

MEDIA KIT 2025

COTS
JOURNAL



COTS Journal

Driving Innovation and Excellence

In today's fast-changing tech landscape, COTS Journal (Commercial Off-The-Shelf) is a trusted source for cutting-edge solutions, expert insights, and technological excellence. As we step into 2025, our mission to deliver reliable, cost-effective, and advanced technology solutions remains stronger than ever.

The Journal serves as a comprehensive platform, highlighting the intersection of military expertise and commercial technology advancements. We deliver a rich mix of content—from in-depth articles and expert commentary to interactive multimedia—aimed at empowering, educating, and inspiring our readers.

Defense Technology and Market Trends

Defense spending has surged since 2001, driven by global security concerns and evolving military strategies. The modernization efforts have sparked technology investments, with the global defense market now exceeding \$2.3 trillion. Within this market, commercial-off-the-shelf solutions—encompassing merchant boards, enclosures, subsystems, and software—are expected to grow at a 17% rate, outpacing the overall Department of Defense budget by 2025.

AI Investments: Challenges and Opportunities

The initial wave of investments in artificial intelligence (AI) has placed pressure on defense budgets, but experts foresee long-term cost savings and enhanced capabilities. In 2023, the Pentagon allocated \$1.8 billion to R&D, signaling the commitment to AI's role in future defense strategies.

Drones and Smart Munitions: A Game-Changer in Modern Warfare

The fusion between UAS's and smart munitions ties these normally discrete environments together in a way that affords greater precision for the ordinance to target specific threats in ways never before seen.

Investment in defense drones such as the MQ-25 and MQ-28 has surged in recent years, reflecting their growing significance in modern military operations. These drones now play critical roles in intelligence, surveillance, reconnaissance, and combat missions. With funding nearly doubling to \$28 billion in just one year, the opportunities for compute payloads are expanding rapidly.

Space Force: Securing Our Future in Space

As reliance on space-based assets increases, the U.S. Space Force has become integral to national defense, protecting vital communication, navigation, and reconnaissance systems. By ensuring secure satellite operations and bolstering early warning capabilities, the Space Force enhances the nation's technological edge. Its budget, heavily focused on research and development, now exceeds \$16 billion.

Military Vehicles: Driving Technological Upgrades

U.S. military vehicles, the backbone of the Army, are undergoing significant technological upgrades to enhance situational awareness and combat effectiveness. Future vehicles will feature advanced computing systems, providing faster response times that outpace enemy communications. With over 40,000 vehicles currently in use and more in production, the market for vehicle-based systems presents immense opportunities.

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Opportunities

1. Artificial Intelligence and Machine Learning

As global defense strategies shift toward leveraging advanced technology, Artificial Intelligence (AI) and Machine Learning (ML) have emerged as critical tools in both military and commercial applications. AI and ML offer capabilities such as real-time decision-making, autonomous system operations, and enhanced data analytics, all of which are transforming battlefield strategies and defense infrastructure. With defense budgets increasingly focused on these technologies, AI and ML are being integrated into surveillance systems, autonomous drones, and predictive analytics to provide strategic advantages. For businesses, this presents a massive opportunity to develop AI-driven solutions that offer faster processing, improved situational awareness, and cost efficiencies across defense platforms.

2. Connectivity and the Fusion of Mixed Signals

In an interconnected world, modern defense systems rely on seamless connectivity to synchronize operations across land, air, sea, space, and cyber domains. The fusion of mixed signals—combining RF, optical, and digital signals—is driving innovation in communication systems, enabling real-time data sharing across highly complex environments. This convergence of different signal types supports secure and high-speed data transmission for missions where latency and signal clarity are critical. With the growing demand for efficient data fusion in surveillance, reconnaissance, and battlefield communication, there is a strong opportunity to create solutions that integrate these signals and enable next-generation defense systems to operate more cohesively and securely.

3. Increasing Power Demands for Advanced Systems

As defense systems evolve to include AI, advanced sensors, and more complex computing requirements, the demand for higher power efficiency has skyrocketed. Modern military platforms, ranging from unmanned aerial vehicles (UAVs) to high-performance computing systems, require significant power to operate without compromising size, weight, or energy constraints. Meeting these power demands presents a growing opportunity for innovation in power management, energy-efficient designs, and renewable power sources. Companies that can deliver advanced power solutions, such as low-power, high-performance processors, or cutting-edge battery technologies, will play a pivotal role in the next generation of defense systems.

4. Predictive Maintenance for Edge Devices

In today's defense landscape, the need for predictive maintenance has become more crucial than ever. Edge devices—such as remote sensors, autonomous vehicles, and IoT-enabled military systems—operate in hostile and isolated environments where failures can compromise mission success. Predictive maintenance solutions that use real-time analytics and AI to predict failures before they happen can reduce downtime, lower operational costs, and increase system reliability. Companies focusing on edge-based predictive maintenance technologies can seize a lucrative opportunity to provide solutions that enhance the durability, performance, and lifespan of critical defense systems.

