



# Mediakit 2024

Technology and Innovation across Unmanned Land, Air and Marine Systems

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Innovative digital marketing for engineering and technology businesses driving unmanned systems capabilities forward.

[unmannedsystemstechnology.com](https://unmannedsystemstechnology.com)



## AUDIENCE

Every day, senior professionals, engineers, researchers and buyers discover capabilities and source suppliers on UnmannedSystemsTechnology.com.

+1.2M

Visitors

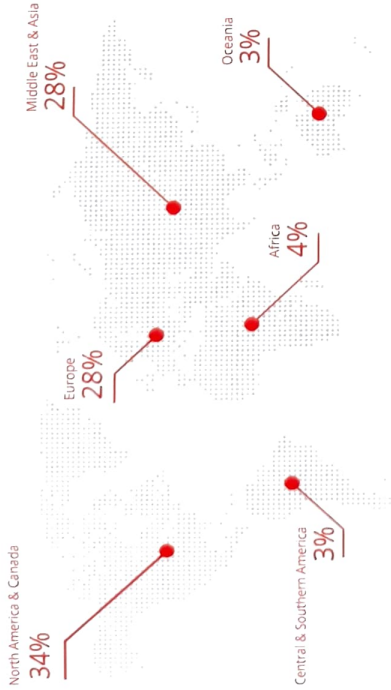
+1.9M

Page Views

+93K

Social Audience

## Geography



## Audience Job Functions

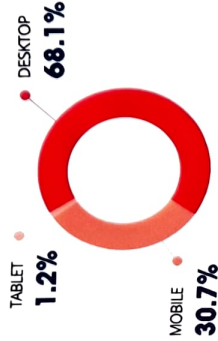
CTO & CEO  
Technical Director  
Director of Engineering  
Chief Engineer  
Design Engineer  
Engineering Manager  
Operations Director  
Principal Engineer  
Program Manager  
Project Engineer  
Research & Development Manager  
Senior Director Software Engineering  
Electronics Engineer  
Mechanical Design Engineer  
Technical Project Manager  
Software Engineer

## Most Frequent Website Visitors

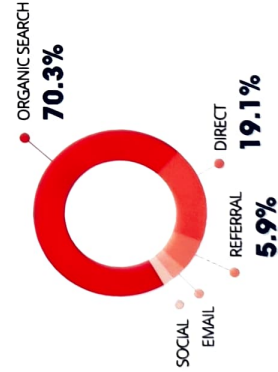
Thales  
Lockheed Martin Corporation  
Boeing  
Embry-Riddle Aeronautical University  
U.S. Navy  
Northrop Grumman  
U.S. Department of Defense  
General Atomics  
Raytheon Technologies  
Federal Aviation Administration  
Airbus Group S.A.S.  
BAE Systems  
NASA  
Leidos  
National Aerospace Laboratory

UK Ministry of Defence  
Georgia Institute of Technology  
Agelisan Elektronik  
Dstl  
Dept. of National Defence (CA)  
Indian Institute of Technology  
KIOST Korea Institute of Ocean Science and Technology  
Johns Hopkins University APL  
Mikor  
MIT Lincoln Laboratory  
Sierra Nevada Corporation  
Raytheon Intelligence & Space  
Saab  
U.S. Air Force

## Device Category



## Traffic Sources



## Top Rankings



Our focus on strong Google rankings is what sets us apart from other media. It allows us to position businesses in front of hyper-targeted visitors actively researching a product or technology. The following is a selection of the 2000+ keywords we rank for:

### High Ranking Platform Searches

UAV Helicopter  
Autonomous Ground Vehicles  
Mapping UAV  
Inspection Class ROV  
Autonomous Surface Vessels  
Long-range Reconnaissance Drone  
Cargo UAS

### High Ranking Components & Systems Searches

UAV satellite communication  
Tracking antenna for UAV  
Drone actuators  
Drone GNSS antenna  
USV control system  
EO/IR camera for UAV  
UAV data link  
ROV autopilot  
Drone BMS  
Small lidar scanner  
UAV cameras  
UAV propeller  
Parachute for drone  
Heavy lift drone motors

## Sector Involvement

Military & Defense  
Aviation & Aerospace  
Government  
Commercial  
Industrial  
Energy & Utilities  
Education & Research  
Geospatial  
First Response & SAR  
Agriculture

Traffic data: Annual visitors in 2023, Google Analytics. Social audience: current Jan/24.

\*Within top 3 results in Google, correct Apr '23.



## KINETIC PACKAGE

Showcase your capabilities, demonstrate thought leadership and generate demand, 365 days a year.



### SUPPLIER PROFILE & PRODUCTS

Your **bespoke capability profile** is researched, written and built by our team. It features your products and services, with feeds of your content. Importantly, it is **strategically positioned** on relevant high-Google-ranking landing pages that attract visitors actively looking for your solutions.



### CONTENT & THOUGHT LEADERSHIP

Demonstrate thought leadership year-round with **branded content, case studies, application stories, PR, videos and white papers**. Content is **published** with your branding, product links and contact information to build greater brand resonance and drive engagement. It is then published across LinkedIn and wider social media to drive engagement and attract relevant readers to your profile.



