

MEDIA KIT 2026



COTS
JOURNAL

COTS Journal

COTS Journal 2026: Bridging Heritage and the Future of Defense Technology

By John Reardon, Publisher

For over three decades, COTS Journal has been the trusted voice of defense innovation—where military modernization meets commercial ingenuity. As we enter 2026, the global defense landscape is being redefined by artificial intelligence, autonomous systems, and interconnected battle networks that extend across land, sea, air, space, and cyber domains. Through it all, COTS Journal continues to serve as the nexus for engineers, decision-makers, and innovators building the next generation of mission-critical systems.

Today's Department of Defense is moving beyond digital transformation toward decision dominance—where data, speed, and interoperability are the new measures of power. Open architectures, AI-enabled command-and-control, and resilient edge computing are at the core of this transformation. As the DoD accelerates initiatives like JADC2, MOSA, and AI Assurance, the demand for trusted, field-proven commercial solutions has never been greater.

COTS Journal embraces this evolution with renewed focus and expanded capabilities. Our editorial mission remains rooted in technical depth and credibility, while our marketing platforms now integrate AI-enhanced audience analytics, predictive engagement tools, and differential lead intelligence—helping our partners connect with the most qualified defense professionals in the industry.

From print and digital media to content-driven campaigns, COTS Journal combines traditional editorial excellence with advanced data science to deliver measurable marketing impact. We continue to tell the story of defense technology's transformation—from analog systems to autonomous networks, from hardware innovation to software-defined warfare.

As the defense community faces new threats and unprecedented opportunities, COTS Journal remains committed to its founding principle: to make complex technology understandable, actionable, and mission-ready.

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Emerging Technologies in Defense – 2026

From Digital Superiority to Decision Dominance

1. Cognitive Autonomy and Human- Machine Teaming

The next evolution of AI is cognitive autonomy—the fusion of artificial intelligence, machine learning, and adaptive reasoning into operational systems that think, decide, and act alongside human operators. From unmanned combat systems to logistics support, human-machine teaming is redefining command and control. This space presents enormous opportunity for developers of AI accelerators, trust frameworks, and explainable AI that meet DoD's standards for AI Assurance and ethical deployment.

2. Converged Sensing and Multi-Domain Data Fusion

The modern battlespace is data-saturated. Defense systems now merge RF, optical, acoustic, and cyber telemetry into unified sensing frameworks that enable cross-domain awareness—from undersea to space. This “Converged Sensing” environment demands innovative hardware and software capable of real-time data fusion, low-latency transmission, and resilient communications. Companies pioneering sensor fusion

algorithms, edge compute nodes, and secure mesh networking are defining the architecture of Joint All-Domain Command and Control (JADC2).

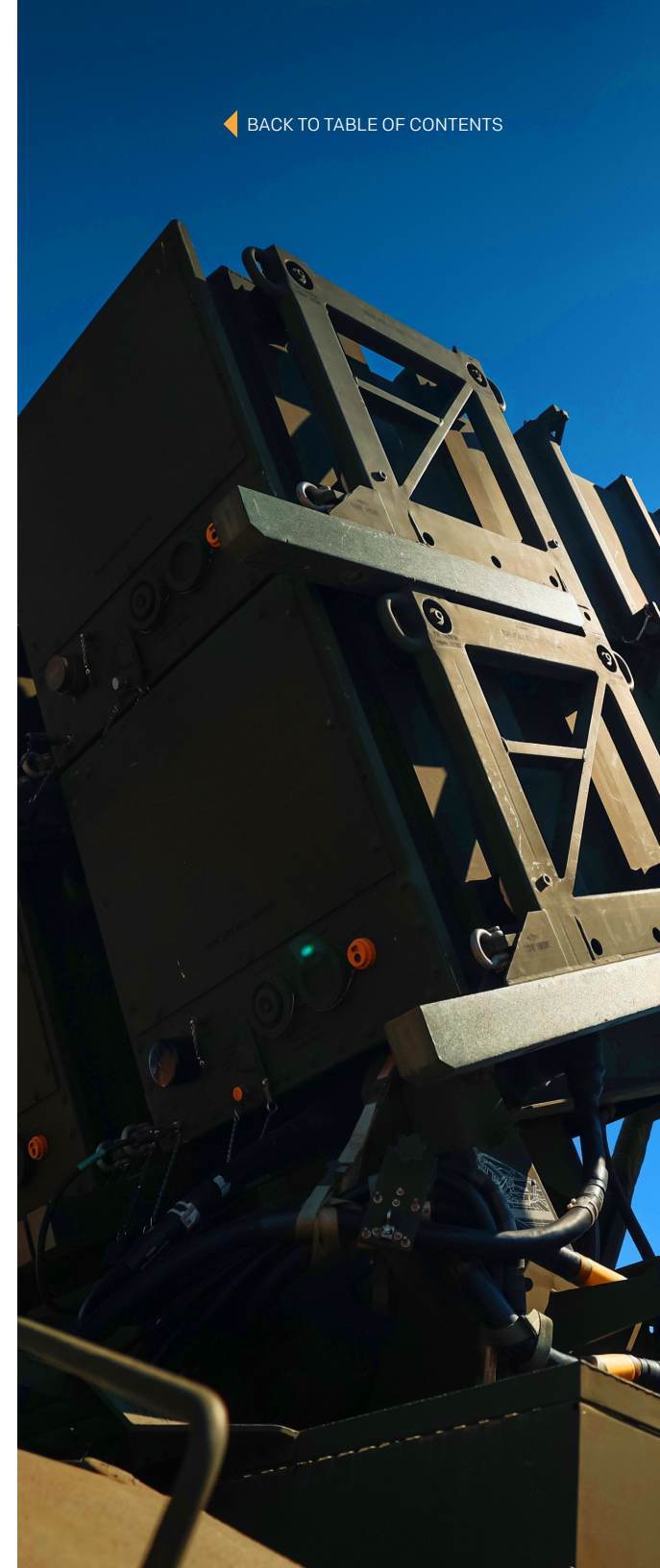
3. Power and Energy Resilience for Disconnected Operations