5. Advanced Packaging and Cooling Solutions

With the rapid increase in computing power and heat generated by high-performance electronics, efficient packaging and cooling solutions are essential to maintaining system performance and reliability. Modern defense systems, such as AI-driven devices, radar systems, and high-performance servers, are pushing the limits of traditional packaging technologies. Advanced packaging solutions, including 3D packaging and system-in-package (SiP), combined with cutting-edge cooling techniques like liquid cooling and thermal management materials, offer significant opportunities. Companies that can deliver innovative packaging and cooling technologies will be instrumental in supporting the next generation of high-powered defense systems.

6. Cutting-Edge Fault Tolerant Solutions

In mission-critical defense applications, system reliability and redundancy are paramount. As systems become more complex and interconnected, the ability to maintain fault tolerance—ensuring systems continue operating seamlessly in the face of hardware or software failures—is increasingly important. Fault-tolerant solutions, such as redundancy protocols, real-time data backup, and resilient hardware designs, enable defense systems to remain operational even in the event of component failures or cyberattacks. The opportunity lies in developing cutting-edge solutions that can safeguard systems from disruptions, ensuring continuity in defense operations and providing a competitive edge for defense contractors and technology providers alike.

Building a Strategic Audience in a Complex Global Landscape

In today's turbulent geopolitical environment, marked by shifting alliances, escalating defense priorities, and emerging technological threats, we have decided it is an imperative to invest at this time in qualified subscribers. Today more than ever it is critical for organizations seeking to address a strong, engaged audience. These subscribers—selected based on demographic, professional, and interest-based criteria—offer a direct line to decision-makers, experts, and industry leaders who are deeply relevant to an organization's strategic goals.

Why Qualified Subscribers Matter More Now

In a world increasingly shaped by uncertainty—whether due to global power realignments, the rise of AI in warfare, or evolving defense strategies—qualified subscribers bring unparalleled value. They prioritize quality over quantity, ensuring that organizations engage with those who are not only interested but also influential. This focus leads to higher engagement rates, increased conversion potential, and, ultimately, a stronger return on investment (ROI).

Furthermore, as defense budgets grow in response to global political shifts, the ability to reach a targeted, qualified audience allows for precise messaging. Organizations can deliver content, solutions, and insights that address specific subscriber needs, resulting in a personalized and effective marketing approach. In an era where both defense spending and global risks are rising, having this level of penetration is invaluable.

Expertise and Innovation in a Changing World

Our Editorial team possess niche expertise, offering critical insights into key areas such as cybersecurity, space defense, and drone technologies—sectors increasingly vital in light of evolving global threats. Their feedback and active participation drive innovation, helping organizations stay ahead of the curve in addressing emerging needs within the military and commercial tech sectors.

In today's complex international landscape, where technological supremacy and defense innovation are key battlegrounds, the involvement of these experts enhances not just marketing strategies but also the development of cutting-edge products and services. Building these relationships cultivates trust and long-term loyalty, positioning organizations to thrive even amid geopolitical uncertainties.

The Strategic Advantage

In conclusion, our investing in qualified subscribers is strategic to our approach of content marketing. This investment prioritizes quality, relevance, precision and expertise – helping your organization build a more engaged, loyal audience that, in turn, leads to higher ROI, a more significant market presence, and the ability to navigate the complexities of this dynamic market and technological landscape.

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Who Reads COTS Journal

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.

Top federal Contractors addressed:

