Military
EMBEDDED SYSTEMS

2012
Media Kit

Contents

mil-embedded.com

@military_cots | @JMcHaleIII

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EMBEDDED SYSTEMS
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Military Embedded Systems *focuses on "Whole Life COTS" and the total military program life cycle, providing technical coverage that applies to all program stages – not just the front-end design stage. The website, Resource Guide, E-mags, and print editions provide insight on embedded tools and strategies such as software, hardware, systems, technology insertion, end-of-life mitigation, component storage, and many other military-specific technical subjects.*

Coverage includes the latest, most innovative products and technology shifts that drive today's military embedded applications, such as SDR, sonar, avionics, radar, telemetry, C4ISR, imaging, and more. Each issue provides readers with the information they need to stay connected to the pulse of embedded technology that already is – or might possibly be – used by the military and aerospace industries.

Military Embedded Systems is the industry's largest producer of E-casts, white papers, email campaigns, E-letters, and Virtual Events.

Editorial Staff

John McHale, *Military Embedded Systems* editorial director, was executive editor of *Military & Aerospace Electronics* magazine, where he covered the defense industry for 15 years prior to joining OpenSystems. During that time he led and launched magazines, websites, shows, and e-newsletters focused on homeland security and avionics, as well as a defense publication and website in Europe.

McHale has served as conference director and chair of the Military & Aerospace Electronics Forum and its Advisory Council since 2004, and Avionics Europe since 2008.

McHale has a Masters of Print Journalism from Boston University and an undergraduate degree in Business Management from Albright College.

E-mail John at **jmchale@opensystemsmedia.com**

Sharon Hess, *Military Embedded Systems* managing editor, oversees both the editorial and production processes, including article solicitations/reviews and layout. She earned her BA in Journalism from Arizona State University's Walter Cronkite School of Journalism and Mass Communication and has worked as a freelance reporter and online editor.

E-mail Sharon at **sharon_hess@opensystemsmedia.com**

Terri Thorson, *Military Embedded Systems* senior editor (columns), has been in high-tech worldwide media relations, strategic public relations, and marketing and corporate communications since 1988. She is a faculty member at the University of Phoenix. Terri received her BA in Journalism and Public Relations and a Masters of Mass Communication from Arizona State University.

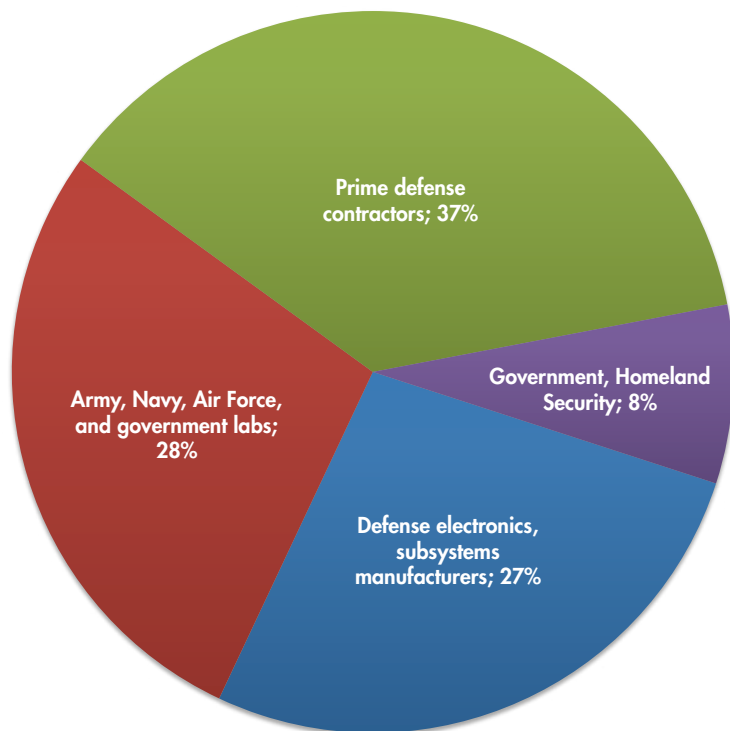E-mail Terri at **tthorson@opensystemsmedia.com**

Departments

- *Special Report*
- *Mil Tech Trends*
- *Industry Spotlight*
- *Defense Tech Wire*

TechChannels   tech.opensystemsmedia.com

- *Analog*
- *Android*
- *DSP*
- *Embedded Software*
- *FPGA*
- *Linux*
- *Rugged Power*
- *Safety and Security*
- *Virtualization*
- *VPX*