As military platforms grow more computationally intensive, the challenge is no longer just power efficiency—it's energy resilience. Future systems must operate independently in contested, degraded, or disconnected (D3) environments. Innovations in solid-state energy storage, microgrids, and hybridized power architectures will enable persistent operations across all domains. Energy resilience is fast becoming a warfighting capability in its own right.

4. Predictive Sustainment and Digital Twins

Predictive maintenance has evolved into predictive sustainment, where AI-driven digital twins simulate entire platforms, allowing maintenance and performance issues to be anticipated long before they occur. By linking sensor data, modeling, and lifecycle analytics, digital twins reduce downtime and optimize

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From Digital Superiority to Decision Dominance (cont.)

readiness. For suppliers, this opens opportunities in edge analytics, simulation environments, and lifecycle intelligence platforms that plug into the DoD's Digital Engineering Ecosystem.

5. Thermal Intelligence and Advanced Integration

High-performance systems—from radar arrays to AI processors—are now thermally limited rather than computationally limited. In 2026, “thermal intelligence” refers to active thermal management systems that adapt to mission load in real time. 3D stacking, chiplet integration, and liquid microchannel cooling are redefining system-in-package (SiP) design. Companies capable of merging thermal modeling with AI-driven optimization will be key enablers of next-gen edge computing and directed energy systems.

6. Cyber-Resilient and Self-Healing Architectures

In an era of persistent cyber warfare, fault tolerance has evolved into cyber resilience. Next-generation defense systems must not only withstand attacks—they must self-heal, reconfigure, and continue operating under compromise. This requires advances in zero-trust architectures, hardware root of trust, and autonomous cyber defense agents

that detect and respond in milliseconds. Defense suppliers that can embed resilience at both the hardware and software layer will define the new standard for mission continuity.

7. Quantum-Assisted and Neuromorphic Computing

While not yet mainstream, quantum and neuromorphic architectures are advancing from research into deployable prototypes. These emerging technologies promise orders-of-magnitude gains in speed, security, and energy efficiency, especially for encryption, sensor processing, and edge inference workloads. For the defense industry, this represents a frontier of opportunity in hybrid classical-quantum systems and low-power neuromorphic processors that mimic biological efficiency for real-time battlefield AI.

Who Reads COTS Journal

Defense Technologists and Digital Engineers

COTS Journal reaches the next generation of defense technologists, digital engineers, and AI specialists driving modernization across the DoD enterprise. They integrate MOSA architectures, AI/ML, and cybersecurity into software-defined systems—keeping every platform agile, upgradeable, and mission-ready.

Program Managers and Systems Integrators

Program and systems engineers depend on COTS Journal to track evolving acquisition frameworks, open architecture mandates, and trusted suppliers aligned with DoD priorities such as JADC2 and AI Assurance.

Military and Defense Operators

From maintainers to cyber officers, active and retired warfighters use COTS Journal to see how ruggedized, COTS-based technologies—edge compute, secure comms, and autonomy—translate into tactical advantage across all domains.

Acquisition and Digital Transformation Leaders

Decision-makers in AFWERX, NAVWAR, and PEO offices read COTS Journal to identify vendors supporting MOSA, rapid prototyping, and agile, data-driven acquisition strategies.

