

# MEDIA KIT 2024

**COTS**  
JOURNAL



# COTS Journal

## Uniting Innovation and Excellence

In the ever-evolving landscape of technology and innovation, COTS Journal (Commercial Off-The-Shelf) stands as a beacon of cutting-edge solutions, expert insights, and unparalleled excellence. As we enter this new year, our commitment to delivering reliable, cost-effective, state-of-the-art technology solutions remains unwavering.

The Journal is a comprehensive resource showcasing the synergy between military expertise and cutting-edge commercial technologies. We're dedicated to providing our readers with a wealth of information, from in-depth articles and expert opinions to interactive multimedia experiences designed to empower, educate, and inspire.

Defense spending has grown substantially since 2001 due to global security concerns and evolving military strategies. Driven by modernization efforts, it has fueled investment in technology. The worldwide market now exceeds \$2.3 trillion. The market comprised of merchant boards, enclosures, subsystems, and software is expected to grow faster than the overall DoD budget at 17% by the 2025 budget.

Initial investments in AI have strained the defense budget, but experts predict long-term savings as AI technologies assist in cost savings and enhanced capabilities. In 2023, the Pentagon requested \$1.8 billion for Research and Development.

Investment in evolving defense drones, such as the MQ-25 and MQ-28, has grown substantially in recent years. Their expanding role in modern warfare, encompassing intelligence, surveillance, reconnaissance, and even combat missions, has spurred significant funding. Nearly doubling in one year to \$28 billion, the opportunity for compute payloads is also growing dynamically.

The Space Force's evolving value to national defense continues to grow. In an era of increasing reliance on space-based assets, it safeguards critical communications, navigation, and reconnaissance systems, reinforcing resilience against emerging threats. It ensures the secure operation of satellites, bolsters early warning capabilities, and enhances the nation's technological edge. The Space Force budget spent primarily on R&D now exceeds \$16 billion.

Serving as the military backbone of the US Army, military vehicles are getting significant technological upgrades in support of situational awareness. Future vehicles will be outfitted with systems that offer data center compute performance, providing a response rate that outstrips the enemy's communication speeds. With over 40,000 US vehicles and more under production, the market opportunity for vehicle-based systems is immense.

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## The Opportunity

This year, we delve into the following themes:

**The Future of Defense:** Discover the groundbreaking advancements reshaping the military landscape. From autonomous systems to AI-driven strategies, we delve into the future of defense and its implications for global security.

**Cybersecurity:** With the digital realm becoming an increasingly integral part of our lives, COTS Journal will explore the latest strategies to safeguard our digital assets. Learn how Innovation and vigilance unite to protect against cyber threats.

**Aerospace Advancements:** Take flight with us as we explore cutting-edge in aerospace technology. From supersonic travel to space exploration, we venture into the many advances that tomorrow will bring.

**Sustainability and Technology:** In a world that demands environmentally conscious solutions, we investigate the intersection of technology and sustainability.

Learn how the **COTS market** is adapting to address the **global hostilities worldwide**.

We invite you to embark on this exciting journey with us. COTS Journal is not just a compendium of information; it is a gateway to a future that embraces change, cherishes innovation and acknowledges technology's essential role in our evolving world.



## Our investment in Qualified Subscribers

Investing in qualified subscribers is a strategic imperative for any organization seeking to build a strong and engaged audience. Qualified subscribers are individuals who meet specific criteria, such as demographic, professional, or interest-based, making them highly relevant to the organization's goals. This investment pays off in numerous ways.

First and foremost, qualified subscribers bring quality over quantity. They are more likely to be genuinely interested in the organization's content, products, or services, leading to higher engagement rates, increased conversion potential, and a more substantial return on investment.

Moreover, a subscriber base consisting of qualified individuals enables precise targeting. Organizations can tailor their messages, content, and offerings to these subscribers' specific needs and preferences, resulting in a more personalized and effective marketing strategy.

Additionally, qualified subscribers often have niche expertise and knowledge that can enhance discussions, generate insightful feedback, and drive innovation within the organization. Their active involvement can elevate the quality and relevance of the organization's offerings, leading to greater trust, loyalty, and long-term relationships.

In summary, investing in qualified subscribers is a strategic approach that prioritizes quality, relevance, precision, and expertise. It helps organizations build a more engaged and loyal audience, which, in turn, leads to higher ROI and a more substantial market presence.

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## Who Reads COTS Journal

Developers and Decision-makers depend on COTS Journal for targeted technical and design information about embedded technologies and their application to the defense industry. If you sell technology to the defense industry, reach your market within the pages of COTS.

### 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

**Engineers and Technologists:** COTS Journal is read by engineers and technologists involved in designing and developing military and aerospace systems. These individuals select and integrate commercial off-the-shelf technologies into these systems.

**Program Managers:** Program managers are responsible for overseeing the planning, execution, and monitoring of projects related to defense and aerospace. They rely on COTS Journal to stay informed about the latest technologies and industry trends that could impact their programs.

