



MediaKit 2023

Unmanned Systems / Defense / Robotics / Air Mobility / Marine



90% of B2B buyers start their research online.

Our digital platforms connect active, in-market buyers with leading businesses across high-tech industries.

UNMANNED SYSTEMS | DEFENSE | ROBOTICS | AIR MOBILITY | MARINE

Our audience continues to grow with us.

+1.6M

Unique Visitors

+2.5M

Page Views

+100K

Social Audience

+240K

Partner Leads



34% North America



31% Asia



27% Europe

Traffic data: Annual visitors across all platforms

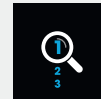
Whatever your marketing goals, we are proven to deliver **greater results** and a **higher return** than traditional media and PPC.

Partner with us to unleash your full digital marketing potential.



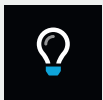
Secure Global Exposure

Showcase your business to active, in-market buyers with KINETIC - a bespoke, uniquely-written and search-optimized profile and content hub. Gain exposure to a global, technical audience with real scale.



Maximize Organic Search

Our SEO experts have spent a decade earning top keyword rankings to attract buyers actively searching for solutions. Leverage our hard work - position yourself on high-ranking, relevant content pages to engage with our audience.



Demonstrate Thought Leadership

In 2022 our team published over 2,000 articles for partners. Work with our editors to publish and promote white papers, case studies and product announcements across our platforms and social channels.



Boost Social Engagement

Our extensive social media audience is global and continually growing. We work hard for our partners to ensure content achieves great reach and engagement across all social channels - and especially on LinkedIn.



Drive Website Traffic & Leads

Our platforms are designed to drive hyper-targeted, high-conversion traffic to your website. As a KINETIC partner, your company profile, product pages and content feature prominent calls to action, for maximum engagement.



Expect More!

Our platforms set the performance benchmark for demand generation activity. Put simply, we provide greater ROI than other media channels - be it traditional, digital display or PPC. Time to set your expectations higher!

The global marketplace for unmanned systems, technology, software and components.

+1.1M

Unique Visitors

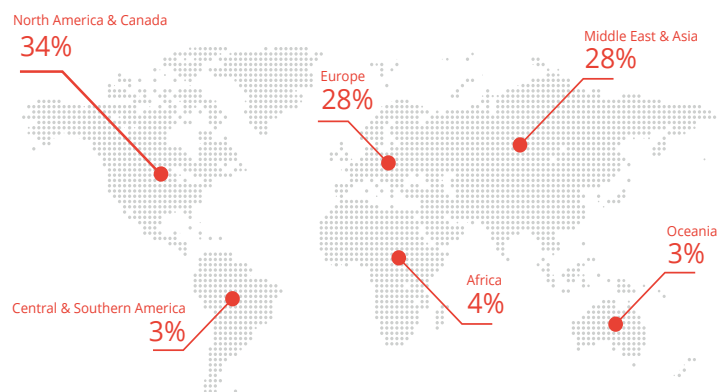
+1.9M

Page Views

+77K

Social Audience

Audience Geography



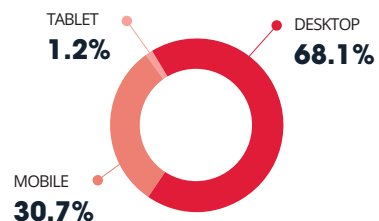
Audience Job Functions

CTO & CEO
Technical Director
Director of Engineering
Chief Engineer
Design Engineer
Engineering Manager
Operations Director
Principal Engineer
Program Manager
Project Engineer
Research & Development Manager
Senior Director Software Engineering
Electronics Engineer
Mechanical Design Engineer
Technical Project Manager
Software Engineer

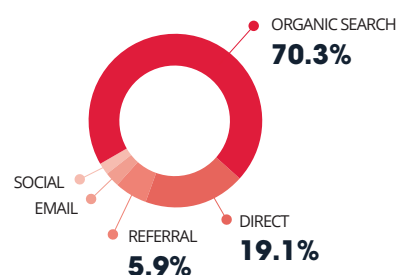
Top Visitors

Thales	UK Ministry of Defence
Lockheed Martin Corporation	Georgia Institute of Technology
Boeing	Aselsan Elektronik
Embry-Riddle Aeronautical University	Dstl
U.S. Navy	Dept. of National Defence (CA)
Northrop Grumman	Indian Institute of Technology
U.S. Department of Defense	KIOST Korea Institute of Ocean
General Atomics	Science and Technology
Raytheon Technologies	Johns Hopkins University APL
Federal Aviation Administration	Milkor
Airbus Group S.A.S.	MIT Lincoln Laboratory
BAE Systems	Sierra Nevada Corporation
NASA	Raytheon Intelligence & Space
Leidos	Saab
National Aerospace Laboratory	U.S. Air Force

