



2023 MEDIA KIT

“Anti-intellectualism has been a constant thread winding its way through our political and cultural life, nurtured by the false notion that democracy means that *‘my ignorance is just as good as your knowledge.’*”

— Isaac Asimov



DOING DIGITAL RIGHT

Dear Colleagues,

Marketing trends come and go, but here at COTS Journal it is our targeted audience that sets us apart. Our audience of Defense professionals have come to rely on COTS Journal for almost 3 decades. During this time, we have seen advertising trends of all kinds have their moment in the sun. Beyond the attention-grabbing content, in hopes of making a big splash, we recognized the need to connect with the audience in a meaningful way. To connect and build a reputation as a trusted source of information, and to nurture these relationships to continue your success for decades to come.

It is for this reason our goal for 2023 is to shift client program towards longer term brand relationships where we present you as the brand of choice as opposed to the one-time deal. To better build authentic connections with your audience through long-running media programs

that leverage your many abilities and not just a single product. In doing this, the increased brand awareness will bring about a market perception far beyond the historical norms.

There is a lot of distrust among the public when it comes to who they are getting their information from. Having built this high level of trust over decades with our audience, our goal as an influencer is to back your products and services re-affirming you are the brand of choice. To convey a message that you are more than a “one trick pony” and that your engineering abilities allows you to address a relationship for the long term.

It our contention that by using quality content over a longer period that a trust will be created that reverberates – “You are the brand of choice”.

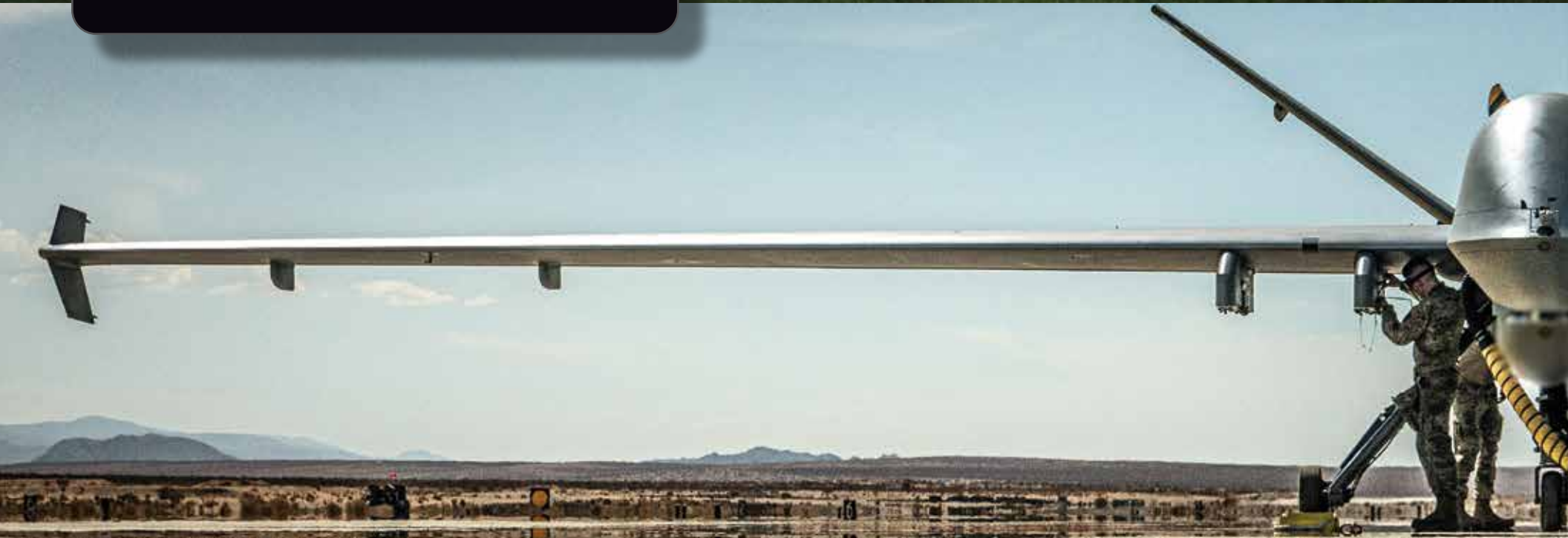
Sincerely,

John Reardon
Publisher

KNOWING YOUR MARKET

The competition for your audience's attention is greater than ever with many becoming defensive of intrusions into their personal life. COTS Journal is different as we try to stimulate the imagination of our readers through content that compellingly piques their intellectual curiosity. The insult of a Las Vegas-style flashing light that offends the senses is not our style. Solid, interesting content that challenges the technocrat in all of us, has compelled our readers to ask for more. To reach out and reference our content for months and sometimes years to come. This demographically narrow focus is offered with surgical precision. This focus on a demographically appropriate audience lets us understand what we are and what we are not to better serve our advertisers.

