Our Market in 2015

Ever tighter defense budgets and shifting political priorities have put a lot of stress on suppliers of electronics and computer systems. Throughout 2015 the return of to greater level of certainty will makes those challenges easier, but the focus continues to migrate to proven technologies and upgrading existing platforms and less on new start programs. Meanwhile as the U.S. makes its strategic pivot toward the Asia-Pacific region, an emphasis on long range C4ISR and communications technologies will drive demands for sophisticated shipboard and airborne systems with long range capabilities. Since our embedded computing industry shines in system upgrade situations, opportunities will be strong for those that provide the most cost effective solutions are more likely to achieve success.

To aid those efforts readers need the best quality of technical material to help them design and build embedded computer-based systems for the military—across the whole spectrum from benign applications to the most rugged, mission-critical gear the battlefield, sky or water demands.

There’s a variety of non-technology-focuses military publications available, and a lot of general technology publications. COTS Journal is unique because it is the only technology publication addressing the military market—in other words, the only one where the focus is on the technology. While other media sources claim to cover technology, COTS Journal is unique in that it covers technology at a level specifically for engineers. Both staff-written and contributed articles must meant a threshold of quality and technical depth that's suited to help our readers get their jobs done—and do so under today's new challenges and constraints.

Editorial Sections

what military technology decision makers are reading

Special Feature
In the defense industry the priority is on choosing the right technologies—integrating proven solutions with new innovations—to meet the requirements for the platform. That means understanding which technology trends are most relevant to the military—not only about the “latest and greatest.” This section helps sort out which technologies offer the critical mass, market longevity and physical attributes suited for military system designs. Articles here highlight the important technology trends and place them in context for readers.

Tech Recon: Signal Chain – NEW!
The Tech Recon section blends staff-written and contributed articles to connect readers to the best information to help them create cost-effective solutions that meet mission requirements. In 2015 this section provides something special: a series of sections that follow a sequential path. Starting in January with Signal Capture and wrapping up with User Action in December, the series tracks the various types of processing, storage and display technologies that are critical at each point along the path.

System Development
The defense industry faces among the most challenging hurdles in the system test and software development phases. This section analyzes the tools, trends and products that smooth efforts like military software development, ruggedized test and security assurance. Articles here include topics like shock and vibration testing, cooling, safety-critical standards, EMI/RFI and form-factor comparisons.

Data Sheet – NEW!
This revamped version of our popular product roundup section focuses each month on a different narrowly defined area of technology and provides readers with a comparison of representative products in that category. A new bullet point style format aids in making helpful choices and links to addition online materials makes it a rich resource for military system developers.
Readers & Circulation

**20,000 Print Subscribers**  
**10,000 Digital Edition Subscribers**

**Readers work on a variety of projects**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tr>
<td>Mission Systems</td>
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<tr>
<td>Command &amp; Control</td>
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<tr>
<td>Communications</td>
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<tr>
<td>Simulation &amp; Test</td>
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<tr>
<td>Network-Centric Systems</td>
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<tr>
<td>Radar/Sonar</td>
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<tr>
<td>Other</td>
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**Readers develop, specify or purchase the following**

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<tr>
<td>Board Level Products</td>
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<tr>
<td>Packaging/Power Subsystems</td>
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<tr>
<td>Embedded Software/Development Tools</td>
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<tr>
<td>Components/Integrated Circuits</td>
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<td>Integration Services</td>
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<td>Contract Mfg.</td>
<td>11%</td>
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**Readers classify themselves within these categories**

<table>
<thead>
<tr>
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<th>Percentage</th>
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<td>Engineering Management</td>
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<td>CEO/Program Management</td>
<td>26%</td>
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<tr>
<td>Other</td>
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<tr>
<td>Engineering</td>
<td>19%</td>
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**Who Reads COTS Journal**