Government and Policy Leaders

Defense officials and policy architects rely on COTS Journal for authoritative insights on technologies reshaping national security—from AI ethics to space and cyber resilience.

Researchers and Innovators

R&D professionals and data scientists at labs, accelerators, and universities follow COTS Journal to connect digital engineering advances—like Digital Twins and MBSE—with real-world defense applications.

Industry Executives and Strategic Partners

Defense and aerospace executives use COTS Journal to align R&D, investment, and partnerships with the DoD’s modernization agenda—bridging commercial innovation with mission-critical defense needs.

Top Federal Contractors and Innovators Reached

- | | |
|----------------------|------------------------|
| • Anduril Industries | • BAE Systems |
| • Lockheed Martin | • General Atomics |
| • Boeing | • Sierra Nevada Corp. |
| • Raytheon | • Viasat |
| • General Dynamics | • Cubic Defense |
| • Leidos | • RTX |
| • L3Harris | • PalantirTechnologies |
| • Northrop Grumman | • SpaceX Defense |

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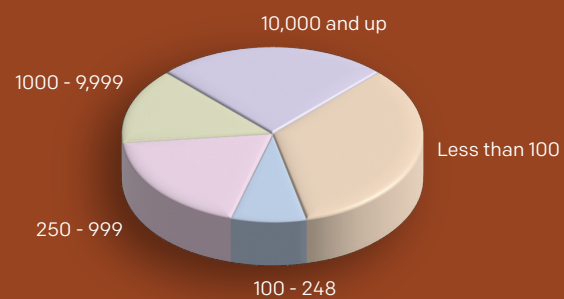


Branches of Service addressed:

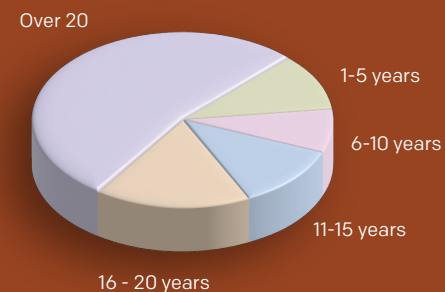
- Navy
- Army
- Marine Corps
- Airforce
- Coast Guard
- Space Force
- Government Agencies



