



# UAS MAGAZINE

2026 MEDIA KIT

ONLINE < EVENTS < PODCASTS < JOBS < E-NEWSLETTER < PRINT < DIGITAL < WEBINARS

**UAS** MAGAZINE

**BBI INTERNATIONAL  
MEDIA & EVENTS**

Follow Us



# WHO WE ARE **UAS** MAGAZINE

For commercial manufacturers and operators, *UAS Magazine* highlights the most critical developments and cutting-edge technologies for unmanned aerial systems in the civil, agriculture, defense and commercial markets worldwide. *UAS Magazine* readership includes executives, directors, managers and operators from companies and organizations focused on expanding their knowledge of unmanned aerial systems. *UAS Magazine* is an industry hub connecting decision-makers, who are looking for new technologies, with the most innovative companies.

## 24/7

Nearly every day, the expansion of the unmanned aerial systems market is taking place. Advertising with *UAS Magazine* gives you a powerful platform to promote your products and services, around the clock, to decision makers and operators looking for solutions to the challenges they face.

### Contributing

To contribute, send a brief summary or abstract of the article to:  
**Danielle Piekarski**, Content & Program Manager, *UAS Magazine*  
dpeekarski@bbiinternational.com or call 866-746-8385

### Subscriptions:

subscriptions@bbiinternational.com

### The Team

#### Sales

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**UAS MAGAZINE IS THE  
PREMIER  
SOURCE**  
OF NEWS & INFORMATION  
ABOUT UNMANNED  
AERIAL SYSTEMS

# MULTICHANNEL MARKETING

## WHO WE REACH

UAS Magazine is a direct route to UAS operators and users

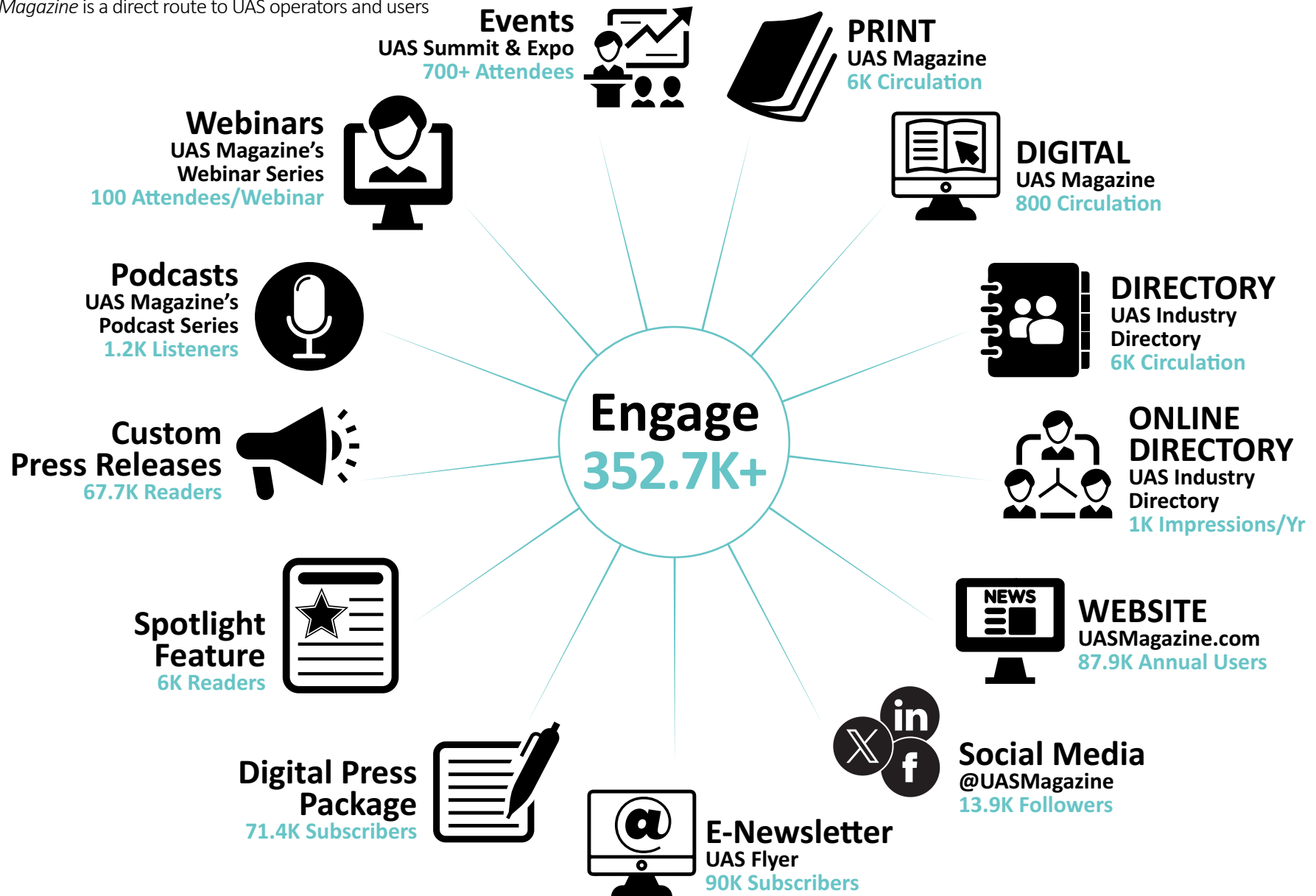
### Why B2B Multichannel Marketing is Important:

