 x 125 static banner ad can be placed in a prominent location, and products can be featured and linked to detailed product pages.

E-mags   P | O | TM

An interactive-format replica of the print magazine is e-mailed directly to our readers. Advertisements and product guide listings are highlighted with links to vendors' websites. We can also help create additional forms, animations, blow-ins, belly bands, tabs, and gate folds.

E-mags, Custom   O | TM

We can create custom E-mags distributed to our targeted audience. Includes E-mag design and layout, copy editing to style guide, stock art, and material trafficking. Cover design with up to three concepts.

Guide, Buyer's   O | P

Select publications have an annual Buyer's Guide that includes editor-prepared directories of recently released products. Stand out by sponsoring an enhanced listing or mini tab.

Guide, Resource   O | P

Each publication features an annual Resource Guide edition, presenting vendor products categorized and displayed in product profiles. We provide the profile template, and you fill in the information to make your product stand out.

Inserts/Outserts   O | P

Your marketing material can be inserted inside the magazine or outside in a polybag with any magazine issue. Either ship us the finished piece or outsource the design and/or printing to us. We provide competitive pricing and quick turnaround.

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Polls and Surveys   O | TM

We can develop a targeted poll or survey for your needs. Surveys can be part of any of our electronic services, such as E-lerts and E-casts.

Product Database   O | TM

Online product listings are free of charge. These searchable listings provide a link to product datasheets supporting requests for more information. Listings are often used by our editors to select Editor's Choice products, and searched by readers looking for the latest news and products. We consistently rank very high in search engine results.

Reprints   O | P

Reprints are excellent for point-of-purchase displays, direct-mail campaigns, trade-show handouts, and media kits.

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White Papers   O | TM

Add to our portfolio of topical white papers to gain increased exposure. We promote white papers and provide tracking metrics.

Product and Services

Product/Service	Brand Awareness	Lead Generation	Push-Pull Campaigns
Advertisements, Magazine	✔		✔
Advertisements, Online	✔		✔
Apps	✔		✔
Blogs	✔		
E-casts	✔	✔	✔
E-lerts	✔		✔
E-letters	✔		✔
E-mags	✔		✔
E-mags, Custom	✔	✔	
Editor's Choice products	✔		
Guide, Buyer's	✔		✔
Guide, Resource	✔		✔
Inserts/outserts	✔		✔
News feeds	✔		✔
Polls and surveys		✔	✔
Product database	✔		✔
Reprints	✔		
Roundtables	✔	✔	✔
Social media		✔	✔
TechChannels	✔	✔	✔
Video library	✔		✔
Virtual Events	✔	✔	✔
White papers	✔	✔	✔

E-letter and E-lert	Archive URL	Distribution	Frequency
Embedded Computing Design	embedded-computing.com/eletter	41,000	12x
Military Embedded Systems	mil-embedded.com/eletter	33,500	12x
PICMG Systems & Technology	picmg-systems.com/eletter	18,000	4x
PC/104 and Small Form Factors	smallformfactors.com/eletter	16,000	4x
VITA Technologies	vita-technologies.com/eletter	15,000	4x
EDA Digest	edadigest.com/eletter	30,000	4x
DSP-FPGA.com	dsp-fpga.com/eletter	35,000	6x

Creative and Consulting Services

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- › *Cover Peel Back*
- › *Gate Cover*
- › *Tip Ins*
- › *Belly Bands*
- › *Polybagging*
- › *Translation*
- › *Blogging*
- › *Booths*
- › *Posters*

Please note: *Cover Wraps and Cover Peel Backs are not offered on Military Embedded Systems.*

E-cast

ecast.opensystemsmedia.com

E-cast, Solo

Vendors may do their own webcast and use our editorial directors to moderate. You provide the abstract and title, we do the rest. You may also include your own partners or presenters in the webcast as well.

E-cast, Co-Sponsored

A co-sponsored E-cast includes 3-4 presenters from different companies discussing a hot topic. OpenSystems Media will provide our leading editorial directors to moderate the event.