Our Audience – 25,000 Defense Engineers



**Branches of Service
addressed:**

Navy
Army
Marine Corps
Airforce
Coast Guard
Space Force
Government Agencies

**Top federal Contractors
addressed:**

Lockheed Martin
Boeing Co.
Raytheon Dynamic Corp.
General Dynamics Corp
Leidos
L3 Harris
Northrop Grumman Corp.
BAE
General Atomics
Sierra Nevada Corp.
Viasat
Cubic Defense

Top Standards Group

IEEE
The Open Group
Open Compute Platform
PICMG
PCISig
SGET
USB-IF
United States Military Standards
VITA

Project Areas

24% Unmanned Systems
19% Mission Systems
13% Communications
10% Simulation and Test
14% RADAR, Sensors
20% Undefined

Areas of Growth

JADC2
Artificial Intelligence at the Edge
Transportation
Security
Mix Signal

Reader Classifications

by Title

48% Engineering – Hardware
34% Engineering – Software
18% Engineering Management



COTS JOURNAL

**6 REASONS
TO ADVERTISE
IN A MAGAZINE**

- 1) **Targeting a specific audience** – We have done the demographic targeting for you.
- 2) **Getting attention** – No other medium is better linked to the intellectual curiosity of the engineering community.
- 3) **The power behind paper** – Studies show that not only do most people prefer print magazines, but they also are more likely to absorb a technical message such as yours.
- 4) **Return-on-Investment** – Magazines are the most cost effective medium in 4 out the 5 states of the purchase funnel.
- 5) **Magazines deliver Reach** – Unlike the more passive approaches, the basic tenants of marketing, reach and frequency are unmatched by print.
- 6) **Being a team player** – Print contributes as a strong driver of the purchasing intent through increase brand awareness.

COTS CHECK POINT

**5 REASONS
FOR CONTENT
MARKETING**

- 1) **Establishing Trust** – Written by a trusted source the reader finds confidence in the written word.
- 2) **Lead Generation** – Nothing conveys an interest more than a person giving up their time to read about your solution.
- 3) **Boost Conversations** – Once consumed the information becomes part of knowledge used to communicate to the design team.
- 4) **Generate industry authority** – By asserting your expertise, prospects will gain confidence in your abilities to address their issues.
- 5) **Being a team player** – Check Point can be re-purposed for a better orchestration of marketing across the board.

DATASHEET DIRECT

**5 REASONS
TO USE DIGITAL
OUTREACH**

- 1) **Breaking news** – Convey product information to a qualified audience in Real-time.
- 2) **Control the narrative** – tell your story on the features and benefits of your latest product.
- 3) **Multimedia** – by including photos, videos, hyperlinks, and infographics the information is more likely to capture attention.
- 4) **Public Relations** – Big company or small, frequent communication with the market adds to your reputation as an influencer.
- 5) **Being a Team player** – part of the orchestration of marketing, DD will contribute to lead generation, Web Traffic and Brand awareness.

**DIGITAL
ADVERTISING**

**5 REASONS
FOR DIGITAL
ADVERTISING
WITH COTS
JOURNAL**

- 1) **Audience Reach** – Through an aggregation of numerous campaigns COT digital properties are viewed hundreds of thousands of times each month.
- 2) **Cost Benefit** – Low cost and easy to execute, our Digital outreach is accessible to budgets of all sizes.
- 3) **Highly niche** – Adding a digital component to a campaign with COTS allows access to a highly prized audience.
- 4) **To reach those on the go** – Digital advertising is viewed by the most active on their digital devices.
- 5) **Traffic Driver** – Digital marketing contributes to the over interest in your products and services.

CUSTOM SERVICES

FOR THOSE THAT WANT IT THEIR WAY!