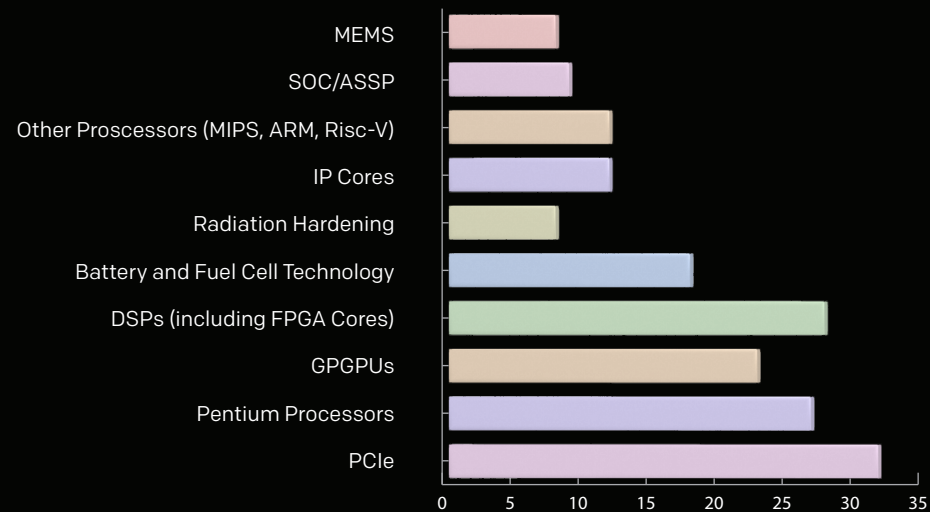
Number of Employees



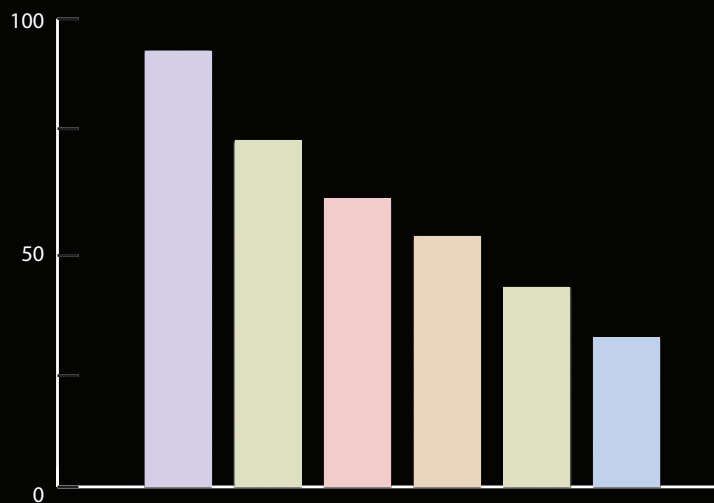
Years of industry experience



What COTS readers are reporting to use



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

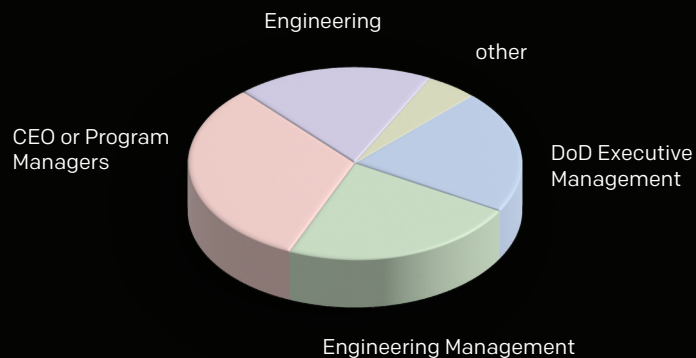
94% Have engineering degrees

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

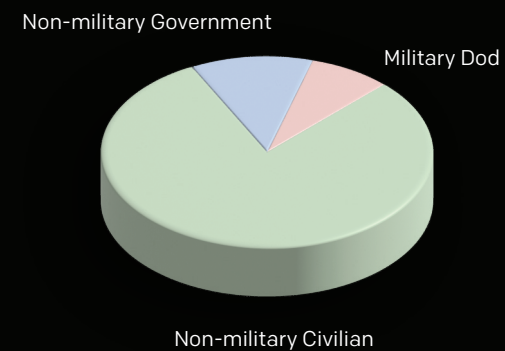
34% Identify as Software Engineers

43% identify as Hardware Engineers

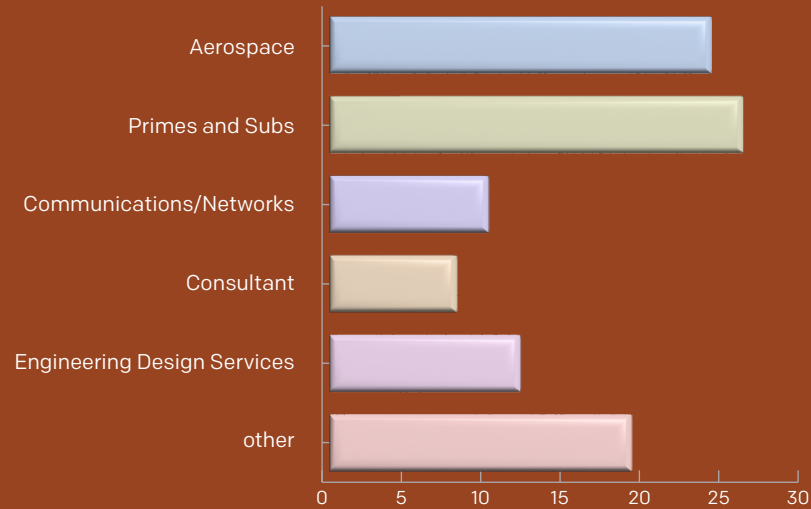
How Readers are defined



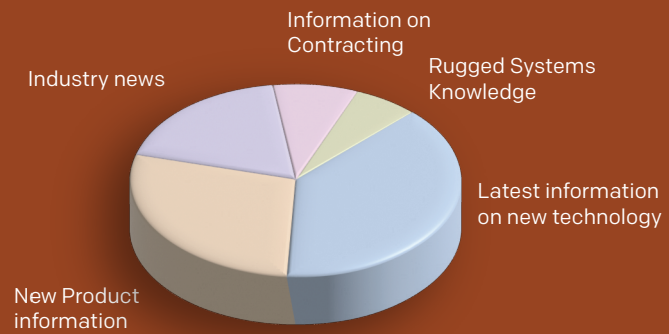
Reader's by Employment



Breakdown of Industry



Why they are Subscribers



Following Industry Standards: The Foundation of Modern Defense Systems

As defense systems grow smarter, more autonomous, and more connected, open standards have become the backbone of interoperability and modernization. Frameworks such as MOSA, SOSA, VITA, OCP, and FACE ensure that diverse systems—from AI-enabled edge devices to next-gen command networks—operate seamlessly across domains.