### SOCIAL MEDIA ENGAGEMENT

In addition to promoting your articles across our **93,000+** social media audience, you'll receive regular **strategic posts about your capabilities**. We'll also engage with and share your own posts to boost engagement.



### DATA-DRIVEN PERFORMANCE ANALYSIS

Your Google-powered **Performance Dashboard** allows you to understand, track and measure the activity and engagement of your profile and content, for a clear picture of the true value of working with us.



### NETWORKING OPPORTUNITIES

Access invite-only professional networking events and initiatives held by Unmanned Systems Technology and our strategic partners. A great opportunity to **network with other technology-focused businesses** from across the global defense supply chain, to foster collaboration.



# BANNER ADVERTISING

Advertise alongside our much-acclaimed technical content online and reach tens of thousands of engineers, researchers and buyers every month.

## WEBSITE BANNERS

High-exposure banner adverts across the UST website

POSITION	SIZE NAME	DIMS (px)	PER MONTH
HEADER	BILLBOARD	970 x 250	\$3,450
	WIDE LEADERBOARD	970 x 90	\$2,650
	LEADERBOARD	728 x 90	\$2,450
FIXED FOOTER	WIDE LEADERBOARD	970 x 90	\$2,195
	LEADERBOARD	728 x 90	\$1,975
SIDEBAR	LARGE RECTANGLE	400 x 333	\$1,645
	MEDIUM RECTANGLE	400 x 120	\$1,095
HOMEPAGE FEATURE	WIDE LEADERBOARD	970 x 90	\$1,995
	LEADERBOARD	728 x 90	\$1,695
HOMEPAGE SECTION	WIDE LEADERBOARD	970 x 90	\$1,495
	LEADERBOARD	728 x 90	\$1,395
ARTICLE FEEDS	LEADERBOARD	728 x 90	\$995
PRODUCT CATEGORY	LARGE RECTANGLE	400 x 333	\$210*

\* product category ads are for a minimum 12 months, limited to one advertiser per category.

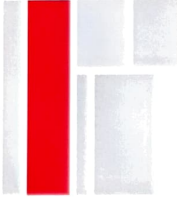
## EBRIEF BANNERS

Banner adverts within the weekly eBrief newsletter, and LinkedIn newsletter, sent to 12,000+ subscribers

POSITION	SIZE NAME	DIMS (px)	PER MONTH
Lead Banner	E-LEADERBOARD	600 x 96	\$595
Content Banner	E-LEADERBOARD	600 x 96	\$450

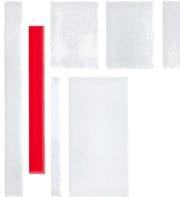
### HEADER BILLBOARD

Position	Header
Size (px)	970 x 250
Impressions <sup>1</sup>	130-150k
Occupancy	Max 3 ads



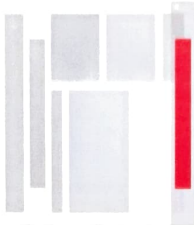
### HEADER LEADERBOARD / WIDE

Position	Header
Sizes (px)	970 x 90 728 x 90
Impressions <sup>1</sup>	130-150k
Occupancy	Max 3 ads



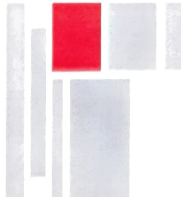
### FIXED FOOTER LEADERBOARD / WIDE

Position	Window Base (pop-up)
Sizes (px)	970 x 90 728 x 90
Impressions <sup>1</sup>	110-130k
Occupancy	Max 3 ads



### SIDEBAR LARGE RECTANGLE

Position	Sidebar
Size (px)	400 x 333
Impressions <sup>1</sup>	110-130k
Occupancy	Max 3 ads



### SIDEBAR MEDIUM RECTANGLE

Position	Sidebar
Size (px)	400 x 120
Impressions <sup>1</sup>	110-130k
Occupancy	Max 3 ads



<sup>1</sup>Typical total monthly impressions for this location, shared across the maximum occupancy. Each advert (see max occupancy) receives an equal share of total impressions.



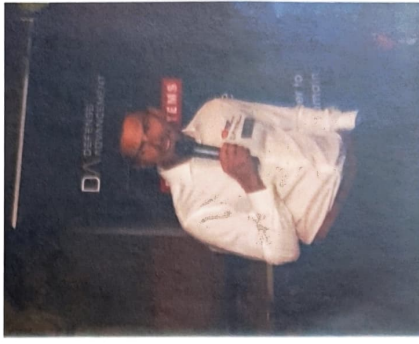
## WHO WE ARE

Unmanned Systems Technology is the largest and most established global ecosystem for technology and innovation within unmanned systems. UST is part of EchoBlue Media Group, which operates a range of ecosystems focused on science, technology and engineering in highly technical industries:



These ecosystems showcase the latest innovations through a combination of our intelligent marketing techniques, our team of industry experts and data-driven results and insights.

With several decades of experience in technical product marketing, SEO, digital advertising and social media we deliver consistent, measurable client success unmatched by other media.





# INNOVATIVE CONTENT THAT INSPIRES ACTION.



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