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Subscriber Job Function

Prime defense contractors; 37%

Government, Homeland Security; 8%

Army, Navy, Air Force, and government labs; 28%

Defense electronics, subsystems manufacturers; 27%

Reader Markets

Consumer; 2%

T&M; 4%

Medical; 5%

Transportation; 10%

Military; 47%

Telephony; 13%

Industrial; 19%

Key Stats

Circulation Total: 41,637
Print: 25,194
Online: 16,443

27,000 E-letter subscribers

155,000 Total online subscribers to OSM magazines and E-letters

9,000 Qualified European online subscribers

12,000 Qualified Asian online subscribers

100,000 Monthly page views

27,000 Monthly online visitors

32,000 E-cast/Virtual Event leads generated in 2011
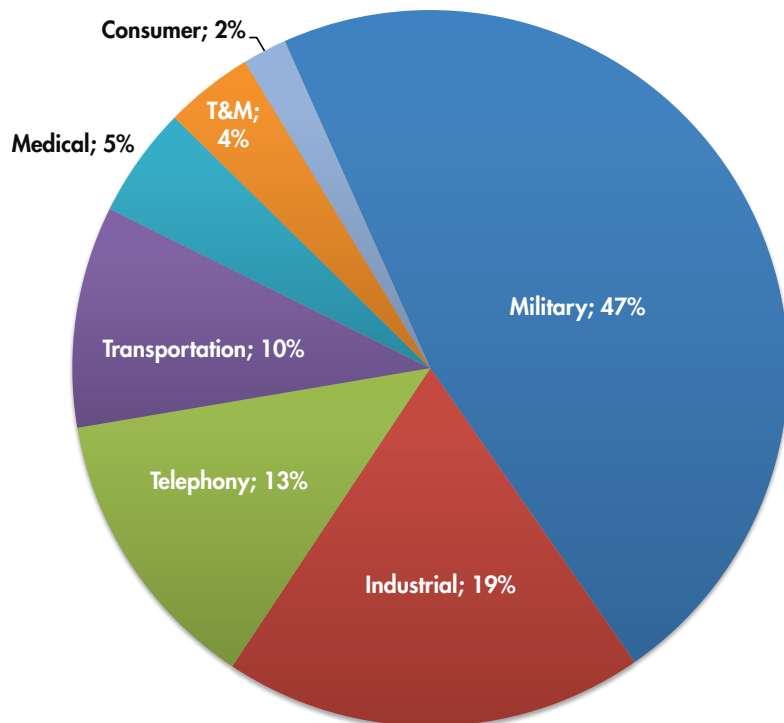
30,100 White paper leads generated in 2011

35,000 Online products in database

1,500 News releases

1,500 E-mail campaigns distributed, driving over 60,000 click throughs

Military Embedded Systems 2012 Print and E-letter Editorial Calendar

Issue	Special Report (staff written)	Mil Tech Trends (staff written and contributed)	Industry Spotlight (contributed)	Promotions and Tradeshows	Abstracts	Articles	Ads Print	Ads E-letter	E-casts and Virtual Events*
Jan/Feb Print	**Top Innovations for the Warfighter Issue**			Embedded World AFCEA West (editorial coverage)	11/14/11	12/5/11	1/13/12	1/3/12	OpenVPX
January E-letter	Signal processing for radar/sonar applications	Trends in Power electronics for mil systems	Mass storage trends						
February E-letter	**Unsolicited articles are welcomed.** Please contact: jmchale@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas.				-	-	-	2/1/12	
March Print	**Distributed with *VITA Technologies* magazine**			ESC Silicon Valley	11/24/11	12/15/11	2/3/12	3/1/12	Open source: Linux, Android*
March E-letter	Embedded avionics for military aircraft	Transitioning from DO-178B to DO-178C	Software code analysis						
April/May Print	Vetronics	SBC trends (processors)	Virtualization	ESC Chicago	1/25/12	2/15/12	3/22/12	4/2/12	Multicore
April E-letter									
May E-letter	**Unsolicited articles are welcomed.** Please contact: jmchale@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas.				-	-	-	5/1/12	
June Print	Managing ITAR and import/export issues	Trends in rad-hard electronics for mil space systems	FPGA trends for mil systems	NSREC	2/27/12	3/19/12	4/25/12	6/1/12	FPGA*
June E-letter									
July/August Print	**Special Unmanned Systems Issue**			AUVSI, Intel Developer Forum	5/1/12	5/21/12	6/26/12	7/2/12	Safety certification*
July E-letter	ISR payloads for unmanned systems	Certifying avionics software for UAVs	Rugged connectors for UAVs						
August E-letter	**Unsolicited articles are welcomed.** Please contact: jmchale@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas.				-	-	-	8/1/12	
September Print	*Military Embedded Systems* Resource Guide **Distributed with *PC/104 and Small Form Factors* magazine** Defense Electronics Market Analysis. Mil Tech Trends: Rugged Computing Trends for the Warfighter; Key Resource Guide categories include: Boards, Multicore, Packaging/Mechanical/Chassis, Rugged Boards and Computers, Small Form Factors, Sensors, Systems, Power Conversion, Mass Storage, RTOS, Middleware/Software, Virtualization, Test and Instrumentation			ESC Boston, AUSA (editorial coverage)	5/24/12	6/14/12	7/25/12	9/3/12	Future of COTS
September E-letter									
October Print	**Distributed with *VITA Technologies* magazine**			MILCOM, I/ITSEC, SDR Forum (editorial coverage)	7/2/12	7/20/12	8/27/12	10/1/12	EDA* PICMG standards in mil
October E-letter	Software-Defined Radio use in mil communications	Embedded tech for mil simulation and training	VITA standards						
Nov/Dec Print	Enterprise software for defense applications	Smart phone tech for mil applications	Managing component obsolescence	Network Enabled Operations Show	8/28/12	9/18/12	10/26/12	10/25/12	Managing Size, Weight, and Power (SWaP)
November E-letter									
December E-letter	**Unsolicited articles are welcomed.** Please contact: jmchale@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas.				-	-	-	11/23/12	