Anduril Industries

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

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

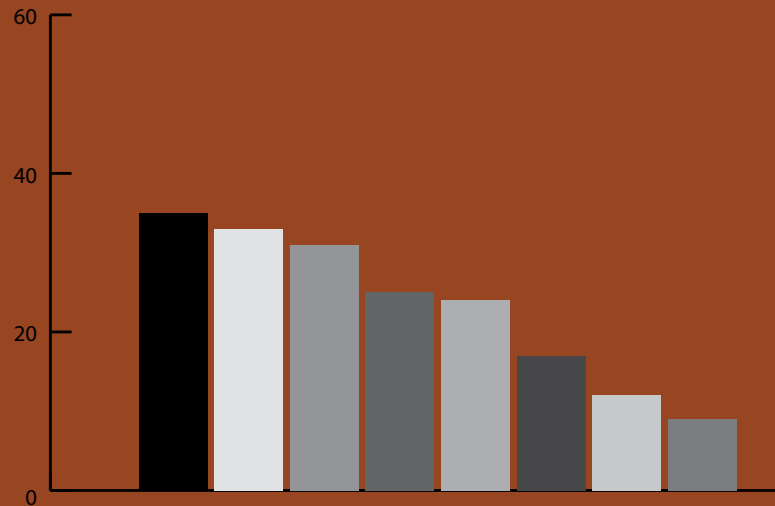
Airforce

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

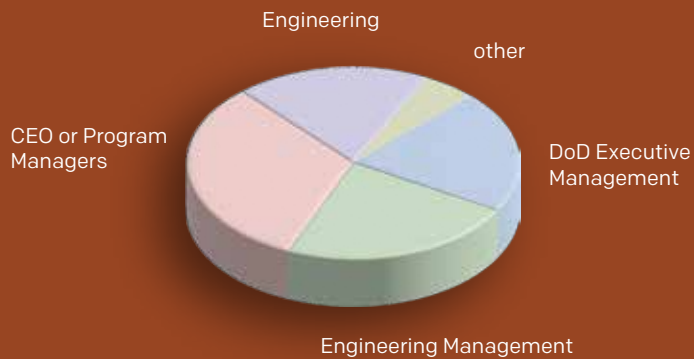
94% Have engineering degrees

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

34% Identify as Software Engineers

43% identify as Hardware Engineers

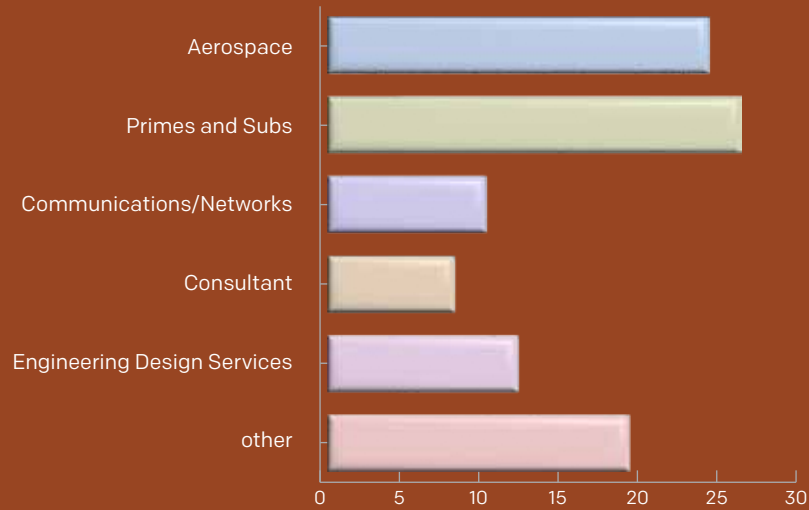
How Readers are defined



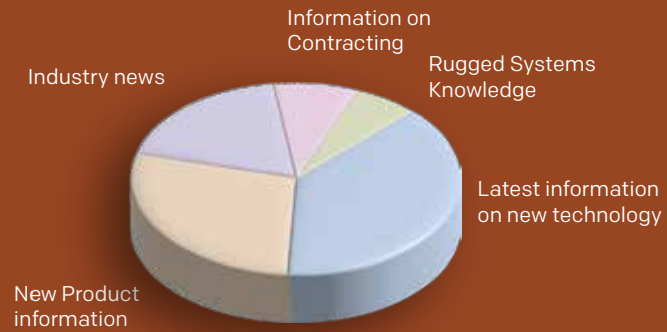
Reader's by Employment



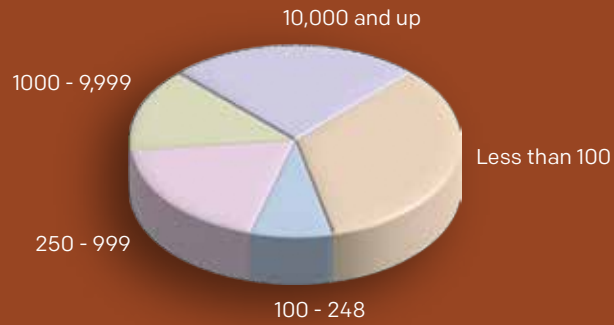
Breakdown of Industry



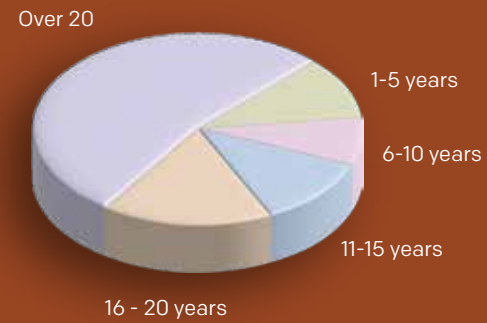
Why they are Subscribers



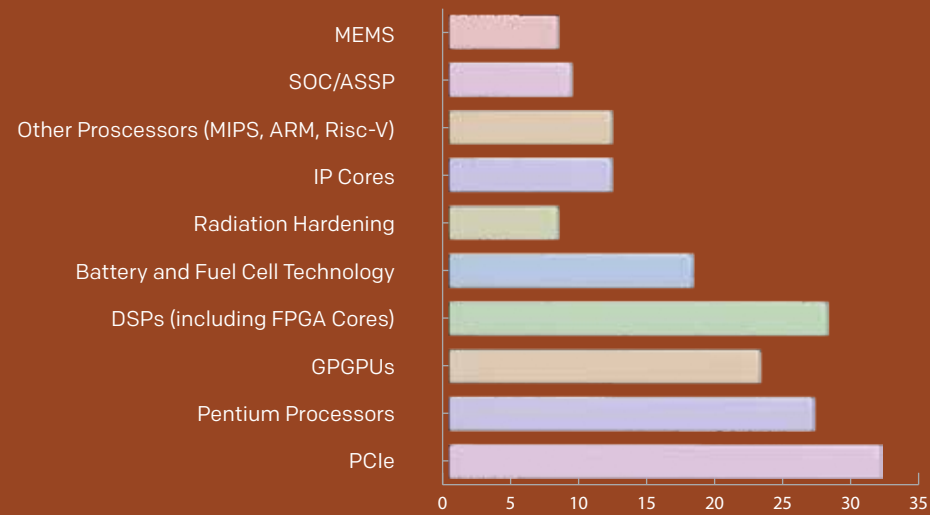
Number of Employees



Years of industry experience



What COTS readers are reporting to use



Following Industry Standards is Crucial in addressing the needs of Defense Systems