A Comprehensive list of Services:

PAID MEDIA

- Outbound

- Media Planning
- Print Media
- Digital Media
- Cooperative Advertising
- Lead Generation
- Audience Generation
- Direct Mail
- Creative Strategy
- Brand Identity
- Brand Campaigns
- Art Direction & Design
- Copywriting
- Partner Marketing
- Cause Marketing
- Field Marketing

CONTENT MARKETING

- Native Marketing

- Application Notes
- Technical White Papers
- Technical Briefs
- Content Concept & Development
- Content Promotion
- Newsletters
- Solutions Guides
- Source Books

Customer RELATIONSHIP MANAGEMENT – Outbound

- Email Subscriber Acquisition
- CRM Segmentation
- Email Design & Copy
- Email Deployment
- Marketing Automation

CONVERSION RATE OPTIMIZATION – Acquisition

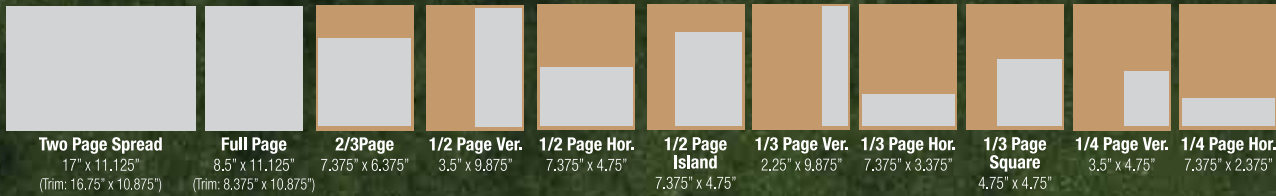
- A/B Testing
- Multivariate Testing

EVENT MARKETING

- Event Experiences
- Streaming Services
- Staging and Lighting
- Keynotes Searches
- Sourcing

COTS
JOURNAL





Size	1X	2X	3X	4X	6X	8X	12X
2 Page Spread	\$4,380	\$4,002	\$3,761	\$3,538	\$3,449	\$3,290	\$3,222
Full Page	\$2,816	\$2,668	\$2,507	\$2,358	\$2,299	\$2,193	\$2,148
2/3 Page	\$2,616	\$2,482	\$2,330	\$2,183	\$2,137	\$2,062	\$1,996
1/2 Page	\$1,879	\$1,782	\$1,673	\$1,600	\$1,536	\$1,483	\$1,434
1/3 Page	\$1,372	\$1,301	\$1,222	\$1,187	\$1,120	\$1,097	\$1,047
1/4 Page	\$930	\$875	\$795	\$725	\$694	\$638	\$595

Differential Leads – A COTS exclusive service

Differential Leads are based on the belief that you have a demographic understanding of who buys the products and services that your company offers. Just let us know that you want to target a company, a company location, or a type of application and we will use a series of verification tools to deliver those that meet your criteria.

Through a complex 5-point verification tool we will deliver targeted leads that are guaranteed to be in your field of interest.

Programs of 10 leads a month starting at \$300.00. (Quantity discounts available).

Datasheets

Single Datasheet

- Perfect for new product announcement campaigns. Get your new product into engineers' hands fast.

Generate leads and jumpstart sales at less than \$0.05 per impression

Pricing

Single	Six-Pack	Twelve-Pack
\$1750	\$1400	\$1050

Six-Pack

- Get a 20% discount by committing to six product datasheets. Perfect for companies that plan periodic promotion of several products throughout the year or want to blitz the market with several new announcements at one time.
- Give yourself the freedom to reach our focused AUDIENCE any time throughout the year.

Fuel your lead funnel and support sales at less than \$0.04 per impression

Twelve-Pack

- Our biggest discount is saved for companies committing to a dozen datasheets.
- Use it as a monthly outreach vehicle.
- Follow up with important product information throughout the year.
- Or release a flood of product information before an important event.

Grow a consistent lead source and power sales at \$0.03 per impression

Digital Advertising

Leaderboard - \$1000

- 728px x 90px max, Text Description 360 C max'

Body Ad - \$650

- 300px x 250px

Top Product or Video - \$750

- 600px x 250px with 150x150 image, Text title 120 C

Print and Digital Ad Instructions: Ad trafficking is directed through your Account Representative to assure that all details are met to your satisfaction. We request that print advertising be submitted in high-Resolution PDF (PDF/X-1a). Four Color images must be CMYK with a minimum resolution of 300 DPI. Tiff or EPS are preferred with line art at a minimum of 1200 DPI. Full-page ads require a bleed of 1/8" (4mm). For full-page ads the live area is 1/2" (13mm) from the trim on all sides. For other ad sizes the live area should stay 1/4" (4mm) from the edge of the ad space.