- More than 71% of readers have 15 years or more in the industry
- 82% report using Google as preferred search engine
- 73% design for rugged applications
- 78% hold management positions: Engineering Manager, Program Manager, Exec. Manager, PEO etc.
- 94% have engineering degrees or technical backgrounds
<table>
<thead>
<tr>
<th>Month</th>
<th>Special Feature</th>
<th>NEW! Tech Recon: Signal Chain</th>
<th>System Development</th>
<th>NEW! Data Sheet</th>
<th>Special Ad/ Promo Opportunities</th>
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<tbody>
<tr>
<td>January</td>
<td>Top Ten Most Compute-Intensive Defense Programs</td>
<td>Signal Capture for Radar and SIGINT</td>
<td>Board and Box-Level OpenVPX Strategies</td>
<td>Rugged Ethernet Switch Boards Roundup</td>
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<tr>
<td>March</td>
<td>Tech Upgrades with VME, CompactPCI and More</td>
<td>Digital Conversion with FPGAs and ADCs</td>
<td>Annual EOL and Component Obsolescence Directory</td>
<td>FPGA Processing boards Roundup</td>
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<tr>
<td>April</td>
<td>Boards and Rugged Boxes in UAV Payloads</td>
<td>Naval Signal Intelligence</td>
<td>DoD Budget Report: Major Weapons Programs</td>
<td>VME SBCs for Tech Refresh Roundup</td>
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<td>May</td>
<td>C4ISR Technologies for Military Vehicles</td>
<td>Signal Processing: FPGAs vs GPGPUs vs GPPs</td>
<td>PCI Express and 10 Gbit Ethernet as System Interconnects</td>
<td>Small Non-standard Boards Roundup</td>
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<td>June</td>
<td>1553, Ethernet and Every Military I/O Tech in Between</td>
<td>Video Processing Boards and Systems</td>
<td>Military Applications for AMC, MicroTCA and ATCA</td>
<td>PC/104 and PC/104 Family Boards Roundup</td>
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<td>July</td>
<td>HPEC Systems Meet New Defense Priorities</td>
<td>Dealing with SWaP in Military Data Storage</td>
<td>Safety Critical and Mission-Critical Choices in Embedded Software</td>
<td>OpenVPX SBCs Roundup</td>
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<td>August</td>
<td>Pre-integrated Systems Address Technology Readiness Demands</td>
<td>SWaP Issues in Rugged Storage: From RAID to SSDs</td>
<td>Space-Qualified Electronics and Subsystems</td>
<td>COM and COM Express Boards Roundup</td>
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<td>September</td>
<td>Navy Modernization Programs Leverage Open Standards</td>
<td>Situational Awareness: Managing the Data Deluge</td>
<td>Rackmount Laptops, Workstations and Tablets as Military User Interfaces</td>
<td>Rackmount Systems Roundup</td>
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<td>October</td>
<td>Comms and Networking in Land, Sea and Air</td>
<td>Visual Data Exploitation with GPGPUs</td>
<td>Cooling Options for Rugged Box Systems</td>
<td>High Reliability Power Supplies Roundup</td>
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<td>November</td>
<td>Small Form Factor Box Systems vs. Slot-card Solutions</td>
<td>Technologies for Radar Jamming and Electronic Countermeasures</td>
<td>Optical Backplanes Gain Momentum</td>
<td>UAV Roadmap Poster</td>
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<td>December</td>
<td>Open Architectures for Airborne Platforms</td>
<td>User Action</td>
<td>COM Express vs. PC/104-Family Form Factors</td>
<td>2016 Event Calendar</td>
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Print Advertisements

Two Page Spread
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(Trim: 16.75” × 10.875”)

Full Page
8.5” × 11.125”
(Trim: 8.375” × 10.875”)

2/3 Page
7.375” × 6.375”

1/2 Page Vertical
3.5” × 9.875”

1/2 Page Horizontal
7.375” × 4.75”

1/3 Page Vertical
4.75” × 9.875”

1/3 Page Horizontal
7.375” × 3.375”

1/3 Page Square
4.75” × 4.75”

1/4 Page Vertical
3.5” × 4.75”

1/4 Page Horizontal
7.375” × 2.375”

Web Ads

E-Newsletter Ads

Print Ad Instructions
All advertising must be submitted as a high-resolution PDF (PDF/X-1a). Four-color images must be CMYK; minimum resolution 300 DPI; TIFF or EPS are preferred; line art a minimum of 1200 DPI. Only full page ads require a bleed of 1/8” (4 mm). Full page live area is 1/2” (13 mm) from trim on all sides. For all other ad sizes, all live content should stay 1/4” from the edge of the ad space.

Please submit PDFs via our FTP site:
http://upload.rtcgroup.com

Digital Ad Instructions
All advertising must be submitted through a salesperson as a web-ready image file. Images must be RGB; minimum resolution 72 DPI; PNG, JPG or GIF files are preferred.

Press Release Submissions
To submit a new product announcement, email the release to the editors. The more technical the information, the more useful it is to our readers. Each product announcement should include a press release, product datasheet, image (300 DPI) and pricing.
# Advertising Rates

## Print Advertising

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## Standard Web Advertising

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## E-Newsletter/Digital Edition Sponsorship

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<td>Body - Bottom</td>
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<td>Tile</td>
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<td>$420</td>
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</tbody>
</table>

Custom advertising and rate combinations are available. Please contact your sales representative.

## Contact Us

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