Interoperability:

Industry standards in defense electronics, including but not limited to OCP, MOSA, and SOSA, emphasize open interfaces and architectures that allow systems from various vendors to work together seamlessly. Interoperability is critical in defense environments where diverse components and systems must integrate efficiently. By adhering to these and other industry standards, defense systems can reduce integration challenges, ensuring effective communication across platforms and enhancing mission capabilities.

Flexibility and Scalability:

Standards like those promoted by OCP, along with other industry best practices, enable a modular design approach, allowing defense systems to evolve as technology advances. Components can be easily upgraded, replaced, or reconfigured without requiring an overhaul of the entire system. This flexibility is essential in dynamic defense environments where the rapid adoption of new technologies is crucial. Systems built to these standards can easily scale to meet growing or shifting demands, ensuring the Department of Defense (DoD) remains agile.

Cost Efficiency:

Open standards across the defense electronics industry, such as VITA, FACE, and IEEE, foster the use of Commercial Off-The-Shelf (COTS) solutions, reducing the dependency on proprietary technologies and cutting development costs. This approach enables the reuse of components across platforms, leading to more cost-effective procurement

and maintenance. The ability to integrate COTS products, paired with modular design, further reduces long-term costs by streamlining system upgrades and simplifying repairs.

Accelerated Innovation:

By leveraging a wide array of industry standards, including defense contractors and technology providers can introduce cutting-edge solutions at a faster pace. The open, competitive landscape created by these standards encourages vendors to innovate and deliver compatible technologies. As a result, the DoD benefits from access to a broader range of advanced defense electronics, enhancing the overall capabilities of military systems through faster and more diverse technological advancements.

Security and Cyber Resilience:

While industry standards promote open architectures and interoperability, they also ensure that robust security measures are in place. Adhering to security protocols defined by defense-focused standards like FACE (Future Airborne Capability Environment) and others ensures that systems remain secure, even as components from different vendors are integrated. By following these industry-wide cybersecurity guidelines, defense systems can maintain high levels of cyber resilience without sacrificing interoperability or flexibility.

Reduced Vendor Lock-In:

By adhering to a diverse set of open standards—ranging from SOSA to VITA and beyond—defense organizations can minimize the risk of vendor lock-in. This approach allows for greater freedom in choosing and integrating components from multiple vendors, fostering competition and preventing monopolization by any single supplier. The result is a more flexible and competitive procurement environment, where the DoD can select the best available technologies without being tied to one vendor's proprietary solutions.

Future-Proofing:

Given the rapid pace of technological change in defense electronics, adopting industry standards ensures that defense systems can remain adaptable and future-ready. Standards such as VITA and SOSA, along with other open architectures, facilitate smoother technology refresh cycles, enabling the integration of emerging technologies with minimal disruption. This future-proofing capability is critical for maintaining the relevance and effectiveness of defense systems in an era of evolving threats and rapidly advancing technology.

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.

In today's defense market, content marketing is no longer just a tool for commercial success—it's an essential strategy for connecting with defense engineers and professionals. By delivering valuable, relevant, and informative content, organizations in the defense sector can engage with a highly specialized audience, build credibility, and drive innovation.

Knowledge Dissemination:

For defense engineers, staying updated with the latest technologies, standards, and trends is crucial to mission success. Content marketing allows companies to share critical insights, research, and in-depth technical articles with this audience, providing valuable knowledge that can inform decision-making and advance defense solutions. By producing detailed technical content, such as whitepapers, case studies, and webinars, organizations can foster an environment of continuous learning and innovation within the defense engineering community.

Thought Leadership:

Content marketing offers an opportunity for defense firms to position themselves as thought leaders. Through publishing expert articles, technical papers, and reports, organizations can demonstrate their expertise in niche areas, such as AI integration, mixed-signal systems, or advanced packaging solutions. Engineers are more likely to trust and engage with firms that provide deep, insightful content. By consistently producing high-quality materials, companies can establish themselves as go-to resources for cutting-edge defense technologies.

Trust Building:

In the defense industry, trust is paramount. Engineers and decision-makers must rely on vendors and partners who deliver dependable, secure solutions. Content marketing enables organizations to build that trust through transparency and education. By sharing in-depth analyses, technical demonstrations, and clear, evidence-backed claims, companies can foster trust among engineers and procurement officers. The consistency of high-quality, technically accurate content reassures defense professionals of the reliability and expertise of the provider.

Targeted Communication:

Defense engineers often work on highly specialized projects requiring precise and relevant information. Content marketing enables defense firms to deliver targeted communication that speaks directly to the unique needs of their audience. With the right segmentation tools and content strategies, companies can tailor articles, and other content to specific fields—whether it's focused on unmanned systems, electronic warfare, or embedded systems. This precision helps ensure that the most critical information reaches those engineers and decision-makers who need it most.