**Broader Reach:** Engages audience across various platforms, increasing visibility.

**Targeted Messaging:** Delivers personalized content to your audience, enhancing relevance.

**Increased Engagement:** Encourages interaction through multiple channels, fostering deeper connections.

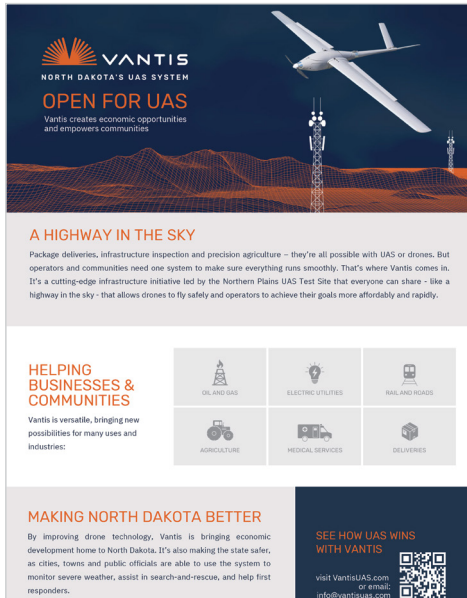
**Brand Consistency:** Ensures a unified brand message across all channels, strengthening brand identity





# OUR CUSTOMERS

TOP COMPANIES RELY ON UAS MAGAZINE TO REACH KEY INDUSTRY DECISION MAKERS



**VANTIS**  
NORTH DAKOTA'S UAS SYSTEM  
**OPEN FOR UAS**  
Vantis creates economic opportunities and empowers communities

**A HIGHWAY IN THE SKY**  
Package deliveries, infrastructure inspection and precision agriculture – they're all possible with UAS or drones. But operators and communities need one system to make sure everything runs smoothly. That's where Vantis comes in. It's a cutting-edge infrastructure initiative led by the Northern Plains UAS Test Site that everyone can share – like a highway in the sky – that allows drones to fly safely and operators to achieve their goals more affordably and rapidly.

**HELPING BUSINESSES & COMMUNITIES**  
Vantis is versatile, bringing new possibilities for many uses and industries:

- OIL AND GAS
- ELECTRIC UTILITIES
- RAIL AND ROADS
- AGRICULTURE
- MEDICAL SERVICES
- DELIVERIES

**MAKING NORTH DAKOTA BETTER**  
By improving drone technology, Vantis is bringing economic development home to North Dakota. It's also making the state safer, as cities, towns and public officials are able to use the system to monitor severe weather, assist in search-and-rescue, and help first responders.