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OpenSystems media ®

OpenSystems Media provides a range of integrated multimedia products to help you deliver messages directly to your targeted audience. Our dedicated sales staff will work closely with you to understand your sales and marketing goals. With an audience ready for you, our sales staff can help you select the right OpenSystems Media online and print venues for your marketing needs.

Advertisements, Magazine   P | E
Ads reach your audience displayed with your unique look and feel. Well-designed ads enhance your company's image and reputation in the eyes of readers. In addition to full-page or fractional ads, OpenSystems Media can help you design multiple page ads, belly bands, sticky notes, tabs, and various gatefolds that will capture readers' attention. Ads placed in our publications are included in E-mags and on the magazine app available for *Embedded Computing Design*.

Advertisements, Online   E | TM
Ads placed on our websites draw visitors to your website. Standardized ad sizes are placed on our websites in strategic locations, and "keywords" can be selected as well. Ads spaces are available on a first-come, first-serve basis. Many formats are available, including banners, skyscrapers, buttons and more.

Apps   E
Expand your reach by marketing your company or product to the growing tablet market. We can feature a full-page ad, audio, video, E-cast, banner ad, or supplement. Custom apps are available by request through your sales rep.

Blogs   E
Our editors voice their opinions on a variety of topics. Vendor briefings and announcements are a viable source for blog entries.

E-casts   E | TM
E-casts are live, moderated online events that may have a single or multiple sponsors. They are used to educate your audience about a problem and possible solutions, and tracking attendees allows you to view industry questions and responses to polls and surveys. Events are archived for 12 months, enabling you to continue spreading your message and gathering leads long after the event.

Editor's Choice products   E | P
Our editors comb through the latest product news releases each month looking for notable Editor's Choice product candidates. If your company's product is selected, OpenSystems Media will provide our Editor's Choice logo for use in your company's future promotional materials.

E-lerts   E | 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 that supplies your target audience with your message.

E-letters   E | TM
E-letters are OpenSystems Media newsletter publications e-mailed to our audience of readers in HTML format. They are packed with original articles and editorials with an interactive element to link readers to even more information. Sponsorship includes your corporate logo placed in a prominent location. We can also feature your products in the E-letter, linking them to detailed product pages.

E-mags   P | E | TM
An interactive magazine format is e-mailed directly to our audience of readers. E-mags are filled with a variety of creative ways to enhance and expand your marketing campaign. Advertisements and product guide listings are highlighted with links to the vendors' websites. We can create dynamic additions to help get your message out with forms, animations, blow-ins, belly bands, tabs, and gate folds.

E-mail list management   E
We can manage your campaigns through our list-management service. Let us set up a list of target readers for your media campaign.

Guide, Buyer's   E | P
Select publications have an annual Buyer's Guide that includes editor-prepared directories of recently released products from our extensive product database. Stand out by sponsoring an enhanced listing or mini tab.

Guide, Resource   E | P
An annual issue for each publication is devoted to a Resource Guide, which presents a range of vendor products categorized and displayed in product profiles. We provide the profile template and you fill in the information to make your company/product stand out.

Inserts/outserts   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. OpenSystems Media can provide competitive pricing and quick turnaround.