Global Reach:

Content marketing breaks down geographic barriers, allowing defense firms to extend their message to international markets and engineering teams. By offering multilingual, region-specific content, organizations can attract global defense engineers, opening up new partnership opportunities and business avenues. In an

increasingly globalized defense industry, sharing expertise and innovative solutions worldwide can lead to exports, collaborations, and joint ventures.

Cost-Efficiency and Multi-Channel Use:

Compared to traditional marketing methods, content marketing offers a cost-effective way to reach defense engineers. By producing content that can be repurposed across different platforms—whether in digital publications, at conferences, or in direct sales engagements—companies can maximize their investment. Engaging content, such as tutorials, product demonstrations, and industry reports, can be used in multiple contexts, serving as both educational material and persuasive tools during the sales cycle.

Engaging the Engineering Community:

Content marketing, when done right, doesn't just deliver information; it sparks dialogue and engagement within the engineering community. Interactive content such as technical blogs, commentaries, forums, and Q&A sessions on social media platforms or professional networks encourages engineers to participate, ask questions, and share their insights. This two-way communication is invaluable for fostering innovation and keeping a pulse on emerging trends and challenges in defense technology.

Addressing the Intellectual Curiosity of your Prospect

In an industry where technical accuracy, innovation, and trust are paramount, content marketing is essential for driving growth and maintaining a competitive edge. For defense engineers, well-crafted content provides the insights and knowledge necessary to develop, refine, and implement cutting-edge solutions. For defense firms, it's a powerful tool for building lasting relationships, positioning as industry leaders, and staying ahead in a fast-evolving market. By leveraging content marketing, organizations can keep defense engineers informed, inspired, and connected to the latest advancements, fueling success and driving future innovations.

Submitting Articles

At COTS Journal, we pride ourselves on maintaining a strong editorial focus, with a greater ratio of editorial content to advertising than any of our closest competitors. This balance is achieved through a combination of staff-written articles and high-quality contributions from industry experts. All content published in COTS Journal must meet the rigorous technical and editorial standards that our readership expects.

Article Focus

We welcome article submissions that explore technical developments, design strategies, and the applications of embedded technologies. Submissions should provide in-depth tutorials, comparisons, or discussions of design alternatives that offer practical insights for our audience of engineers and decision-makers. Articles that primarily promote a specific product or focus on its features will not be accepted, as we maintain a strict separation between editorial content and advertising.

Article Submission Guidelines

Submissions should be made in Microsoft Word or Rich Text format, single-spaced, with standard margins. The ideal length is approximately 1,200 words. We recommend including at least one graphic per page, such as photographs, screenshots, charts, or tables, to enhance the visual presentation and aid in explaining technical concepts.

If your article aligns with a specific issue or time-sensitive topic, please coordinate with the Publisher to ensure it fits within our editorial schedule. Otherwise, accepted articles will be published at the discretion of the Publisher, taking into consideration quality, relevance, and space availability. Please note that our editorial calendar may influence the timing and selection of published content.

Submitting News and New Products

Each month, COTS Journal highlights product announcements and news releases that are of significant importance to our readers. An editorial committee selects these releases based on their relevance to the embedded and defense technology sectors. While all submissions are considered, we aim to feature releases that provide the most value to our audience.

Please note that product announcements are editorially curated and independent of advertising considerations. Companies are encouraged to submit one release per month, as COTS Journal typically features only one announcement from a single company within any given issue. This ensures a broad range of industry news and innovations are represented.

By maintaining a clear distinction between advertising and editorial content, COTS Journal ensures that all articles, news, and product announcements are chosen based on their value to the readers—not on paid promotions. This approach guarantees that our editorial integrity remains uncompromised, providing trusted, unbiased insights into the latest in embedded technologies and defense systems.

Editor's Choice: 2025 Themes

Each month, COTS Journal focuses on a key area of defense and embedded technologies, featuring top products and solutions through expert curation by our editorial team. Here's what you can expect in 2025:

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January – Rugged Laptops and Tablets

As defense and field operations demand more durable and reliable hardware, rugged laptops and tablets remain essential. COTS Journal will compare the latest innovations and features from leading manufacturers, evaluating their performance in extreme environments. The comparison will help professionals choose the best-suited solutions for their missions.

February – Advances in Drone Technology

The rise of Manned-Unmanned Teaming (MUM-T) and advanced drone technologies has revolutionized mission capabilities. From tactical reconnaissance to threat analysis, COTS Journal will explore innovations in drones of all sizes, highlighting key advancements that are redefining drone-based operations.

March – General-Purpose GPUs (GPGPUs)

GPUs continue to drive massive performance improvements at the edge, particularly for handling large data sets. This issue will spotlight the top seven GPGPU products, selected for their exceptional attributes, efficiency, and power. Expect a detailed multipage feature on how GPGPUs are accelerating defense and industrial applications.