**Military and Defense Personnel:** COTS Journal is also read by military personnel, including officers and enlisted personnel, who operate and maintain defense systems that utilize commercial technologies.

**Acquisition and Procurement Professionals:** Those involved in acquiring and procuring technology solutions for defense and aerospace applications turn to COTS Journal to stay updated on available COTS options and the industry's vendor landscape.

**Government Decision-Makers:** Government officials and policymakers in the defense and aerospace sectors rely on COTS Journal to understand the technological capabilities and innovations available for enhancing national security and military operations.

**Researchers and Innovators:** Professionals in research and development organizations and innovators in the field read COTS Journal to explore emerging technologies and stay informed about cutting-edge developments.

**Industry Executives:** Executives and leaders of defense and aerospace companies and organizations utilize COTS Journal to keep a pulse on market trends and emerging technologies, helping to shape their corporate strategies.

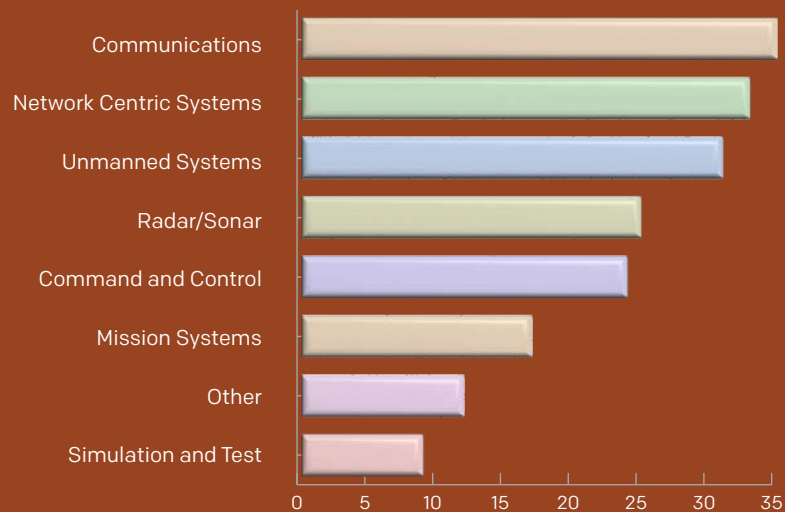
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### Branches of Service addressed:

Navy  
Army  
Marine Corps  
Airforce  
Coast Guard  
Space Force  
Government Agencies