Roundtable Discussion

Industry leaders come together to discuss hot topics in a Q&A session moderated by OpenSystems Media editorial directors.

Co-Sponsored E-cast Lineup

John McHale   Curt Schwaderer   Jerry Gipper   Brandon Lewis

Connecting the Internet of Things: One size does not fit all – June

The Internet of Things (IoT) trend promises to connect the smallest of sensors to the largest of information delivery systems. As Internet connectivity has pushed its way down the complexity chain the price, performance, and bandwidth requirements for "internet connecting" these devices becomes a critical issue. A common approach to advancing the proliferation of the Internet of Things is required. But the entire spectrum of devices must be considered. Join us as we bring together a spectrum of Internet communications specialists as they describe requirements, approaches, and solutions for Internet-enabling a wide variety of embedded devices and systems.
Target Audience: *Embedded Computing Design*

Dissecting the Internet of Things – January

The Internet of Things (IoT) is a general term used to describe billions of interconnected devices providing data and processing information. Starting with the big picture is daunting and makes deriving requirements for connectivity, communications, management, and security difficult. Join us as we discuss a specific IoT deployment for a market application and identify requirements and implementations for interconnection and effective communications that raised the productivity level for that industry.
Target Audience: *Embedded Computing Design*

DIY panel – Making sense of DIY options and relevance to embedded apps – March

The Do it Yourself (DIY) craze started with techy hobbyists building robotics and sensor equipment with low cost, but high tech, platforms. The availability of these DIY platforms has exploded due to the very low cost of entry and software/operating systems that support these platforms. There are significant parallels between the DIY trends of today and the Linux trends of years gone by. The hobbyists using these DIY platforms are the same engineers developing embedded systems for a wide variety of industries. Can DIY make the jump from hobbyist platform to embedded production equipment? Join us as our DIY experts from the chip, board, and software segments discuss requirements, challenges, and solutions for DIY proliferation into embedded systems.
Target Audience: *Embedded Computing Design*

Becoming part of the car – Who's driving now? – May

The automotive environment is a challenging mix of entertainment, safety, and reliability. But challenges don't stop with the car itself. Advances in highway infrastructure and sensor technology are enabling a safer, more automated travel while reducing accident risk and driver distractions. Join us as we discuss the requirements and technology behind driver information, alerts, and driver assistance advancements with experts in the industry.
Target Audience: *Embedded Computing Design*

Protecting your car: Increasing auto software security – August

Car manufacturers are providing the ability to integrate personal mobile devices into the car to provide improved information and a better entertainment experience. The benefits and convenience are significant – but what's the impact of providing interfaces for external equipment? Coupled with this is the increased usage of open source software within the car infotainment systems. With open source familiarity and external equipment integration comes the danger of security holes that hackers could take advantage of. Is it possible for a security hole or rogue application on your cell phone to get into the power train in your car? What are the critical software security issues and mitigation techniques automotive developers need to know? Join us as embedded security experts discuss the unique requirements and security issues within an automotive environment.
Target Audience: *Embedded Computing Design*

Let's get Serial – How Ethernet came to rule the roost and when its reign will end – September

This webcast targets serial switched technologies and how Ethernet came to be the communications fabric of choice. The webcast will focus on the benefits of Ethernet as the standard for communications, as well as its limitations going forward, and then investigate how fabrics such as InfiniBand, Serial RapidIO, PCI Express, and Fibre Channel can boost the network infrastructure for next-generation data transport.
Target Audience: *PICMG Systems & Technology*

Innovation in radar and electronic warfare systems through signal processing – January

Gaining the tactical edge on the battlefield is becoming less about troop and tank deployments and more about who has the smartest sensors, best Electronic Warfare (EW) techniques, and the most accurate radar systems.

