



UAS MAGAZINE

2025 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, 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 Coordinator, *UAS Magazine*
dpiekarski@bbiinternational.com or call 866-746-8385

The Team

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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

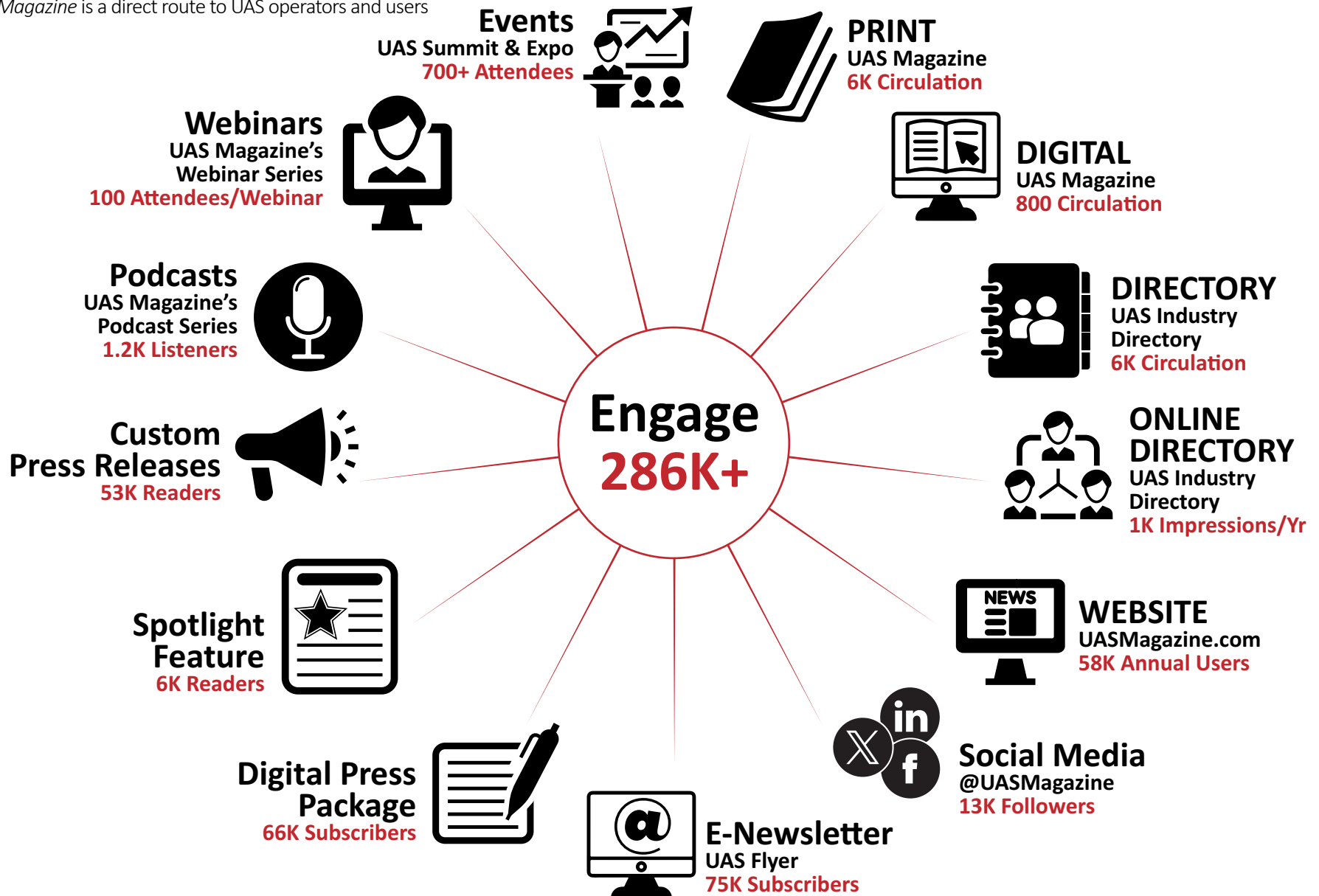
Why B2B Multichannel Marketing is Important:

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

THE GRAND FORKS REGION
leads the United States in UAS with the first **STATE-WIDE BEYOND VISUAL LINE OF SIGHT NETWORK**

BILL ADAMS
Grand Forks Region UAS Development Officer
bill@grandforks.org | 701-746-2723

Join the ecosystem and experience **70,000 SQUARE MILES** of beyond visual line of site airspace.