## Readers Work on a variety of projects



## Who Reads COTS Journal

**72%** of the readers have 15 years or more in the industry

**64%** design for rugged applications

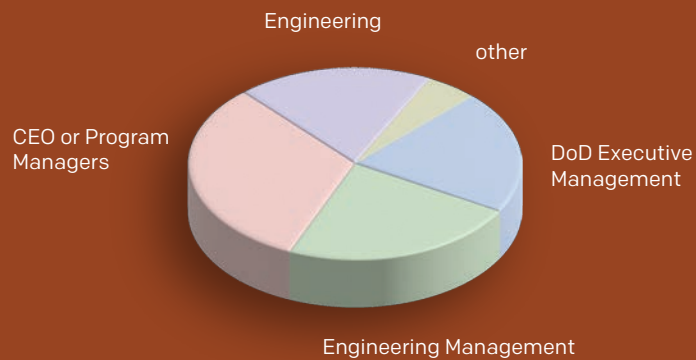
**94%** Have engineering degrees

**54%** Work for Primes with revenue above \$1 billion

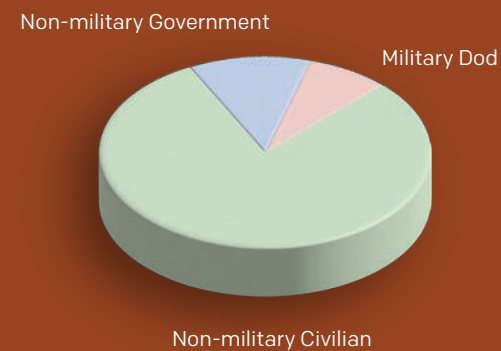
**34%** Identify as Software Engineers

**43%** identify as Hardware Engineers

## How Readers are defined

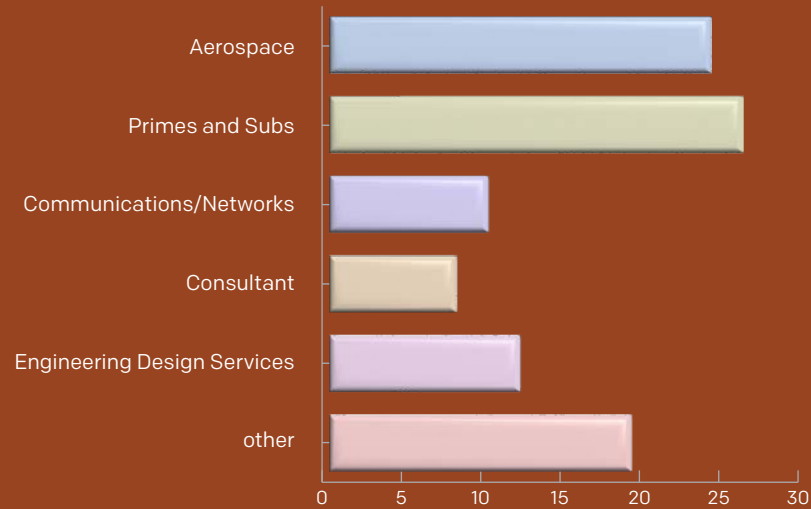


## Reader's by Employment

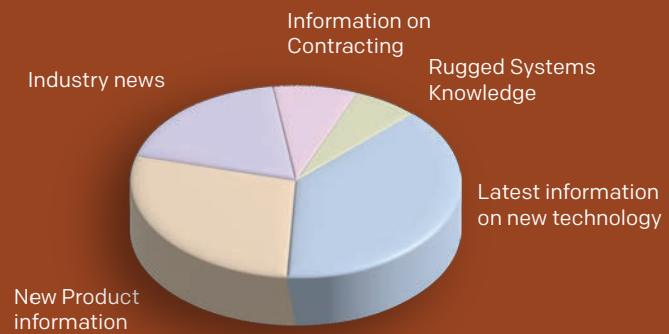




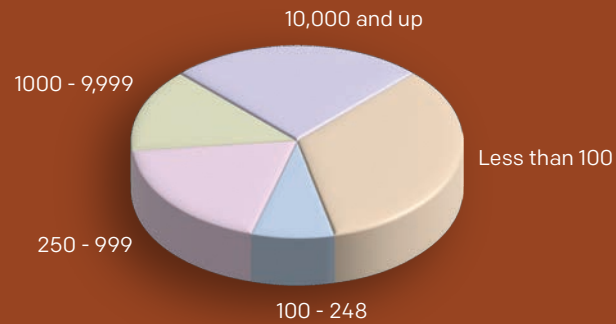
### Breakdown of Industry



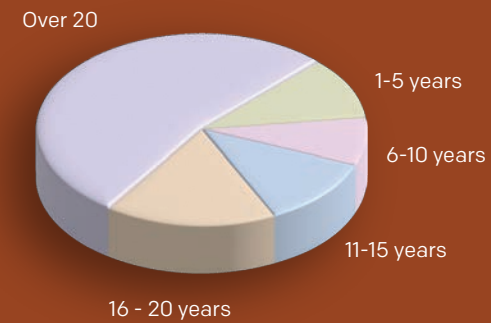
### Why they are Subscribers



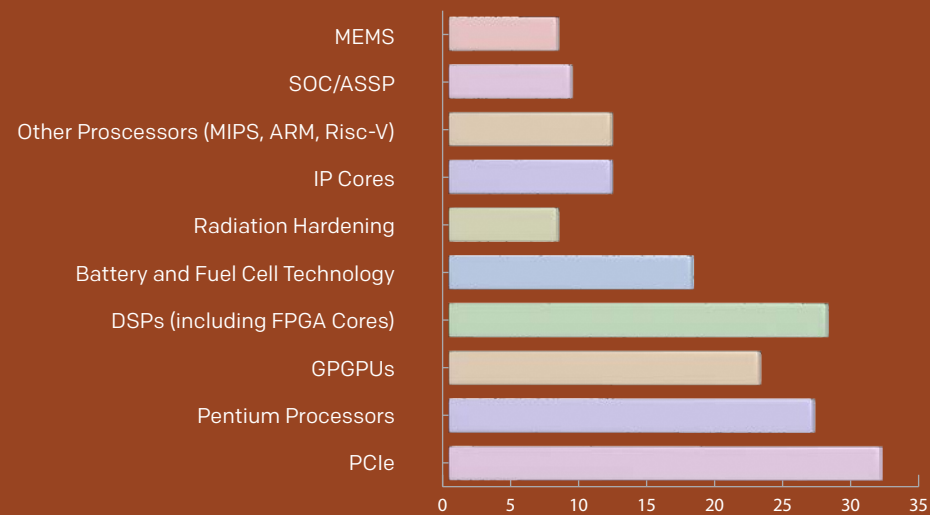
### Number of Employees



### Years of industry experience



### What COTS readers are reporting to use





## The Importance of Following Industry Standards

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**Interoperability:** Open standards emphasize using open standards and interfaces, allowing different systems and components to work seamlessly. This interoperability is crucial in defense systems where various components from other vendors must collaborate effectively. It reduces integration challenges and enhances mission capabilities.

**Flexibility and Scalability:** Open standards enable modular design, where components can be easily swapped, upgraded, or replaced without affecting the entire system. This flexibility is particularly valuable in rapidly evolving defense environments where technology constantly advances. It allows the DoD to adapt and scale systems as needs change.