As the U.S. defense budget shrinks and the military reduces its global footprint, funding for these applications remains steady, even increasing in some programs. According to Frost & Sullivan, radar contracts increased from a value of $3.27 billion in 2011 to $4.26 billion in 2012. The increased demand also places more pressure on system performance, driving innovation at the signal processing level so radar and EW systems can track every target and every signal. Often this performance is found in commercially developed, embedded signal processing components in open architecture designs. This webcast of industry experts will discuss how EW and radar system designs leverage these components and overcome challenges such as reduced Size, Weight, and Power (SWaP) requirements.
Target Audience: *Military Embedded Systems*

Avionics safety and security certification challenges for military aircraft – March

The current budget-constrained environment in the Department of Defense (DoD) is forcing many manned aircraft platforms to operate longer than their original planners intended, often requiring continued refresh of their avionics hardware and software, which means more opportunities for avionics upgrades. These upgrades will introduce more complex and sophisticated avionics, which will require expensive and time-consuming safety and security certification. FAA safety and security requirements are also starting to extend to Unmanned Aerial Vehicles (UAVs) as the FAA begins to open up the national airspace to them. This webcast of industry experts will discuss how designers are leveraging open architectures, common standards, and more to solve certification issues in this challenging climate.
Target Audience: *Military Embedded Systems*

Unmanned System ISR sensor payloads: Innovation through signal processing – May

Unmanned Aircraft System (UAS) program managers want their Intelligence, Surveillance, and Reconnaissance (ISR) payloads to see further at lower weight and in more compact packages than previous designs. Multi-mission payloads involving radar, signals intelligence, multi-spectral, hyperspectral, and other sensors are requiring intensive signal processing capability next to the sensor in the payload to get around the data link bottlenecks and filter important data before it is sent to the ground. This webcast of industry experts will cover how embedded hardware and software designers are solving the signal processing design challenges in UAS payloads.
Target Audience: *Military Embedded Systems*

VITA OpenVPX – April

The OpenVPX initiative was started in 2009 in response to a U.S. Department of Defense (DoD) mandate for improved implementation of open standards and interoperability over the VITA 46 specifications. Join our webcast discussion on OpenVPX architecture, improved interoperability between modules, backplanes, and chassis, and an overview of OpenVPX solutions available today.
Target Audience: *VITA Technologies*

Managing SWaP in ISR systems – December

Even in today's budget-constrained environment the Department of Defense (DoD) is still funding Intelligence, Surveillance, and Reconnaissance (ISR) missions from payloads in Unmanned Aerial Vehicles (UAVs) to radar and maritime surveillance. All of these applications are driven by requirements for more and more signal processing performance and reduced Size, Weight, and Power (SWaP). Innovation in these systems is happening at the embedded electronics level where designers are overcoming thermal and power dissipation challenges in small system footprints through unique solutions and open architectures. This webcast of industry experts will discuss the reduced SWaP challenges in ISR systems and more.
Target Audience: *Military Embedded Systems*

Next-gen CompactPCI: From communications to the cosmos and beyond – March

This webcast targets the legacy of CompactPCI and its newest iteration, CompactPCI Serial. The webcast will briefly focus on the history and background of the CompactPCI specification, then investigate the benefits of the CompactPCI Serial, including technology advancements, migration strategies, and price/feature comparisons against competing architectures.
Target Audience: *PICMG Systems & Technology*

Reducing SWaP in embedded systems with small form factor designs – July

Smaller, compact electronics are being required more and more for vetronics, avionics, unmanned system payloads, missile systems, command and control systems, radios, and other military applications. Mostly because modern processing technology enables system designers to replace legacy systems with as much as 10 times the performance in the same size footprint. While reductions in Size, Weight, and Power (SWaP) create performance enhancements they also create unique challenges in thermal management of high-powered processors, packaging, and other areas. Industry organizations such as VITA and PICMG are developing Small Form Factor (SFF) standards to meet these requirements at the board and system level, but expensive customization may still be necessary if the standards don't meet the requirements. This webcast of industry experts will discuss the reduced SWaP challenges, SFF standards, and more.
Target Audience: *PC/104 and Small Form Factors*