- AIRSPACE & TRAINING FACILITIES
- WORLD-CLASS UAS OPERATORS & SPECIALIZED WORKFORCE
- PARTNERSHIPS & REGULATORY LEADERSHIP

GrandForks.org/UAS | Grand Forks Region Economic Development

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 Interdiction Agent (AA) 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

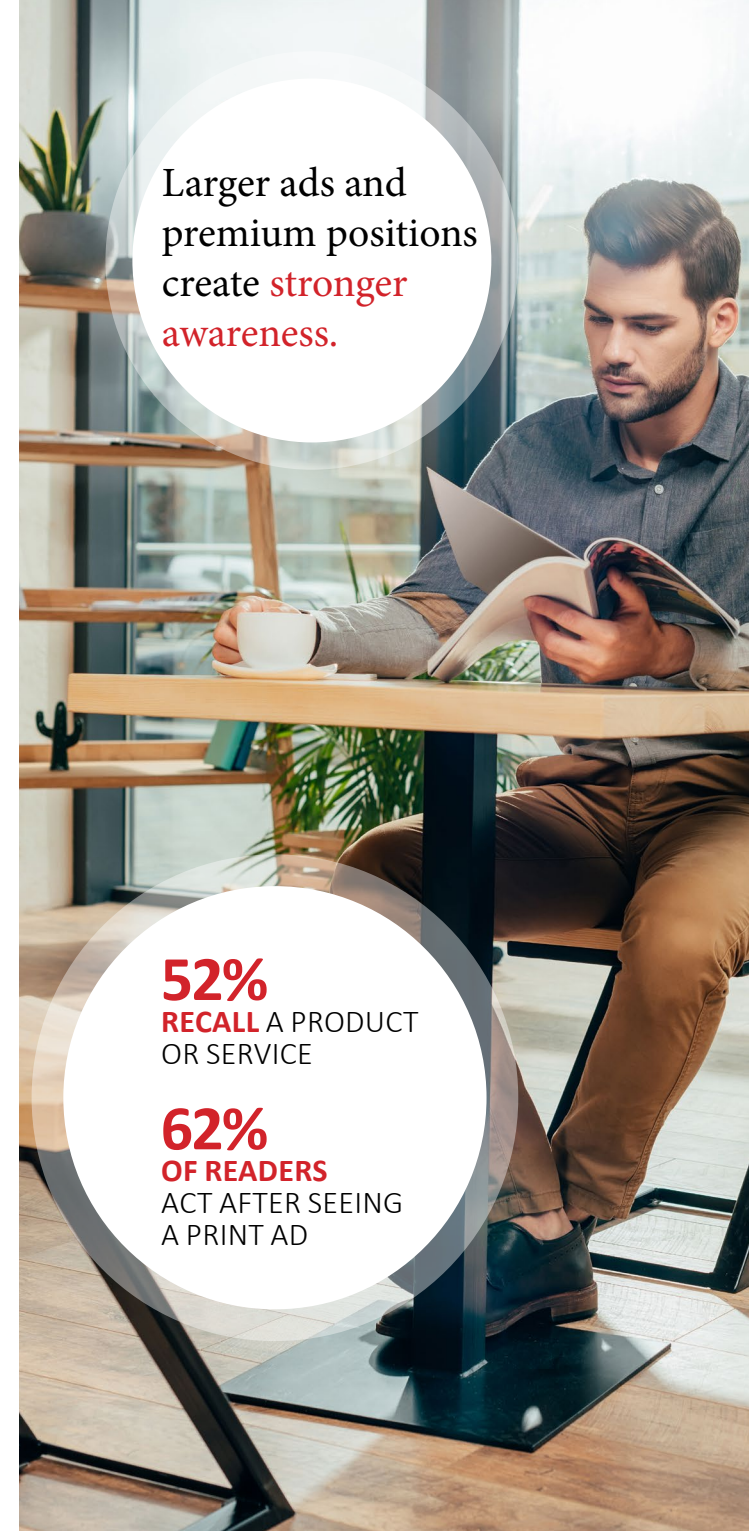
Everything you need in GIS software.