Interoperability and Agility

Open architectures enable systems from multiple vendors to integrate and communicate efficiently, reducing engineering friction and accelerating mission readiness. By designing to MOSA and SOSA principles, defense programs gain the flexibility to adopt new technologies without full system redesigns—keeping the force agile and future-ready.

Innovation and Cost Efficiency

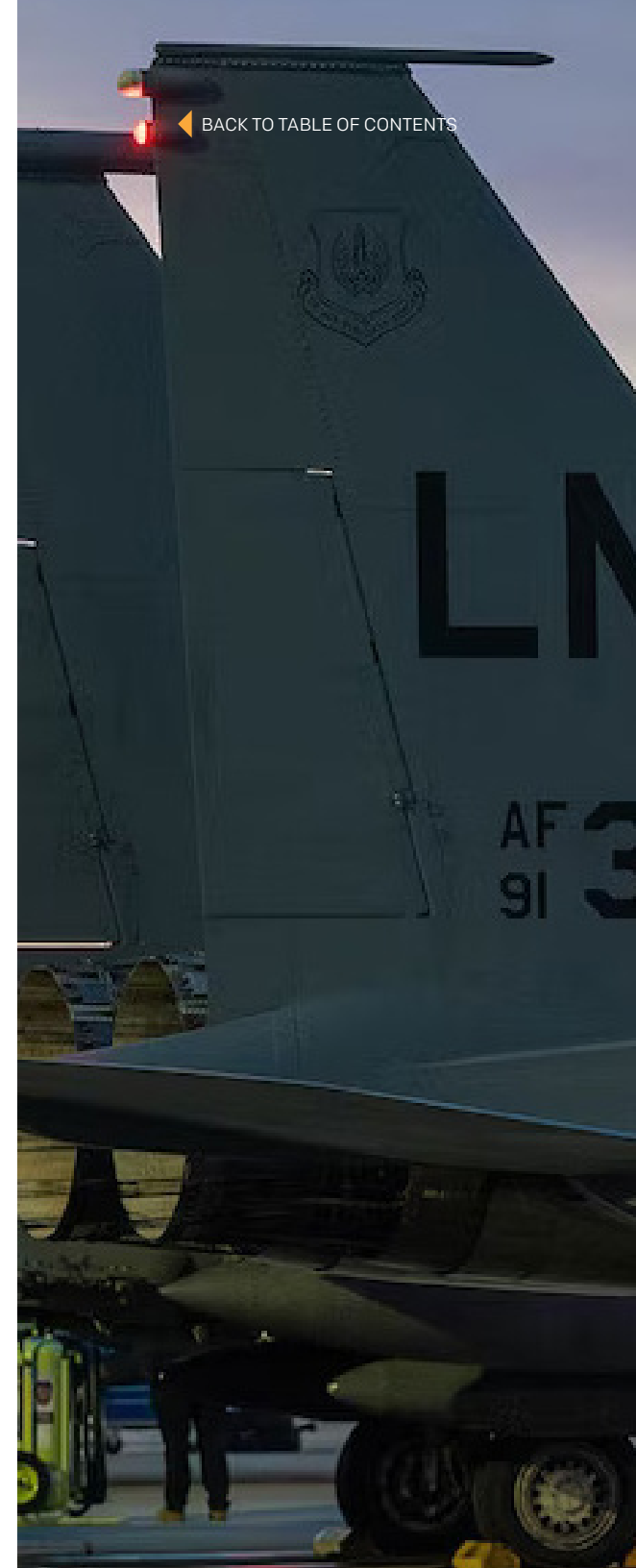
Standardization fosters a competitive ecosystem where vendors can innovate rapidly while maintaining compatibility. Leveraging COTS-based, standards-driven designs reduces development cycles, avoids proprietary lock-in, and lowers lifecycle costs through modular upgrades and component reuse.

Cyber Resilience and Future-Proofing

Today's open standards embed security from the start. By integrating zero-trust principles and cyber-hardened frameworks, they ensure systems remain resilient against both digital and physical threats. This standards-based approach not only safeguards networks but also simplifies technology refresh cycles—allowing defense systems to evolve continuously as threats and technologies change.

In summary, leveraging a broad range of industry standards—such as OCP, MOSA, SOSA, VITA, FACE, and IEEE—plays a critical role in modernizing defense systems. These standards enhance interoperability, flexibility, and security, allowing the Department of Defense to adapt to evolving threats while maintaining cost efficiency and staying at the forefront of technological innovation. As defense electronics grow more complex, the adoption of open, modular standards will be key to future-proofing capabilities and ensuring mission success.