**Cost Efficiency:** Open standards support the reusability of components and reduce the reliance on proprietary technology. This can lead to cost savings as the defense sector can leverage commercial off-the-shelf (COTS) solutions and reduce the expense of custom development. Additionally, the ease of maintenance and upgrades in modular systems can contribute to long-term cost efficiency.

**Accelerated Innovation:** Open standards and modular design foster competition among vendors and encourage innovation. When different vendors can provide compatible components, the DoD can benefit from a broader range of cutting-edge technology, ultimately leading to more advanced defense capabilities.

**Security and Cyber Resilience:** While open standards emphasize interoperability, it does not compromise security. By adhering to open standards and security guidelines, defense systems can maintain robust cybersecurity measures while achieving interoperability.

**Reduced Vendor Lock-In:** Proprietary systems can lead to vendor lock-in, where the DoD depends on a specific vendor's technology and support. Open standards reduce this risk by allowing for interchange between components and vendors, promoting competition, and preventing vendor monopolies.

**Future-Proofing:** The ever-evolving nature of technology necessitates future-proofing defense systems. Open standards and modular design allow for easier technology refresh cycles, ensuring that defense systems can adapt to emerging threats and challenges.

**In summary, open standards are paramount in enhancing defense systems' efficiency, flexibility, and security. They help the Department of Defense adapt to evolving threats, make cost-effective decisions, and capitalize on the latest technological advancements while ensuring interoperability and security. These concepts are essential in modernizing and future-proofing defense capabilities.**



## Content Marketing — Telling Your Story

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Content marketing benefits the defense market by providing valuable information, building trust, and establishing thought leadership. In a dynamic and often classified sector like defense, here's how content marketing offers advantages:

**Knowledge Dissemination:** Content marketing allows defense organizations to share critical insights, research, and industry trends with a broader audience. This not only enhances awareness but also fosters informed decision-making and Innovation.

**Positioning as a Thought Leader:** Through insightful articles, reports, and whitepapers, defense firms can showcase their expertise and position themselves as thought leaders in specific niches. This can attract partnerships and contracts, driving business growth.

**Trust Building:** High-quality content builds trust among stakeholders, including government agencies, military branches, and industry partners. Trust is vital in the defense sector, where security, reliability, and reputation are paramount.

**Targeted Communication:** Content marketing allows for precise targeting. Defense organizations can tailor content to specific segments, ensuring the right messages reach the right audience. This is especially important when dealing with diverse stakeholders.

**Global Reach:** With content marketing, defense firms can extend their reach beyond national borders. Engaging international audiences can open new markets and partnership opportunities, potentially leading to exports and collaborations.

**Cost-Efficiency:** Content marketing is often more cost effective than traditional advertising methods. It provides a way to reach a broad audience with lower overhead, making it an attractive option for organizations working within budget constraints. It also provides material that can be used in different sales scenarios, such as a 'leave behind' and material for shows and conferences

In the ever-evolving defense market, content marketing is essential for informing, influencing, and expanding reach. It fosters a dynamic ecosystem underpinned by trust, expertise, and innovative solutions. This, in turn, drives success in an industry where staying informed and connected is crucial.





## Submitting Articles

COTS Journal publishes more pages of editorial content as a ratio to advertising than any of its nearest competitors. This feat is accomplished through a series of staff and contributed articles that meet the high standards demanded by our readers.

### Article Focus

Articles submitted for publication should focus on technical development and applications of embedded technology, design strategies, alternatives, or tutorials. Submitted articles focused on a specific product and its features will not be accepted.

### Article Submission

Articles should be submitted in a Microsoft Word or Rich Text format. They should be single-spaced, with standard margins. The optimum word count is approximately twelve hundred words. Please include at least one graphic per page: photographs, screenshots, charts, or tables.

If timing is essential with a specific issue in mind, coordination with the Publisher to be included in the issue plan is required. Otherwise, articles meeting the quality standards will be featured at the Publisher's discretion. Adherence to the Editorial calendar may cause the selection of content to vary.

### Submitting News and New Products

Each month, COTS Journal features several product or news announcements that are deemed to be of importance to our readers. Releases are chosen by an editorial committee based on relevance and importance to the industry we serve. At times, milestones will be included as important to the market based on their size or impact.

COTS works on a monthly cycle and tries to feature only one release from any single company. Only one will likely be featured if a company submits multiple releases in a single month.



### January – Power Conversion

Power Conversion products are critical in almost every system today. All power conversion products will be highlighted within COTS Picks.

### February – GPGPUs

The explosive use of GPUs to deal with large data sets continues to offer massive performance at the edge. COTS Editors will choose the top 7 products based on their attributes to be featured in a multipage feature.

### March – Software and Soft tools

Repeating a successful formula of the past, COTS Journal will dedicate the issue to software solutions from leading vendors. From supporting tools to security certifications, our editors will open the pages for those who want to tell their stories.