**SEE HOW UAS WINS WITH VANTIS**  
visit [VantisUAS.com](http://VantisUAS.com) or email: [info@vantisuas.com](mailto:info@vantisuas.com)



**READ THE LATEST  
UAS WHITEPAPER  
FROM IRIDIUM**

**MONITORED BVLOS: A NEW MODEL FOR UAS INTEGRATION IN THE NATIONAL AIRSPACE SYSTEM**  
June 2023

**Download Your Copy Now**

**iridium**



**WE HIRE  
HEROES**  
**GO BEYOND^**

You have special talents and abilities that are invaluable to the success of our mission. Use them in the service of our nation and take your career to new heights as an Air Inlandization Agent (AIA) specializing in unmanned aircraft systems (UAS). Join our elite team at Air and Marine Operations (AMO) to play a vital role in securing and protecting our nation's borders.

From intercepting security threats to providing life-saving search and rescue support, AMO Agents make a difference for our country every day.

**JOIN OUR MISSION**  
[cbp.gov/fly](http://cbp.gov/fly)



**A SUCCESSFUL MISSION  
DEPENDS ON RELIABLE,  
CLEAR VOICE  
COMMUNICATION.**

Clear-Com Your Partner for Critical Voice Communications



**Everything you need  
in GIS software.**

**global mapper suite**

**DOWNLOAD A FREE TRIAL AT  
[bluemarblegeo.com](http://bluemarblegeo.com)**

**BLUE MARBLE  
GEOGRAPHICS**

FOLLOW US ON [f](#) [t](#) [i](#) [i](#) [u](#)

Larger ads and premium positions create **stronger** awareness.

**52%**  
**RECALL** A PRODUCT  
OR SERVICE

**62%**  
**OF READERS**  
ACT AFTER SEEING  
A PRINT AD

# PRINT Rates & Specs

## With Directory

### Magazine Issue \*with Directory Section

Ad Insertion Deadline	August 17, 2026
Artwork Due	August 24, 2026
Listings Close	August 12, 2026*
Bonus Distribution	1. 2026 UAS Summit & Expo 2. 2027 AUUSI Xponential

UAS Magazine/Directory

### Display Advertising Rates & Sizes

Rates depend on Regular or Premium Position (see Premium Placement)

\*Directory display ad. Bonus Medium Rectangle Online Ad available with directory ad purchase

**Premium Placement** All display ad rates: per insertion/U.S. dollars **ALL PRICES NET**  
 +25% **Inside Front Cover** +25% **Opposite Contents Pg**  
 +25% **Inside Back Cover** +50% **Back Cover Size: 1/2 Pg H ONLY**

Rates	Ads	Sizes (w x h; inches)		Guidelines	
		Non-Bleed Ads	Bleed Ads	Trim Size	Live Area for Bleed Ads
\$3,559	Two-Pg Sprd	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375
\$2,095	Half-Pg Sprd	16 x 4.625	17.5 x 5.375	17 x 5.125	16.5 x 4.875
\$2,095	Full Pg	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375
\$1,389	H 1/2 Pg	7.5 x 4.625	9 x 5.375	8.5 x 5.125	8 x 4.875
\$1,209	H 1/3 Pg	7.5 x 3.375	9 x 4.125	8.5 x 4.125	8 x 3.625
\$1,389	V 1/2 Pg	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375
\$1,209	V 1/3 Pg	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375
\$525	Directory <sup>1</sup>	3.7 x 3.23	NA	NA	NA

### Additional Advertising Options

Call for pricing

**Coverwraps**  
**Bellybands**  
**Inserts/Outserts**

Cover wraps are attached to the front of the magazine. Prices vary by issue.  
 Bellybands wrap around the outside of the magazine. Prices vary by issue.  
 Inserts are stitched into the magazine on 100# stock.  
 Outserts are poly-bagged with the magazine.

### Print Directory Section

UAS Magazine

Listing deadline for print: 8/12/2026

### Sign-Up - Free Listing at UASMagazine.com

#### LISTING 1 FREE - \$95/additional listing

As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the unmanned aerial drone industry.