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Content Marketing: The New Currency of Technical Trust

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In today's defense technology landscape, content marketing isn't just communication—it's collaboration. It's how engineers, innovators, and suppliers connect through shared knowledge and a mutual drive to solve complex problems.

The most effective way to build a lasting technical relationship is not through sales pitches, but through content that educates, informs, and empowers. Defense professionals have an insatiable appetite for insight—whether it's about MOSA compliance, embedded AI, or next-generation signal integrity. Organizations that consistently deliver meaningful technical content earn more than clicks—they earn credibility.

From Information to Insight

Defense engineers today demand depth, accuracy, and relevance. Modern content marketing meets that need by delivering research-backed white papers, video explainers, and interactive case studies that translate complex technologies into real-world context. These materials do more than inform—they accelerate engineering decision-making and innovation across the defense ecosystem.

Building Thought Leadership Through Knowledge

In a market defined by rapid technical evolution, authority comes from contribution. By producing consistent, high-value content on specialized topics—from cyber-resilient systems to hybrid analog/digital designs—companies establish themselves as trusted thought leaders. When engineers learn from your content, they're more likely to design with your technology.

Trust, Proven Through Transparency

Trust in defense isn't claimed—it's demonstrated. Transparent, data-driven content such as validation reports, design insights, and system demos reinforce an organization's technical credibility. Regular publication of technically sound material builds a foundation of confidence among engineers, procurement officers, and integrators alike.

Precision Engagement at Scale

AI-powered analytics and segmentation now allow marketers to target niche audiences—such as avionics engineers, EW specialists, or embedded system architects—with precision-crafted content that speaks directly to their mission requirements. This personalization ensures that every article, video, or white paper reaches the right person, at the right time, with the right message.

Multi-Channel Reach, One Consistent Voice

Modern content marketing transcends format. Technical briefs can evolve into webinars, social discussions, trade show materials, and digital features—all reinforcing the same core message across multiple channels. This multi-use approach extends reach, maximizes ROI, and ensures your expertise remains visible throughout the defense community.

Fueling a Continuous Conversation

Great content doesn't just inform—it invites response. Blogs, podcasts, and interactive digital forums now allow engineers to contribute ideas, challenge assumptions, and shape innovation. This dialogue is the essence of modern engagement—where every exchange strengthens community and accelerates technological advancement.

Contributing Content to COTS Journal: Sharing Knowledge, Building Trust

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In the defense and embedded technology sectors, technical insight is currency. Engineers and decision-makers rely on accurate, detailed, and forward-looking content to guide design choices, evaluate new technologies, and solve complex challenges. Contributing to COTS Journal is more than a chance to publish—it's an opportunity to share expertise, influence innovation, and establish thought leadership.

Well-crafted articles not only educate and inform readers but also create lasting connections between contributors and the engineering community. By providing practical guidance, technical tutorials, and in-depth analyses, contributors help shape the conversation around emerging technologies while positioning themselves and their organizations as trusted partners in the industry.

Guidelines for Submitting Content

Article Submissions

- COTS Journal maintains a high editorial-to-advertising ratio to ensure content credibility.
- All submissions must meet rigorous technical and editorial standards expected by our readership.
- Preferred content explores:
 - o Technical developments and innovations
 - o Design strategies and best practices
 - o Applications of embedded and defense technologies
- Articles should educate, not promote; pieces focused on product marketing or features will not be accepted.
- Ideal submission length: ~1,000 words.
- Format: Microsoft Word or Rich Text, single-spaced, standard margins.
- Include at least one graphic per page (photos, screenshots, charts, or tables) to clarify technical concepts.
- For time-sensitive or issue-specific topics, coordinate with the Publisher to align with the editorial schedule.



Unique Advertising and Promotional Opportunities

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Advertising in COTS Journal

Branding that stands out

- High-impact, visually engaging placements throughout print and digital editions
- Captures the attention of engineers and procurement officers in a clutter-free environment
- Reinforces brand awareness and product messaging
- Premium environment vs. crowded online channels
- Drives meaningful business connections with industry leaders and defense contractors

Trend 2026: Augmented reality-enabled print ads and interactive QR codes to drive engagement.

Defined as Display Advertising.
See pricing.

DataSheet Direct

Deliver your message straight to inboxes

- Send datasheets, white papers, or videos directly to a curated audience
- Flexible scheduling maximizes open rates and engagement
- Personalization and segmentation increase relevance and response
- Real-time tracking and analytics measure performance and optimize campaigns

Impact: Average open rates for targeted technical content are now over 35% in defense sectors.

Defined as Display Advertising.
See pricing.