### April – MOSA and Open VPX

The advantages of open standards are clear. COTS Journal will feature a selection of MOSA-compliant Open VPX from leading manufacturers. From FIPS 140-2 compliant storage to high-speed ethernet controllers.

### May – Rugged Laptops and Tablets

The leading players strive to differentiate their solutions each year from the others. By popular demand, COTS will compare the features of the top manufacturers.



### June – AI at the edge

The number of startups in and around the idea of AI is growing dynamically. COTS will review several startups in AI to determine what advances are being made. From software to silicone, it is not the size of the ship but the motion of the ocean that counts.

### July – The world of processors

The impact on system architectures continues to evolve with advances in processors. COTS will explore how recent advances in manufacturing have impacted the feature set and the overall impact on the market. From low power to highly parallel, purpose-built processors are having a growing impact on the market.

### August - Space

COTS Editorial Committee will feature several space-qualified solutions. Drawing on expertise from industry experts, we plan to segment the market based on the specific applications. Low earth, near earth, or Manned flight.

### September – SWAP-C

Space, Weight, Power, and Cost are tightly coupled to the environmental considerations required in packaging. COTS Editorial focus will be on advances believed to significantly impact optimizing compute solutions at the edge.

### **October – Application specific solutions**

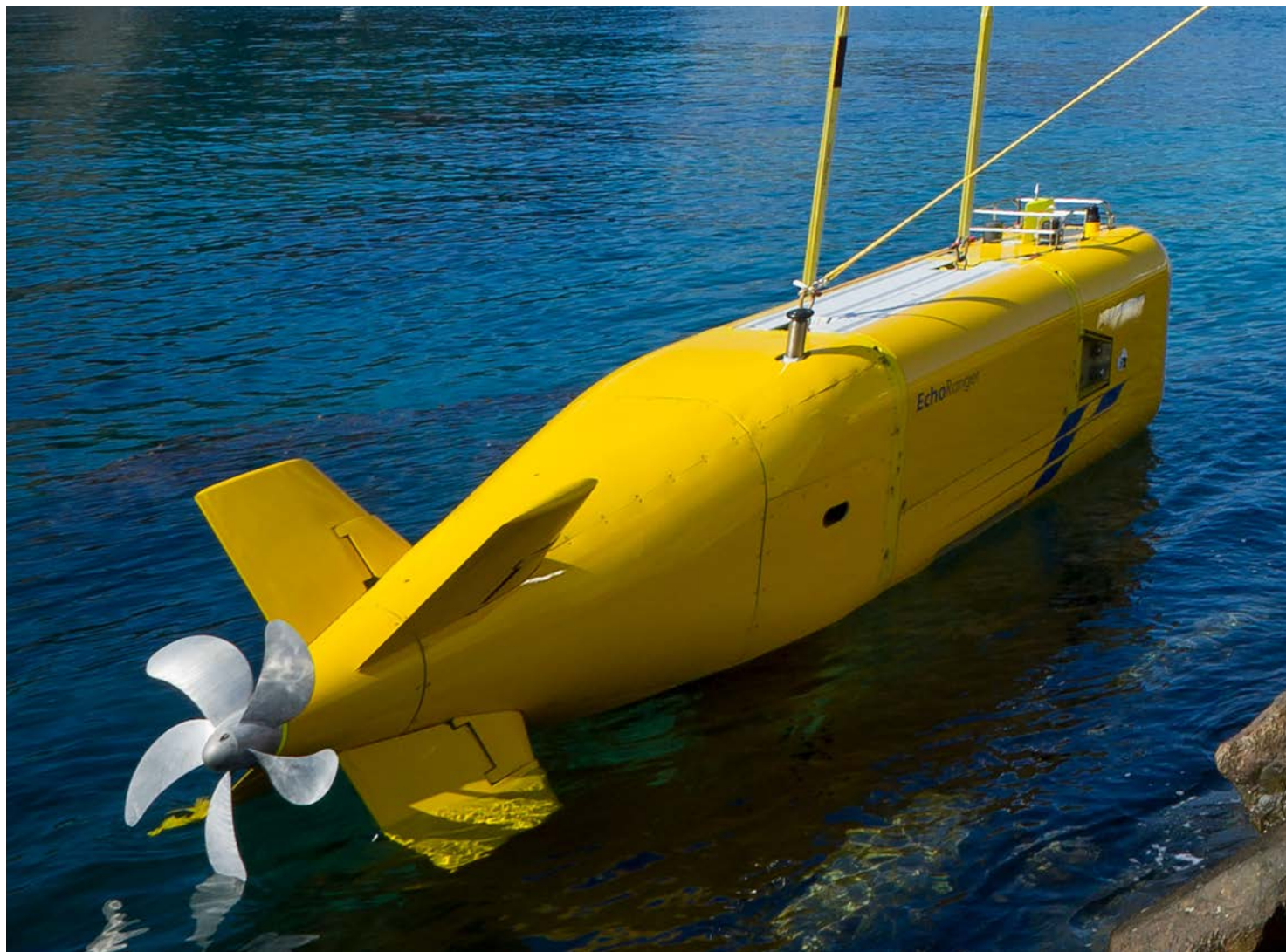
Investigating the attributes that make a product have an applicational advantage. We will search for products designed with a specific application in mind. The goal is to identify 12 advanced solutions intended for a particular application. We aim to identify those attributes that make the product ideal for the application.