April – Space Systems and Technology

With increasing interest in space-based defense and commercial applications, COTS Journal will feature space-qualified solutions across



low earth orbit, near-earth applications, and manned space missions. Our editorial team will partner with industry experts to provide in-depth analysis of the latest technologies powering this critical domain.

May – Power Conversion

Power conversion products are vital for nearly all defense and industrial systems today. This month, COTS Journal will focus on a wide range of power conversion solutions, evaluating them based on performance, efficiency, and adaptability. Our editorial team will highlight key innovations in power conversion that are transforming systems across industries.

June – SWaP-C (Size, Weight, Power, and Cost)

SWaP-C considerations are increasingly crucial for optimizing compute solutions in edge environments. This issue will dive into recent advancements in packaging technologies that balance space, weight, power consumption, and cost without compromising performance. From military applications to industrial computing, we'll examine how these advances are changing the landscape

July – Application-Specific Solutions

This issue will focus on solutions specifically designed for targeted applications, such as avionics, defense systems, and communications. COTS Journal will feature 12 standout products that showcase unique attributes ideal for solving particular challenges.

Our editors will identify why these products excel in their intended applications.

August – Software and Soft Tools

In August, COTS Journal dedicates its pages to the latest advancements in software and supporting tools for embedded systems. From development environments to cybersecurity certifications, this issue provides a platform for leading vendors to tell their stories and demonstrate the value of their software solutions in defense and mission-critical applications.

September – AI at the Edge

Artificial Intelligence continues to play a transformative role in defense and industrial sectors, particularly in edge computing. COTS Journal will explore innovative AI startups and solutions that are making waves in this space. Our editors will evaluate advancements in AI-driven software and hardware, highlighting how these technologies are reshaping military and industrial applications.

October – MOSA and Open VPX Standards

The benefits of Modular Open Systems Architecture (MOSA) and Open VPX standards are undeniable in modern



In 2025, COTS Journal will continue to provide defense engineers and industry professionals with invaluable insights into the latest technologies driving the embedded systems space. Each month will feature carefully curated content that reflects the cutting-edge advancements in the field, ensuring readers are informed, engaged, and prepared for the challenges ahead.

defense systems. This issue will focus on MOSA-compliant solutions, ranging from FIPS 140-2 compliant storage devices to high-speed Ethernet controllers. By featuring cutting-edge products from leading manufacturers, we'll demonstrate the importance of open standards in achieving interoperability and future-proofing defense systems.

November – The World of Processors

Processor technology is evolving rapidly, impacting everything from low-power designs to high-performance parallel processing. COTS Journal will delve into recent advancements in processor manufacturing and design,

evaluating their effect on system architecture and performance. Expect an in-depth exploration of how new processors are shaping embedded and defense systems.

December – Looking to the Future

In our year-end tradition, COTS Journal will take a forward-looking approach, exploring the technologies that will shape defense and industry in the coming years. Given the current global tensions and evolving threats, our editors will focus on innovations in defensive technologies, including cybersecurity, surveillance, and unmanned systems.

Unique Advertising and Promotional Opportunities

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Advertising in COTS Journal

Branding at its best

Display advertising in COTS Journal offers unmatched value by providing a highly visual and impactful platform to connect with a targeted, engaged audience in the defense and embedded technology sectors. Our readers are decision-makers, engineers, and industry professionals who rely on COTS Journal for the latest advancements and insights—making your ads visible to those who matter most.

Strategically placed throughout the publication, display ads capture the attention of focused readers, helping to reinforce brand awareness, elevate your messaging, and promote your products or services. Unlike the cluttered digital landscape, print display ads in trade journals offer a premium environment, where your message stands out, cutting through the noise and leaving a lasting impression.

By advertising with COTS Journal, you can effectively build business connections within a well-defined, receptive audience of industry leaders, defense contractors, and key influencers.

Defined as Display Advertising.
See pricing.

DataSheet Direct

A High-Impact Marketing Tool

DataSheet Direct is a powerful and cost-effective way to deliver targeted messages directly to COTS Journal's highly engaged subscribers. This tool allows you to communicate essential updates, promotions, and product information—such as datasheets, white papers, or videos—straight to the inbox of decision-makers and engineers in the defense industry.

With scheduling flexibility, you can choose the optimal time to broadcast your message, ensuring higher open rates and better engagement. Personalization and segmentation features allow you to tailor your content, making it more relevant to specific audiences and increasing the likelihood of a positive response.

Tracking and analytics provide valuable insights into email performance, helping you measure success and fine-tune future campaigns. As a core component of modern marketing, DataSheet Direct offers a direct line to your audience, ensuring your message is seen, engaged with, and acted upon.

Defined as – A reproduced data sheet or white paper sent to COTS subscribers. See pricing.

Differential Leads

Precision Targeting with Data Sourcing Tools

Data sourcing tools allow you to strategically mine high-quality leads from COTS Journal's targeted subscriber base, focusing on key and strategic accounts that align with your business goals. By identifying and selecting specific companies and prospects within our subscriber list, you can prioritize your efforts on those most likely to convert, ensuring a more efficient use of your sales resources.