Differential Leads

Precision-targeted leads for better ROI

- Mine high-quality leads from COTS Journal's subscriber base
- Focus on strategic accounts that match your ideal customer profile
- Prioritize prospects most likely to convert
- Reduces sales cycle time and increases conversion rates

Outcome: Targeted campaigns see up to 2x higher conversion than untargeted approaches.

Defined as Display Advertising.
See pricing.

COTS Point

Thought leadership that resonates

- Partner with COTS editors to craft content for a specialized defense and tech audience
- Leverage deep industry insights to align messaging with market needs
- Formats include technical articles, case studies, tutorials, and white papers
- Builds credibility, drives awareness, and positions your brand as a thought leader

Trend 2026: Video explainers, interactive infographics, and AI-assisted technical content are increasing engagement by 40%+.

Defined as Display Advertising.
See pricing.



Opportunities (cont.)

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List Services

Reach the most targeted audience in defense

- Over 120,000 verified mailing addresses and 36,000 active email contacts
- Added 10,000 new subscribers in 2023; total circulation projected to reach 40,000 by 2025
- Ideal for e-blasts and direct mail campaigns
- Ensures your message lands in front of key decision-makers

Trend 2026: Data hygiene and AI-based audience segmentation enhance targeting accuracy.

Defined as Display Advertising.
See pricing.

Digital Campaigns

Maximize visibility across platforms

- Banner ads on COTS digital platforms and newsletters reach a highly engaged niche audience
- Expands reach to international markets—critical as U.S. tech exports surpass \$500B annually
- Drives traffic, builds brand awareness, and generates qualified leads

Trend 2026: Programmatic ad placements and AI-optimized campaigns boost ROI and engagement metrics.

Creative Services

Transform complex tech into compelling stories

- RTC Media team designs visually engaging content for campaigns, ads, and marketing materials
- Simplifies complex technologies into narratives that resonate with engineers and decision-makers
- Uses data-driven strategies to maximize reach, engagement, and conversions
- Supports print, digital, and social campaigns for consistent brand messaging

Trend 2026: Integration of AI-assisted design tools and immersive media (AR/VR) to elevate storytelling.



	Show Case Focus	Editorial Focus	The Softer Side	Deep Cuts	Standards Review
January	Vehicles	Advances in Handhelds	SERDES	Vision Systems	DO-178C
February	Avionics	Life Cycle Management	Technical Debt - software modifications	Payload Refresh	Space VNX
March	C4ISR	Sensor to Shooter	Multispectral Sensors	Satcom	FIPS 140-3
April	Electronic Warfare	Resilient COMMS	SDR	Advanced Antenna	Mil-STD-498
May	Unmanned Aircraft System (UAS)	AI and ML Navigational Advances	Collaborative Swarms	Directed Energy	STANAG 4586 (NATO)
June	RADAR Advances	Distributed RADAR	SDR RADAR	AI Enabled RADAR	SOSA
July	LEO Satellites	Optical Inter-Satellite links	Dynamic Reconfiguration	Edge Computing	SDA Optical Crosslink
August	Simulation	Live, Virtual, and Constructive (LVC)	Model based Software	Digital Twins	Shared Virtual Environments
September	Edge Solutions	Real-time AI inferencing	Self Healing Solutions	Secure Local Storage	Mil-STD-810H
October	The Golden Dome	Tracking Solutions	Engagement Management	Cyber Resilience	FACE
November	Unmanned Undersea Vehicles	Advance Energy Storage	Predictive Maintenance	Quantum Optical Clocks	Unmanned Maritime Autonomy Architecture
December	The Impact of AI	Looking back - a compendium for 2026	Looking forward - What we can expect in 2030	Winners and Losers	NIST AI RMF



Publisher's Choice Marketing Programs

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Suggestions (with a six-month commitment)

Media Plan 1

\$2400 monthly

- COTS Journal Display Advertising - Half page
- Datasheet Direct every other month
- 300x250 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