### **November – Advances in Drone Technology**

MUM-T or Manned, Unmanned teaming, along with other innovations in a drone's mission parameters, has led to considerable advances in achieving complete threat analysis. COTS Journal will explore the world of drones – from large to small.

### **December – Looking to the Future**

It is a tradition in COTS Journal to pause in December to think about how technology will be shaping our future. As tensions in the world seem very high, our editors will dedicate this issue to defensive technologies.





# Unique Advertising and Promotional Opportunities

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## Advertising in COTS Journal

Branding at its best

Display advertising in COTS Journal holds immense value by providing a visual, impactful platform to reach a targeted audience within the defense industry. Ads are strategically placed, capturing the attention of engaged readers and reinforcing brand recognition and messaging.

In a cluttered digital landscape, display ads in trade journals cut through the noise, delivering essential information, promoting products or services, and fostering business connections within a well-defined and receptive audience.

The deadline for the printed version of COTS Journal is the 5th of each month.

[Defined as Display Advertising.](#)  
[See pricing.](#)

## DataSheet Direct

Simple and Targeted

DataSheet Direct is a powerful tool for reaching a broad audience. It enables you to convey a targeted message, updates, and promotions directly to subscribers' inboxes. Material can include a product datasheet, a white paper or a video. These broadcasts can be scheduled for optimal timing, ensuring higher open rates and engagement.

Personalization and segmentation options allow for tailored content, enhancing the chances of a positive response. Moreover, tracking features provide valuable insights into email performance, helping refine future campaigns. As a cost-effective and efficient communication method, email broadcasts remain a cornerstone of modern marketing and communication strategies.

[Defined as – A reproduced data sheet or white paper sent to COTS subscribers. See pricing.](#)

## Differential Leads

Targeting quality accounts (companies of your choosing) within the COTS subscriber list allows you to focus your resources and efforts on those leads most likely to convert. Selecting key prospects in the chosen companies from within our subscriber list ensures your sales team can engage a prospect already understood to match your customer profile.

Differential leads save time and provide a greater ROI; they also foster a stronger connection, higher conversation rates, and a cost-effective approach to applying your sales activities.

[Defined as – A qualified contact as defined by you. See pricing.](#)

## COTS Point

Targeting Intellectual Curiosity

Having COTS Editors craft content tailored to our subscribers is a strategic move. Our understanding of the industry intricacies gives us laser-focused on how your technology addresses the trends that resonate with our audience.

Leveraging our knowledge to create engaging, relevant, and value-driven content based on your products and expertise strengthens the connection between you and the market.

[Defined as Content Marketing.](#)  
[See pricing.](#)





## List Services

How to convey your message

The COTS Subscriber list is the most focused, accurate, and well-distributed list in the Defense industry for those wishing to convey advanced technologies. The database includes a mailing list that exceeds 120,000 mailing addresses and 37,000 email addresses.

Investing heavily in keeping our subscriber as the most valued in the industry, our subscriber campaigns has resulted in nearly 20,000 new subscribers in 2023. Our campaigns have been so successful that we expect our circulation to grow to approximately 45,000 in 2024.

Defined as Eblast or Direct mail campaigns. See pricing.



## Digital Campaigns

COTS OnLine

Placing banner ads on COTS Journal's online platform and within our newsletters offers immense value. COTS Journal, a trusted defense technology source, provides access to a highly targeted and engaged audience.

Banner ads extend your reach to professionals seeking the latest COTS solutions beyond North America. As US technology being sold beyond the US Border now exceeds \$300 Billion, the value of promoting your brand beyond border restriction is imperative. Digital ads bolster brand visibility, drive web traffic, and generate leads, making them a cost-effective and impactful tool for promoting products and services in the defense technology sector.

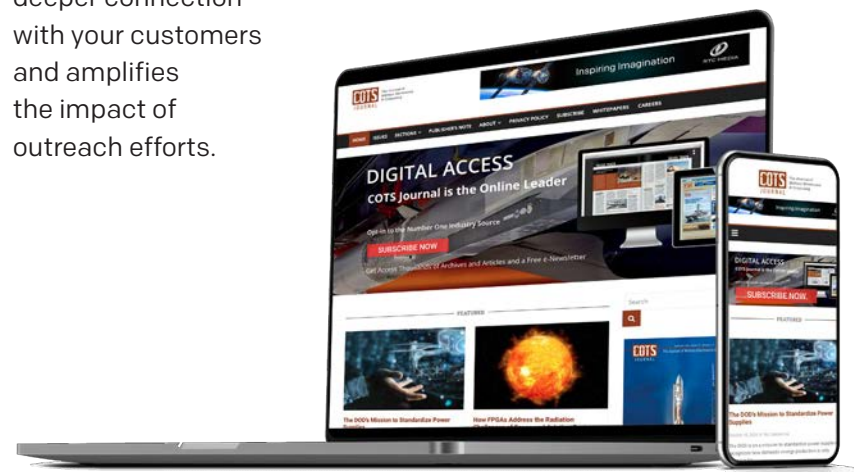
Defined as Banner Ads. See pricing.