- **FREE - 1 text listing**
- **\$95 - Add additional text listings**

#### LOGO + LISTING \$240/logo

Increase your organization's presence in the directory without having to largely increase the budget. Listings with logos are displayed at the top of each category.

- **\$145 - Add a logo to your free listing**
- **\$240 - Add additional logo+listings**

#### DIRECTORY DISPLAY AD

Standout even more with a display ad in the directory section. Each listing will reference and direct readers to your ad.

#### + Online Bonus Ad

**BONUS:** Receive 1 year **FREE** medium rectangle ad on UAS Magazine's Directory homepage with the purchase of a display ad. (Size/pixels: 300 w x 250 h)

#### PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"  
 Live Area: 8" x 10.375"  
 Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover  
 Method of Printing: Web press, 150 lpi, process color  
 Binding: Saddle-Stitched  
 Applications: Publication is created in Adobe InDesign. PC files.  
 Ad Placement: Apart from Premium Ads, vertical ads are placed on the outside edge, horizontal ads are placed at the bottom of pages.  
 Proofs: We do not supply proofs  
 Storage of Advertisement: 24 months

#### ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**  
 All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.  
 Fonts: Outline or embed all fonts in the PDF  
 File Format: High-Res PDF  
 Resolution: All materials must be 300 dpi; submitted at 100% size.  
 Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.**  
 Live Area: To prevent info being trimmed off, all text, logos, etc., must be 1/2" in from the edge of the ad. Registration marks preferred.  
 PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see "Sizes" for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.  
 Color Profiles: Whenever possible – do not embed or include color profiles.

#### CREATING ARTWORK

**In-house Production:** UAS Magazine will create advertisements for clients (3 proofs for free, a fee will be charged for additional proofs needed). The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run.  
 Call for applicable production fees.

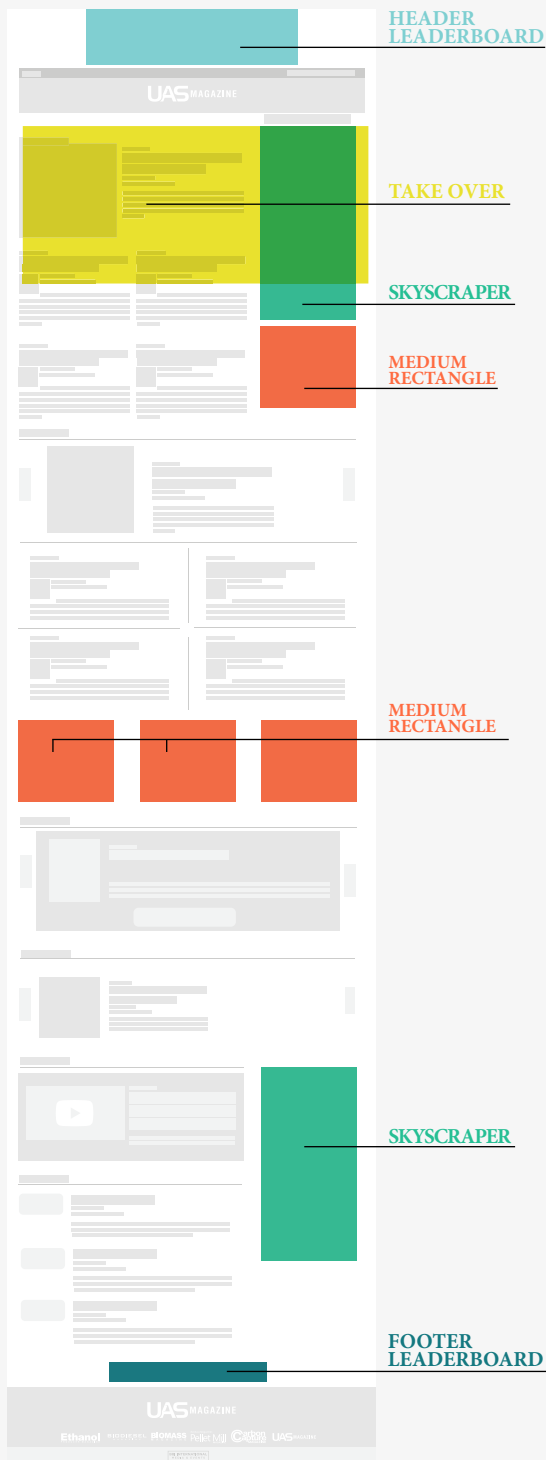
#### SUBMITTING ARTWORK

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)  
 Call: 866-746-8385 for assistance