1 time	\$1995
4 time	\$1795
6 time	\$1495

Digital Campaigns

Leaderboard - \$1000 Body Ad

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

Body Ad \$650

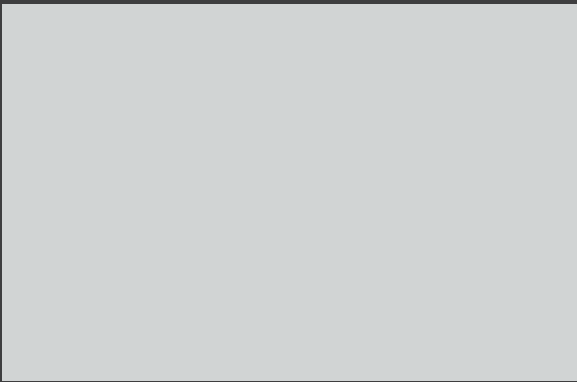
- 300px x 250px

Top Product or Video - \$750

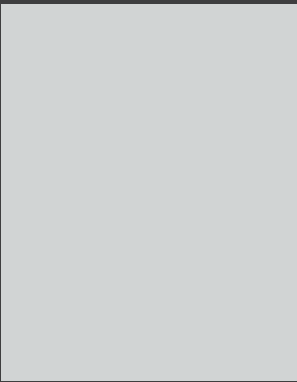
- 600px x 250px with 150x150 image, Text title 120 characters max. Frequency and Program discounts are available through your Account Executive.

Creative Services

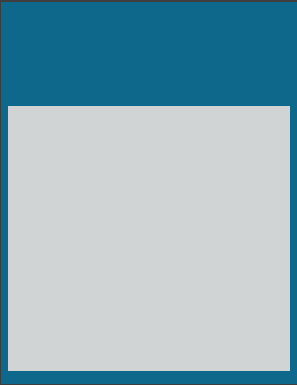
\$150 per hour or a firm fixed price bid at the client's request.



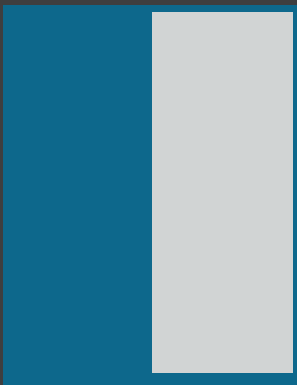
Two Page Spread
17" x 11.125"
(Trim: 16.75" x 10.875")



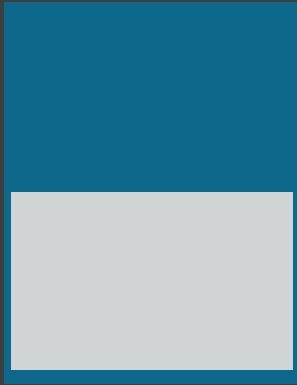
Full Page
8.5" x 11.125"
(Trim: 8.375" x 10.875")



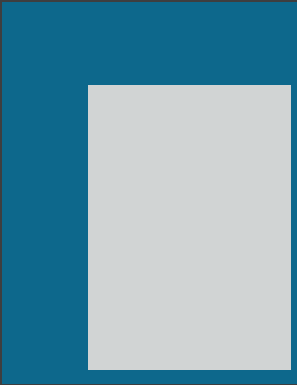
2/3 Page
7.375" x 6.375"



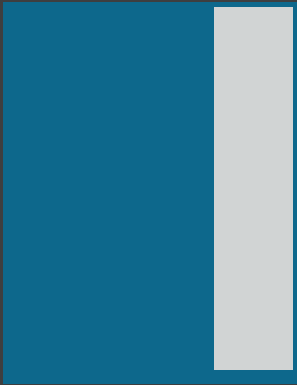
1/2 Page Vertical
3.5" x 6.375"



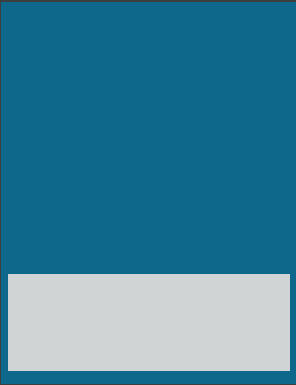
1/2 Page Horizontal
7.375" x 4.75"



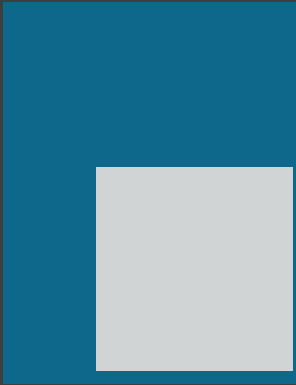
1/2 Page Island
7.375" x 4.75"



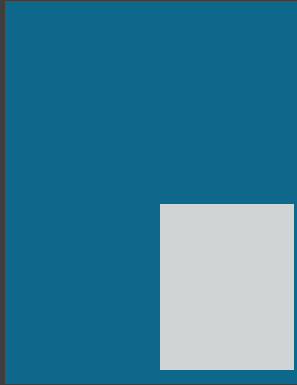
1/3 Page Vertical
2.25" x 9.875"



1/3 Page Horizontal
7.375" x 2.375"



1/3 Page Square
4.75" x 4.75"



1/4 Page Vertical
3.5" x 4.75"

Contact Us

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