This focused approach—what we call Differential Leads—not only saves time but also delivers a stronger return on investment (ROI). By engaging prospects who already match your customer profile, your sales team can build connections faster, increase conversation rates, and drive higher conversions with less effort.

Leveraging Differential Leads maximizes the impact of your sales activities, offering a cost-effective, targeted approach that enhances your overall marketing strategy.

Defined as – A qualified contact as defined by you. See pricing.

COTS Point

Strategic Content Marketing with COTS Journal

Partnering with COTS Journal editors to craft content tailored to our highly targeted defense and technology audience is a powerful strategy. Our deep understanding of industry trends and technological advancements ensures that your message resonates with the needs and interests of our subscribers.

By leveraging our expertise, we create engaging, relevant, and value-driven content that highlights how your technology solutions align with current market demands. This content-driven approach strengthens the connection between your brand and the market, positioning you as a thought leader while driving awareness and interest in your products.

With tailored content marketing, you can communicate your value more effectively, ensuring your message reaches the right audience and generates meaningful engagement.

Defined as Content Marketing.
See pricing.



List Services

The Most Targeted Audience in Defense Technology

When you need to reach the right decision-makers in the defense industry, the COTS subscriber list is unparalleled. Our database is the most precise, accurate, and widely distributed resource for those looking to promote advanced technologies to defense professionals.

With over 120,000 verified mailing addresses and 32,000 active email contacts, our list ensures your message gets directly to key players in the industry. We've invested heavily in maintaining the highest-quality audience, and our efforts paid off: in 2023 alone, we added 10,000 new subscribers, with total circulation expected to reach 40,000 by 2025.

Whether through highly effective e-blast campaigns or direct mail, COTS guarantees your message will hit its mark. See pricing for more details on how to leverage this powerful platform.

Defined as Eblast or Direct mail campaigns. See pricing.



Digital Campaigns

Maximize Your Reach with COTS Digital Advertising

Placing banner ads on COTS Journal's online platform and in our targeted newsletters provides unmatched value for your digital marketing strategy. As a trusted source for defense technology insights, COTS Journal offers access to a highly engaged, niche audience that actively seeks the latest COTS solutions.

By leveraging banner ads, your brand reaches key decision-makers both in North America and internationally. With U.S. technology exports now exceeding \$300 billion, expanding your digital presence beyond borders is essential for maximizing impact.

Our digital ad placements are designed to boost brand visibility, drive qualified traffic, and generate high-quality leads. This makes them a cost-effective, performance-driven solution for promoting products and services in the defense technology sector. Optimize your digital strategy with COTS and elevate your brand in this high-stakes industry.

Defined as Digital campaigns. See pricing.

Creative Services

Amplify Your Campaign with RTC Media's Creative Services

In today's fast-paced digital landscape, partnering with RTC Media's creative team is a strategic advantage for any outreach campaign. We bring together innovation, design, and storytelling to create compelling content marketing campaigns that resonate with your audience.

Our award-winning team specializes in translating complex technologies into visually engaging and easily understood narratives, ensuring your message is impactful and relatable. By leveraging cutting-edge design and data-driven content strategies, we help broaden your reach and build stronger connections with your customers.

Whether you're aiming to enhance brand visibility, drive engagement, or boost conversions, our creative solutions will maximize the effectiveness of your outreach and deliver measurable results. Let us help you tell your story in a way that captivates and connects.

Defined as Creative Services. See pricing.



	Show Case Focus	Editorial Focus	The Softer Side	Deep Cuts	Standards Review
January	Vehicle Technology	Tablets and Laptops	Sensor Fusion	Wearable Computers	Power Standards
February	Space	Space VNX	Precision Timing	Threats and Analysis	Vita 90.0
March	Avionics	Multi-Mission Aircraft	Mission Systems Software	Safety and Certifications	FACE
April	Drones	C2	Linux in the Military	Advances in Ground Control	SOCs
May	The Connected Battlefield	JADC2	Mix Signal Management	Transportable	Open VPX
June	RADAR Advances	The impact of GaN	Quantum RADAR	System Managers	PCI Express
July	Sensor Arrays	SWaP optimized Edge solutions	AI Solutions	Cooling	GPUs and FPGAs
August	Forward Command Centers	Optimizing Cloud based Solutions	Composable Architectures	High Speed Interconnects	Advances in Servers
September	Smart Munitions	Precision Munitions	Guidance Solutions	Playing dumb, with launch platforms	Optical interconnects
October	Communications - SDRs	Managing threat detection	Electronic Warfare	Advances in Battery technology	Ultra Wide Band
November	Turret, telescope and Boom Control	Rugged ATR Solutions	Low Latency Solutions	Managing Sensor Resolution	Removable Storage
December	Electronic Warfare	Artificial Intel and Machine learning	Curating Actionable Data	System Manager Advances	Processor Performance



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.