#### REGULATIONS

**Agency Discounts:** Due to the affordable rates offered by UAS Magazine, we do not offer agency discounts.  
**Invoices:** Rendered at time of issue mailing.  
**Short Rates/Rebates:** Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.  
**Rate Protection:** Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.  
**Publisher's Protective Clauses:** Deliberate attempts to simulate editorial format in an advertisement is not permitted by UAS Magazine. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. UAS Magazine is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. UAS Magazine is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.  
**Cancellations:** No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (email or fax acceptable).  
**Method of Distribution:** U.S. Postal Service  
**Subscription Prices:** Subscriptions to UAS Magazine are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions are available online at [www.UASMagazine.com](http://www.UASMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)





# ONLINE Advertising

## UASMagazine.com

UASMagazine.com



**7,324** avg. overall users/mo.  
**87,891** avg. overall users/yr.



**10,965** avg. overall page views/mo.  
**131,577** avg. overall page views/yr.

Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	3,036	3,210	3,727	732	6.21% CTR
Price/Mo.	\$475	\$475	\$309	\$205	\$5,245
Size (w x h)	970 x 250 40 KB	300 x 600 40 KB	300 x 250 40 KB	728 x 90 40 KB	956 x 500 100 KB
Position	Top of every page	Right-hand side on every page	Home page, within content or right-side of a page	Bottom of every page	Visible for 25 seconds, taking over homepage
Availability (monthly)	4 ad slots rotate randomly	4 ad slots rotate randomly	10 ad slots rotate randomly	10 ad slots rotate randomly	1 ad slot

File Format: JPG, GIF, PNG or animated GIF

Note: Average monthly impressions for each ad in this position



# EMAIL Advertising

UAS Magazine's

## UAS FLYER

UAS Flyer Example

### Newsletter Stats

July 1, 2024 - June 30, 2025

**SUBS**



**90,900**  
Subscribers



**15.8%**  
Open Average



**1.4%**  
CTR Average

**Distributed every other Wednesday.**  
Artwork due 1 week prior to the scheduled newsletter

	Top Leaderboard	Medium Rectangle	Bottom Leaderboard
Weekly Impressions (average)	12,506	12,409	12,137
Price/ Newsletter	\$519	\$205	\$205
Size (w x h)	728 x 90 40 KB	300 x 250 40 KB	728 x 90 40 KB



# WEBINAR Sponsor



*UAS Magazine Webinar Series*



## Customize and Sponsor Your Own Webinar

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Gain Maximum Exposure & Contact Info

### Sponsor logo is featured on:

- Website
- All emails and marketing materials
- Webinar page on UASMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *UAS Magazine* webinars allow you to maximize your advertising impact, while gaining access to hundreds of contacts focused on your niche market.

## Webinar Package \$7,875/webinar

### Includes:

- All registrant contact data, including emails
- Contact information will include attendee interest ranking and time on webinar
- Reserved speaking opportunity on the webinar
- Top placement of logo with URL on all webinar marketing emails (150,000+)
- Top placement of logo with URL on magazine website
- Logo displayed on webinar presentation
- Two-minute commercial at the beginning of the webinar (slide size 16:9 or 16"x9")
- Dedicated slide on webinar promoting company
- Webinar becomes free to attendees (more registrants)
- Ongoing leads generated from OnDemand



# PODCAST Sponsor



*UAS Magazine Podcast Series*



## Customize and Sponsor Your Own Podcast

Contact Us for Upcoming Podcast Topics or Create Your Own Topic.