global mapper suite

DOWNLOAD A FREE TRIAL AT bluemarblegeo.com

BLUE MARBLE GEOGRAPHICS

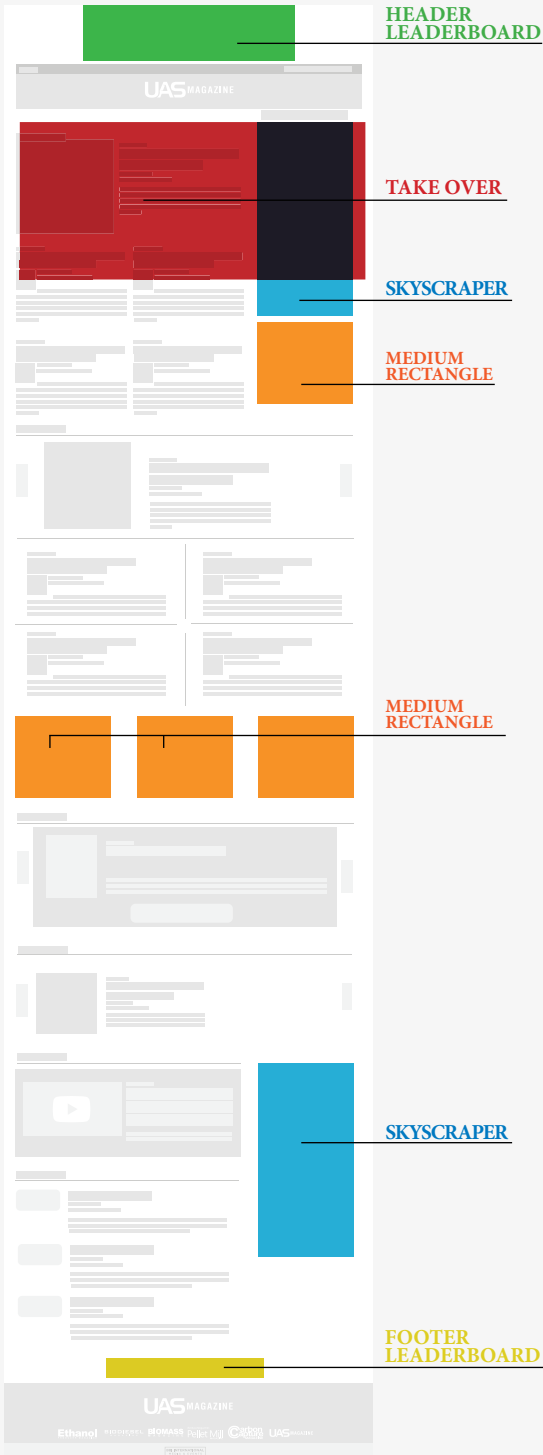
FOLLOW US ON [Facebook] [Twitter] [LinkedIn] [YouTube]



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

52% RECALL A PRODUCT OR SERVICE

62% OF READERS ACT AFTER SEEING A PRINT AD



ONLINE ADVERTISING UASMagazine.com

UASMagazine.com



4,800 avg. overall users/mo.
58,000 avg. overall users/yr.



9,000 avg. overall page views/mo.
108,000 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)	1,162	1,297	1,744	468	6.21% CTR
Price/Mo.	\$449	\$449	\$295	\$195	\$4,995
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

*Animated GIFs not available for Takeover Ads

Placeholder text for the top section of the flyer, consisting of several lines of greyed-out text.



Placeholder text for the middle section of the flyer, consisting of several lines of greyed-out text.



Placeholder text for the bottom section of the flyer, consisting of several lines of greyed-out text.