## Creative Services

Design Services

Leveraging the creative team of RTC Media as a technology company is a strategic move for an effective outreach campaign. Bring Innovation, design, and storytelling to your content marketing campaigns. Engage a broader audience with relatable and engaging content to the broadest audience possible.

Our award-winning design team can distill highly complex concepts into a message that supports a deeper connection with your customers and amplifies the impact of outreach efforts.



	Show Case Focus	Editorial Focus	The Softer Side	Technology Pathways
<b>January</b>	Power Conversion.	Distributed Power	Software Defined Radio	DoD Power Supply Standards
<b>February</b>	GPGPUs	Advances in SBCs	Safety Critical Software	Mil STD 202
<b>March</b>	Software and Software tools	Optimizing Composable Architectures	Advances in Software Tools	PC/104
<b>April</b>	MOSA, SOSA and Open VPX	The Needs of Space	Linux in the Military	VNX Vita 90.0
<b>May</b>	Rugged Laptops and Tablets	Wearable Computers	Software and AI	COM Express
<b>June</b>	AI at the Edge	The challenges of AI and Security	Modeling and Middleware	Mil STD 810 G
<b>July</b>	The World of Processors	Mix Signal Solutions	Commercial Avionics	FACE
<b>August</b>	Space	Precision Timing	Cloud Based Solutions	Space VPX
<b>September</b>	SWAP-C	Small Form Factors Solution	Safety and Certifications	Open VPX
<b>October</b>	Application Specific Solutions	Advance Sensor Array	Advances in Hypervisors	Optical Interconnects
<b>November</b>	Advances in Drone Technology	Advances in Storage at the Edge	Mission Systems Software	FIPS 140-2
<b>December</b>	Looking to the Future	Transportables - Systems on the move	System Manager - Redfish	PCI Express







# Publisher's Choice Marketing Programs

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Suggestions (with a six-month commitment)

## Media Plan 1

**\$3747** 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

**\$1500** monthly

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

## Media Plan 3

**\$3422** monthly

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

## Media Plan 4

**\$1768** monthly

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

## COTS Sourcebook

digital, distributed to COTS  
Circulation, HTML

**\$3295**

A COTS Sourcebook 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 where and how your solutions are used.

## COTS Tech Review

digital, distributed to COTS  
Circulation, HTML

**\$3495**

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

## White Paper Development

(Application Note)

**\$3750**

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 technology. Perfect for everything from client literature, digital marketing, third-party publishing, or social media.

## Product Pricing

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### Display advertising

Size	1X	2X	3X	4X	6X	8 X	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

### Gallery Promotion – Gallery Ads

Promotional ads associated with the above features are limited to no more than three half-page display ads. The ads are on a first-come-first-serve basis.

The design team will build the ads at the direction of the advertiser for no additional cost.

These promotions are sold separately from the magazine's regular advertising.

**Price \$595**

### Differential leads

\$600 for 20 leads – one-time buy. \$600 for 25 leads – three-time buy. \$600 for 30 leads – six-time buy.

Purchases of more than 180 leads are invoiced at \$20 per lead.

**COTS Point - [Targeting Intellectual Curiosity](#) \$3595**

### List Services

Email list rental - **\$600 per 1000, 5000** minimum buy.

Direct Mail list rental - **\$550.00 per 1000, 5000** minimum buy.

Lists are suitable for one-time use, with all content relevant to COTS subscribers. Frequency discounts are available through your Account Executive.

### Datasheet Direct

<b>1 time</b>	\$1995
<b>4 time</b>	\$1795
<b>6 time</b>	\$1495

### Digital Campaigns

#### Leaderboard - \$1000 Body Ad

- 728px x 90px max, Text Description 360 characters max

#### Body Ad \$650

- 300px x 250px

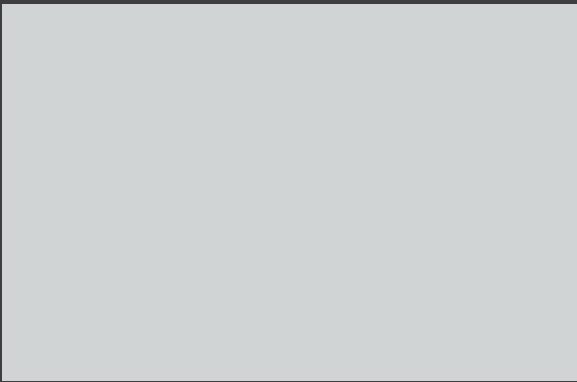
#### Top Product or Video - \$750

- 600px x 250px with 150x150 image, Text title 120 characters max. Frequency and Program discounts are available through your Account Executive.