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

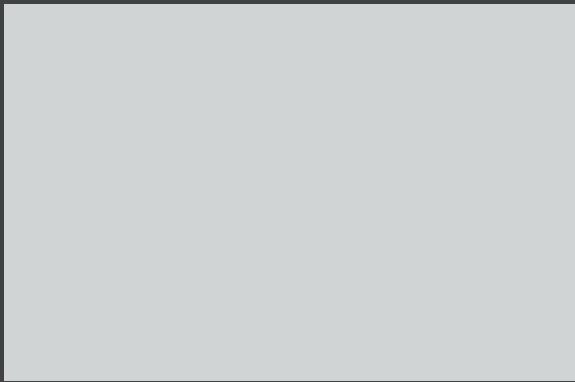
- 300px x 250px

Top Product or Video - \$750

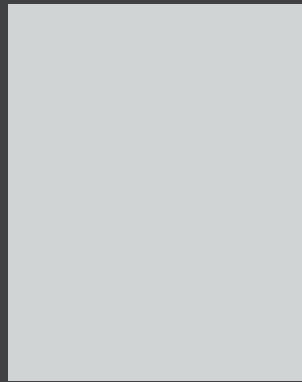
- 600px x 250px with 150x150 image, Text title 120 characters max. Frequency and Program discounts are available through your Account Executive.

Creative Services

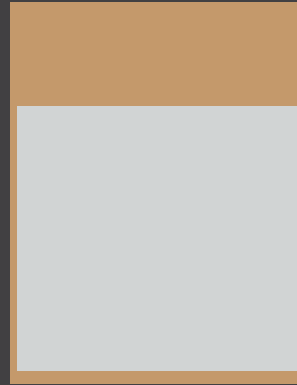
\$150 per hour or a firm fixed price bid at the client’s request.



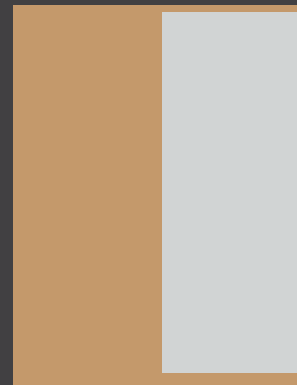
Two Page Spread
17" x 11.125"
(Trim: 16.75" x 10.875")



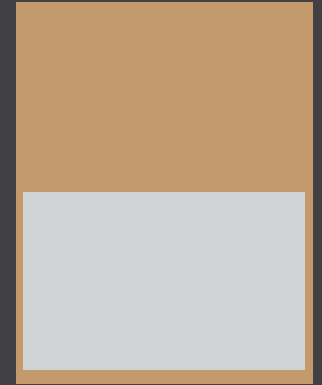
Full Page
8.5" x 11.125"
(Trim: 8.375" x 10.875")



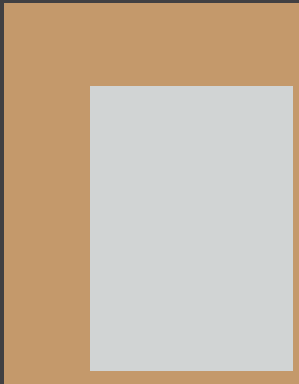
2/3 Page
7.375" x 6.375"



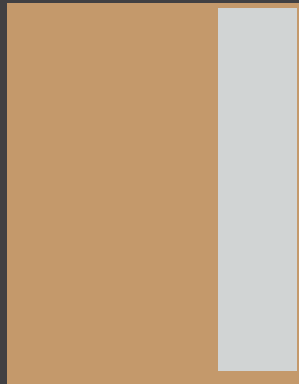
1/2 Page Vertical
3.5" x 6.375"



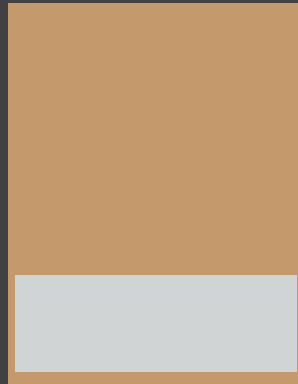
1/2 Page Horizontal
7.375" x 4.75"



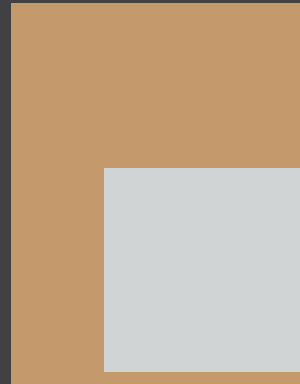
1/2 Page Island
7.375" x 4.75"



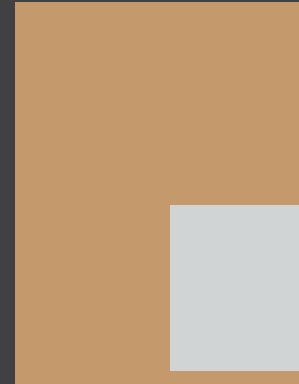
1/3 Page Vertical
2.25" x 9.875"



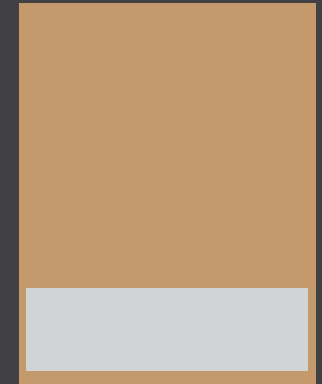
1/3 Page Horizontal
7.375" x 11.125"



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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