News feeds   E
Use submit.opensystemsmedia.com to have your news releases syndicated in dozens of dynamic, content-sensitive news feeds and broadcasts around the globe via search engines and RSS.

Polls and surveys   E | TM
We are continually polling and surveying our audience for feedback on a variety of topics. We can develop a targeted poll or detailed survey for your own needs. Surveys can be part of any of our electronic services, such as E-lerts and E-casts.

Product database   E | TM
Online product listings are free of charge. These searchable listings provide a link to product datasheets supporting requests for more information.

Listings are used by our editorial staff to select Editor's Choice Products and to create new product and Buyer's Guide featured in print issues and E-letters. OpenSystems Media consistently ranks very high in key online search engine results.

Reprints   E | P
OpenSystems Media makes it easy to buy reprints and acquire the rights to almost any content by simply clicking the republish link below an article or contacting republish@opensystemsmedia.com. You will find an extensive menu of choices for your particular needs. Reprints are excellent for point-of-purchase displays, direct mail campaigns, trade show handouts, and media kits.

Social media   E | TM
Social media is a great way to reach out in a real-time and interactive style. OpenSystems Media offers TechChannels, Facebook pages, Twitter, and LinkedIn Groups with a large following of interested readers. Get your information out quickly through our social media networking services.

TechChannels   E | TM
TechChannels are microsites that explore a topic in depth, with editors managing content from all of OpenSystems Media and selected external resources. Fresh content is delivered to subscribers in a timely, easy-to-read format, and includes a lead-in article from our technical experts, editorials, RSS news feeds, E-casts and Virtual Events, white papers, blogs, videos, social networking, and more. TechChannels are a great opportunity to link your key message with pointed, specific content.

Video library   E | TM
OpenSystems Media archives videos from E-cast events and can host your video content. We spotlight videos and provide tracking metrics.

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

Virtual Events   E | TM
Virtual Events are day-long online events, featuring themed technical sessions, keynotes, and an "Ask the Experts" roundtable. These conferences offer attendees worldwide the option to participate in sessions most relevant to them from the comfort of their office. Attendee registration is fast and simple, and the sessions are archived online for a year, making it easy to access sessions. OpenSystems Media supplies industry-leading moderators to tackle the tough questions facing today's design engineers, and the marketing staff helps facilitate sponsorship opportunities.

TechChannels

tech.opensystemsmedia.com

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TechChannels

Specialized microsites tailored to specific audiences, Embedded TechChannels offer a one-stop destination for engineers and execs searching precise embedded concepts. Through creation of a custom keyword or adoption of an existing topic, capture the traffic interested particularly in your field of expertise by securing exclusive quarterly advertising rights to individual channels displayed prominently on both the TechChannel homepage and digital edition promotional e-mails of 6 publications.

Highlighted around authentic content and news from the industry's brightest editorial team and marketed via e-mail to focus groups of over 20,000 engineers, Embedded TechChannels showcase skill and viability in your niche with reduced-rate, comprehensive 3 month sponsorship packages.

Selections

Standard TechChannel Campaign
- *Includes a **keyword** selected from available TechChannels*
- *An E-lert to 20k subscribers*
- *White paper or video with leads*
- *5,000 banner impressions (720 x 90 Leaderboard & 336 x 280 Large Rectangle)*

Deluxe TechChannel Campaign*
- *Includes **keyword of your choice***
- *An E-lert to 20k subscribers*
- *White paper or video with leads*
- *5,000 banner impressions (720 x 90 Leaderboard & 336 x 280 Large Rectangle)*

*1 month notice required for TechChannel activation

TechChannel Topics

- *Analog*
- *FPGA*
- *Rugged Power*
- *Android*
- *Safety and Security*
- *Virtualization*
- *DSP*
- *Linux*
- *AdvancedTCA*
- *LTE-Advanced*

- *Multicore*
- *Telehealth*
- *EDA*
- *Embedded Software*
- *VPX*
- *Smart Energy*
- *ESC*
- *Or contact sales and create your own Deluxe Campaign!*

E-cast | Virtual Event
ecast.opensystemsmedia.com

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E-casts and Virtual Events offer many benefits to boost your marketing campaign.

- *We handle the production and promotion, improving your sales and marketing teams' efficiency.*
- *No travel costs or lost time out of the office. Save wear and tear on your sales and marketing teams.*
- *Choose the target audience that is right for you.*
- *Live audience events give the chance to hear questions from your target markets and respond to them interactively.*
- *Lead generation is more effective as we track attendees and view questions and responses to polls and surveys.*
- *We provide sponsors with extensive reporting metrics, including names, numbers, e-mail addresses, questions, and poll and survey results.*
- *Events are archived for 12 months to be viewed by the audience at a more convenient time, allowing you to continue spreading your message and gathering leads long after the event.*

We promote E-casts and Virtual Events to 32,000 engineers, managers, and technical professionals. All events require registration to participate, thus enabling tracking. OpenSystems Media promotes all of these events to the specific markets that best meet your marketing goals. We follow up with reminders to ensure maximum exposure.