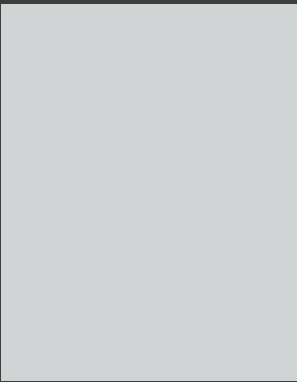
### Creative Services

**\$150 per hour** or a firm fixed price bid at the client's request.

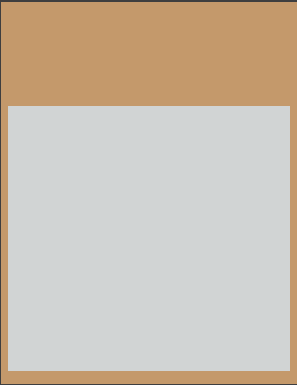




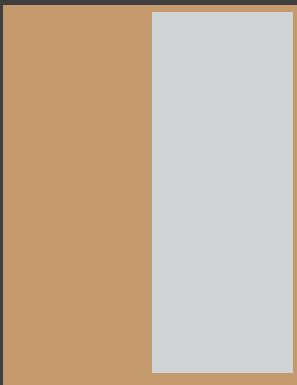
**Two Page Spread**  
17" x 11.125"  
(Trim: 16.75" x 10.875")



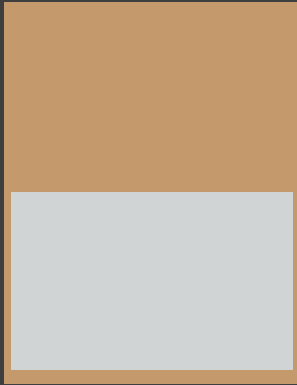
**Full Page**  
8.5" x 11.125"  
(Trim: 8.375" x 10.875")



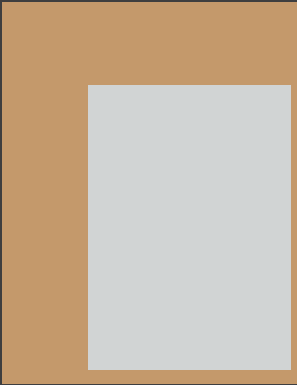
**2/3 Page**  
7.375" x 6.375"



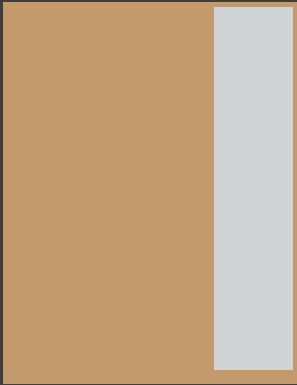
**1/2 Page Vertical**  
3.5" x 6.375"



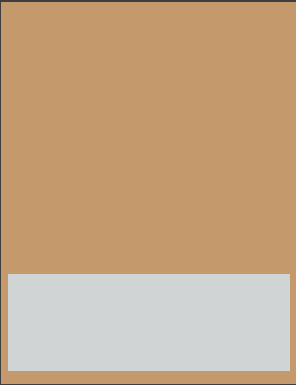
**1/2 Page Horizontal**  
7.375" x 4.75"



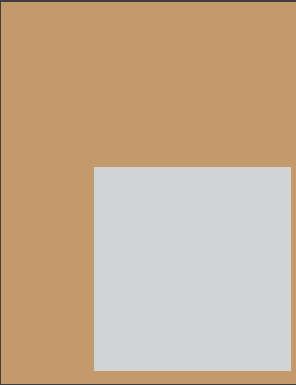
**1/2 Page Island**  
7.375" x 4.75"



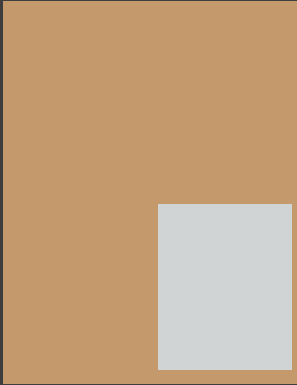
**1/3 Page Vertical**  
2.25" x 9.875"



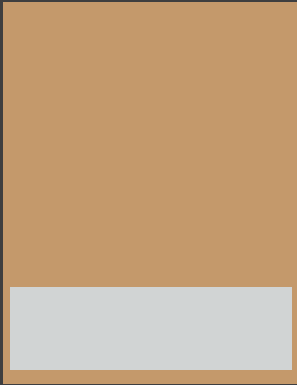
**1/3 Page Horizontal**  
7.375" x 11.125"



**1/3 Page Square**  
4.75" x 4.75"



**1/4 Page Vertical**  
3.5" x 4.75"



**1/2 Page Horizontal**  
7.375" x 2.375"

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