Why your board? Setting your standards-based boards apart – September

The number of standards-based Small Form Factors (SFFs) grows every year, making it increasingly difficult for end users to determine which board is the best "fit" for their application. Many available Computers-On-Module (COMs) and Single-Board Computers (SBCs) vary only slightly in terms of size, processor options, I/O connectivity, and expansion capability, and differentiating between Commercial Off-The-Shelf (COTS) offerings only gets more difficult once a form factor has been selected. Join our webcast of industry-leading SFF vendors as they sort through the stacks and give a taste of the secret sauce adding a kick to your next embedded design.
Target Audience: *PC/104 and Small Form Factors*

For more on E-casts or additional info, contact:
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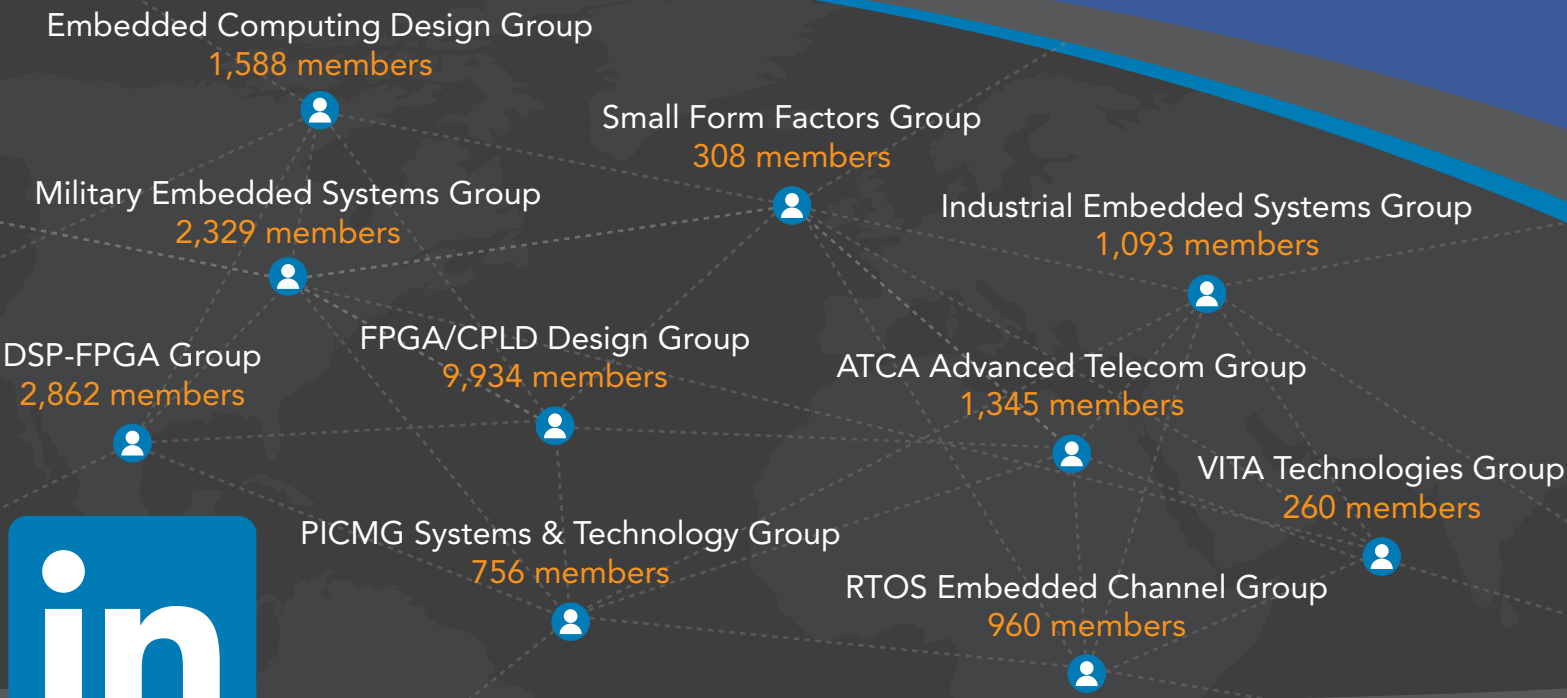8,900 followers @industrial_mag **INDUSTRIAL** EMBEDDED SYSTEMS

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