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Company Interview \$1,249/podcast Podcast Sponsor \$519\*

\*Includes 15-second script read twice during the podcast

### Benefits Include:

#### Reach:

- Dedicated email sent promoting the podcast (73,000+)
- Included on the bi-weekly e-newsletter (90,000+)
- Sent on all social media channels (13,000+ followers)
- Posted on YouTube
- Posted on our podcast page on magazine website

#### Engagement:

- 646 YouTube Impressions
- 84 Views
- 63 Unique Views
- 6 Hours Viewed

Metrics above from 30-days. Average per podcast.

# CUSTOM CONTENT Advertising Options

## Custom Designed Reprint Just \$599

### Were You Featured with UAS Magazine?

Showcase your article and expertise to potential customers!

#### Includes:

- UAS Magazine masthead
- Featured article
- Contact info inserted after article
- Delivered to you in a digital PDF format

#### Ways to utilize your reprint:

- Mail to potential customers (direct mail piece)
- Frame the article and showcase in your company's lobby or office
- Post PDF on your website
- Send PDF to all potential customers via emails
- Use as trade show handouts at conferences
- Add credibility for potential investors

*Designed Reprint*

## Press Release \$1,359

### Showcase Your Product or Service

Send a press release to our news list

#### Includes:

- Personal press release sent to UAS Magazine's industry news email list (53K+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom\*

*\* Press release must be 300 to 400 words in length*

*Press Release*

## Digital Press Package \$2,095 (a \$2,769 value)

Click Rates and/or Reports  
Delivered for Each Medium

#### Includes:

##### • Press Release

**Press release sent to 67,700 subscribers**

Posting press release to national press wire

##### • Online Advertising

**Medium Rectangle Ad**

ROS with max of 10 advertisers.

##### • Social Media

**Press Release Package**

Posting of a Press Release to three of our social media platforms

## Spotlight Feature \$3,145

### Product & Services Spotlight Feature *Limited Availability*

**As a Spotlight Feature You Will Receive the Following:**

- A custom story written in the Products and Services Spotlight feature article containing info about your company
- The feature article mailed to 5,000 readers
- Print article posted on UAS Magazine's website and distributed via our social media suite with ability to track views
- A custom digital reprint of the article which you can use for promotional purposes

#### **Book an Ad and Be a Part of the Products & Services Spotlight Section**

The spotlight article will be about select companies that provide equipment, products and services to the UAS industry.

*\* Call for Full-Page Spotlight Feature Rates*

*Spotlight Feature*

# ADDITIONAL OPPORTUNITIES

## Advertising: Media & Events

**BBI INTERNATIONAL  
MEDIA & EVENTS**

**Ethanol**  
PRODUCER MAGAZINE

EthanolProducer.com

**BIOMASS**  
MAGAZINE

BiomassMagazine.com

**BIODIESEL**  
MAGAZINE

BiodieselMagazine.com

*Biomass Magazine's*  
**Pellet Mill**  
MAGAZINE

BiomassMagazine.com

**Carbon**  
**Capture**  
MAGAZINE

CarbonCaptureMagazine.com

**SAF**  
MAGAZINE

SAFMagazine.com

**UAS**  
MAGAZINE

UASMagazine.com

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**FEW**  
FUEL ETHANOL  
WORKSHOP® & EXPO

FuelEthanolWorkshop.com

INTERNATIONAL  
**BIOMASS**  
CONFERENCE & EXPO

BiomassConference.com

**CARBON**  
**CAPTURE &  
STORAGE**  
SUMMIT

CarbonCaptureStorageSummit.com

NORTH AMERICAN  
**SAF**  
CONFERENCE & EXPO

SAFConference.com

**SUSTAINABLE  
FUELS  
SUMMIT**  
SAF • Renewable Diesel • Biodiesel

SustainableFuelsSummit.com

**UAS SUMMIT  
& EXPO**

TheUASSummit.com

### Vision

BBI International is a global leader in biofuels Media & Events, fostering energized growth, opportunity, and success for the industries we serve.

### Mission

Our mission is to unite our customers through meaningful, reliable platforms, offering opportunities to educate, collaborate and grow.