***Book your E-casts now to get the best time slots available.***

Topics

These topics are just a sample of the many subjects that are of interest to the OpenSystems Media audience. Check our editorial calendars for additional content areas. (http://opsy.st/OSM2012cal).

- *Future of COTS*
- *Managing Size Weight and Power*
- *EDA*
- *FPGAs*
- *eHealth*
- *Apps*

- *Digital Signage*
- *Embedded Tools*
- *Multicore*
- *Cloud*
- *40G*
- *Virtualization*
- *PICMG Standards in Mil*

Bring us your ideas for an E-cast or Virtual Event that we can work with to effectively get your message across.

E-cast/Virtual Event Viewers
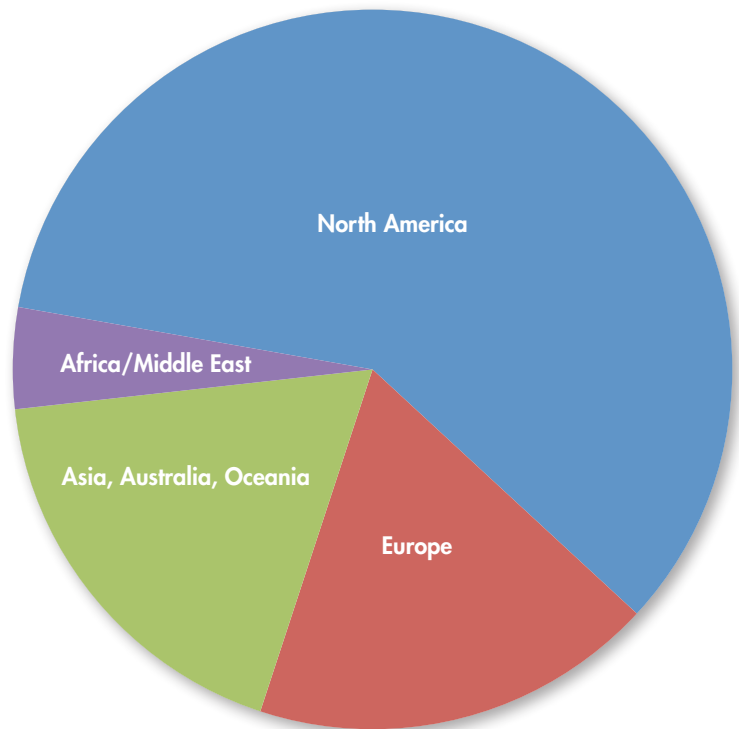
We can work with your ecosystem or our partner database to reach your target audience.

Industry consortia and forums are invited to propose topics relevant to their membership.

Guidelines

E-casts and Virtual Events follow OpenSystems Media's editorial guidelines (problem/solution approach with technical details).

- *State the problem (in title, abstract, and introduction)*
- *Go into quantitative detail about the problem*
- *For the solution, go into quantitative detail about theoretical methods of solving the problem (the same remedies you mentioned earlier in the presentation)*
- *Close with a concise conclusion*

Contact Christine Long at clong@opensystemsmedia.com, or call 586-415-6500 for additional details on how we can help you create a program with topics that best address your specific needs.

Our editorial staff is available to moderate and assist with your event. OpenSystems Media editors and industry experts have a proven, successful track record of guiding E-casts and Virtual Events, using OpenSystems Media's winning technical formula to work with vendors prior to and during the actual event.

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E-lert

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 that supplies your target audience with your message.

E-letter

E-letters are OpenSystems Media newsletter publications e-mailed to our audience of readers in HTML format. They are packed with original articles and editorials and contain an interactive element to link readers to even more information. Sponsorship includes your corporate logo headlining the newsletter, and can also feature your products, linking them to detailed product pages.

E-letter and E-lert	Archive URL	Distribution	Frequency
Embedded Computing Design	embedded-computing.com/eletter	31,000	12x
Military Embedded Systems	mil-embedded.com/eletter	27,000	12x
CompactPCI, AdvancedTCA, & MicroTCA Systems	advancedtca-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
Industrial Embedded Sytems		16,000	—
DSP-FPGA.com		33,000	—

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- *White papers*
- *Videos*

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