(Circulation numbers are dynamic and subject to change without notice for numerous reasons from attrition rates to overall industry health).



PUBLISHER'S PROGRAM SUGGESTIONS

(with a six-month commitment)

Media Plan 1

\$3180.00 monthly

- COTS Journal Display Advertising – Full page
- DataSheet Direct
- 25 Differential Leads
- 300 by 250-pixel Banner ad in COTS' digital products

Media Plan 2

\$2450.00 monthly

- COTS Journal Display Advertising – 1/3 page
- 300 by 250-pixel Banner ad in COTS digital products

Media Plan 3

\$3495.00 monthly

- COTS Tech Review – *Sponsored Content*
- COTS Journal Display advertising – 1/3 page
- 300 by 250-pixel Banner ad in COTS' digital products

Media Plan 4

\$1495.00 monthly

- 40 Differential Leads
- Leaderboard on digital products
- COTS Journal Display Advertising -1/3 page

CONTENT MEDIA PROGRAMS

COTS Tech Review –

digital, distributed to COTS Circulation, HTML

\$3495.00

COTS Journal will assign an Editor to write a technical outline identifying the technical merits of your solution and ties them into real world concerns. Written by a third party, impresses upon the reader that the merits are based on fact and not marketing hyperbole.

COTS Source book –

digital, distributed to COTS Circulation, HTML

\$3295.00

A COTS Source book features a product family of 20 individual SKUs that are supported by content describing the architect's intent. Conveyed to aid an engineering design effort by featuring an array of solutions, a COTS Source Book explains the where and how your solutions are used.


White Paper Development – (Application Note)

\$3495.00

With 35 years of publishing technical journals, many have asked if our staff would be available to write content on their behalf. We can build and distribute technical content to our audience using our skills of telling a story regarding the appropriate use of a technology. Perfect for everything from client literature, digital marketing, third party publishing or social media.

2023 EDITORIAL CALENDAR

	Editorial Feature	Systems Development	COTS Picks	Bonus Coverage
January	Technology Trends Redefining Military Dominance	Advances in Storage at the Edge	Ultra High Performance SBC's	
February	Interconnects Drive future Battlefield supremacy	Issues surrounding highly distributed systems	Machine Vision and Sensing Technologies	AFCEA West
March	Unmanned Platform Test SWaP and Security Standards	Ethernet Switches. FACE - Future Ariborne Capability Environmnet	Software Defined Radio	
April	Software Security Certifications. C4ISR	System Monitoring - a deep look at Redfish	A Review of Vehicle and Edge power needs	Sea Air Space
May	Advances in SOSA and Market traction	What's new with Embedded software	FPGA Solutions	
June	What is happening with VME and Design wins	Advances in Artificial Intelligence - at the Edge	Rugged PC's and Laptops	
July	Thermal Solutions to advance system performance	Autonomous Vehicle Solutions. Managing End of Life concerns	Small form factor solutions	
August	FPGA Advances	Using AI to fight Security Concerns	Sensors	
September	GPU Advances	Advances Quantum Computing	Display and GUIs	
October	JADC2 Review	Advances in RADAR and the impact on Systems	Advances in Video	C4ISR Symposium
November	Optimizing Composable Architectures	Changes in procurement	Mix Signal Solutions	AUSA
December	Disruptive Technologies for 2024	COTS in Space	Precision Timing	

A B-52 bomber aircraft is shown on a runway, with its reflection visible in the wet pavement. The aircraft is dark grey with yellow and red markings on the engines. A tall light tower is visible in the background. The sky is overcast with grey clouds. A black text box with white text is overlaid on the right side of the image.

“Ultimately, leadership is not about glorious crowning acts. It’s about keeping your team focused on a goal and motivated to do their best to achieve it, especially when the stakes are high and the consequences really matter. It is about laying the groundwork for others’ success, and then standing back and letting them shine.”

— **Chris Hadfield, Astronaut**

COTS JOURNAL

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