EMAIL ADVERTISING

UAS Magazine's UASFLYER

UAS Flyer Example

Newsletter Stats

Collected Jan 1 - June 30, 2024

SUBS

72,000
Subscribers

27.3%
Open Average

1.08%
CTR Average

Distributed every other Wednesday.

Artwork due 1 week prior to the scheduled newsletter

	Top Leaderboard	Medium Rectangle	Bottom Leaderboard
Weekly Impressions (average)	19,700	19,300	19,200
Price/ Newsletter	\$495	\$195	\$195
Size (w x h)	728 x 90 40 KB	300 x 250 40 KB	728 x 90 40 KB



Customize and Sponsor Your Own Webinar

Contact us today for more information | 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 \$7,500/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



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 | 866-746-8385

Company Interview \$1,195/podcast Podcast Sponsor \$495*

*Includes 15-second script read twice during the podcast

Benefits Include:

Reach:

- Dedicated email sent promoting the podcast (53,000+)
- Included on the weekly or bi-weekly e-newsletter (72,000+)
- Sent on all social media channels (9,000+ impressions)
- 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

Press Release

\$1,299

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

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

Digital Press Package

\$1,995 (a \$2,400 value)

Click Rates and/or Reports Delivered for Each Medium

Includes:

• **Press Release**

Press release sent to 53,000 subscribers

Posting press release to national press wire

• **Online Advertising**

Medium Rectangle Ad

- 2 on homepage, 2 inside articles.
- ROS with max of 10 advertisers.

• **Social Media**

Press Release Package

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

PRINT

RATES & SPECS

With Directory

UAS Magazine/Directory

Magazine Issue *with Directory Section

INSERTION ADS CLOSE	ARTWORK DUE	LISTINGS* CLOSE	BONUS DISTRIBUTION
8/18/2025	8/25/2025	8/6/2025	2025 UAS Summit & Expo 2026 AUVSI Xponential

Display Advertising Rates & Sizes

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

¹Directory 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
\$3,389	Two-Pg Sprd	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375
\$1,995	Half-Pg Sprd	16 x 4.625	17.5 x 5.375	17 x 5.125	16.5 x 4.875
\$1,995	Full Pg	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375
\$1,321	H 1/2 Pg	7.5 x 4.625	9 x 5.375	8.5 x 5.125	8 x 4.875
\$1,150	H 1/3 Pg	7.5 x 3.375	9 x 4.125	8.5 x 4.125	8 x 3.625
\$1,321	V 1/2 Pg	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375
\$1,150	V 1/3 Pg	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375
\$499	Directory ¹	3.7 x 3.23	NA	NA	NA

Additional Advertising Options

Call for pricing

Coverwraps Cover wraps are attached to the front of the magazine. Prices vary by issue.
Bellybands Bellybands wrap around the outside of the magazine. Prices vary by issue.
Inserts/Outserts 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: 8/6/2025

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
 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.
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ADDITIONAL OPPORTUNITIES

ADVERTISING: MEDIA & EVENTS

**BBI INTERNATIONAL
MEDIA & EVENTS**

Ethanol
PRODUCER MAGAZINE

EthanolProducer.com

BIOMASS
MAGAZINE

BiomassMagazine.com

BIODIESEL
MAGAZINE

BiodieselMagazine.com

Carbon
Capture
MAGAZINE

CarbonCaptureMagazine.com

Biomass Magazine's
Pellet Mill
MAGAZINE

BiomassMagazine.com

SAF
MAGAZINE
Serving the Global Sustainable Aviation Fuel Industry

SAFMagazine

UAS
MAGAZINE

UASMagazine.com

INTERNATIONAL
FEW
FUEL ETHANOL
WORKSHOP & EXPO

FuelEthanolWorkshop.com

INTERNATIONAL
BIOMASS
CONFERENCE & EXPO

BiomassConference.com

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

SustainableFuelsSummit.com

**CARBON
CAPTURE &
STORAGE**
SUMMIT

CarbonCaptureStorageSummit.com

NORTH AMERICAN
SAF
CONFERENCE & EXPO

SAFConference.com

UAS SUMMIT
& EXPO

TheUASSummit.com

Vision

BBI International is 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.