Device Category



Traffic Sources



Top Rankings Google

A small sample of top keyword rankings* that attract visitors:

Tethered Drone	Anti Drone Technology
UAV GCS	EO/IR Camera for UAV
Heavy Lift Drone Motor	Drone Actuators
VTOL UAV	UAV Autopilot
Inspection Class ROV	Underwater survey equipment
Fixed Wing UAV	UGV Manufacturers

Sector/Industry Involvement

Military & Defense	Energy & Utilities
Aviation & Aerospace	Education & Research
Government	Geospatial
Commercial	First Response & SAR
Industrial	Agriculture

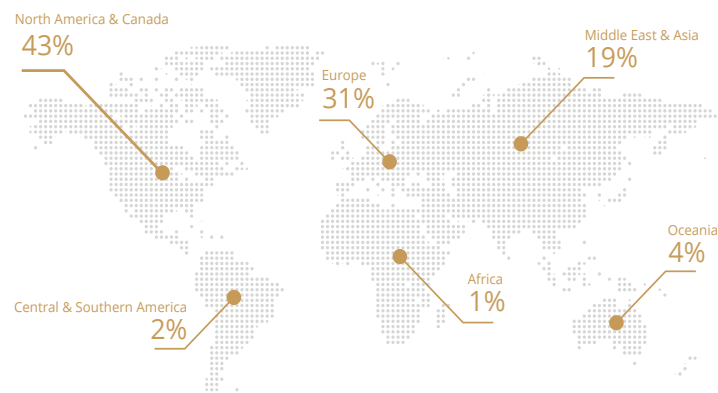
The global marketplace for defense and security technology across land, sea and air.

+400K
Unique Visitors

+560K
Page Views

+17K
Social Audience

Audience Geography



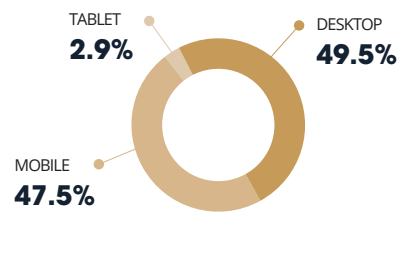
Audience Job Functions

Air ISTAR Capture Lead
Chief Engineer
Head of Supply Chain
Naval Architect
Principal Engineer - Electrical Power
Principal Manufacturing Engineer
Principal Systems Engineer
Principal Technologist
Programme Engineering Manager
Senior Director - UAS
Senior Project Manager
Systems Engineering Manager
Systems Integration Manager
Technical Manager
Test Engineering Manager
VP Global Engineering

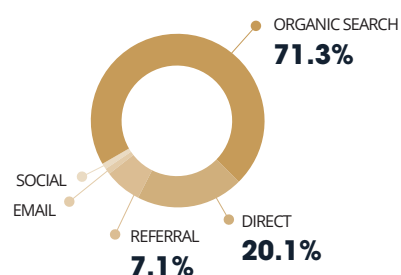
Top Visitors

Lockheed Martin Corporation	Sierra Nevada Corporation
UK Ministry of Defence	CACI International Inc
U.S. Department of Defense	SAIC
BAE Systems	General Micro Systems
Thales	QinetiQ
Boeing	Airbus Group S.A.S.
Leidos	The Johns Hopkins University APL
Northrop Grumman	U.S. Navy
Raytheon Technologies	U.S. Department of State
U.S. Air Force	The Aerospace Corporation
Department of National Defence	Saab
Aselsan Elektronik	General Atomics
Babcock International	Leonardo S.p.A.
Collins Aerospace	General Dynamics Land Systems
Raytheon Intelligence & Space	L3Harris Technologies Inc

Device Category



Traffic Sources



Top Rankings

A small sample of top keyword rankings* that attract visitors:

Military EO/IR	Military Grade Servers
Military Encrypted Radio	Naval Radar Systems
Command and Control Software	Ruggedized SBC
Laser Rangefinder Military	Military AC Unit
Military SATCOM Systems	Military Sonar
Military Navigation Systems	Military SAR

Sector/Industry Involvement

Defense & Space	Machinery Manufacturing
Aviation & Aerospace	Software Development
Government	Armed Forces
Electronics Manufacturing	Vehicle Manufacturing

FRESH PERSPECTIVES...



Launched **Q1 2023**, AAMI has already established itself as a leading online resource for the fast-developing Advanced and Urban Air Mobility sector.

AAMI is focused on the technology and engineering turning future concepts for electrically-powered regional and urban air travel into a reality.

aaminternational.com



Launching in **H2 2023**, Ocean Science & Technology will focus on the engineering, research, products and technologies helping us to understand the world's oceans.

oceansciencetechnology.com

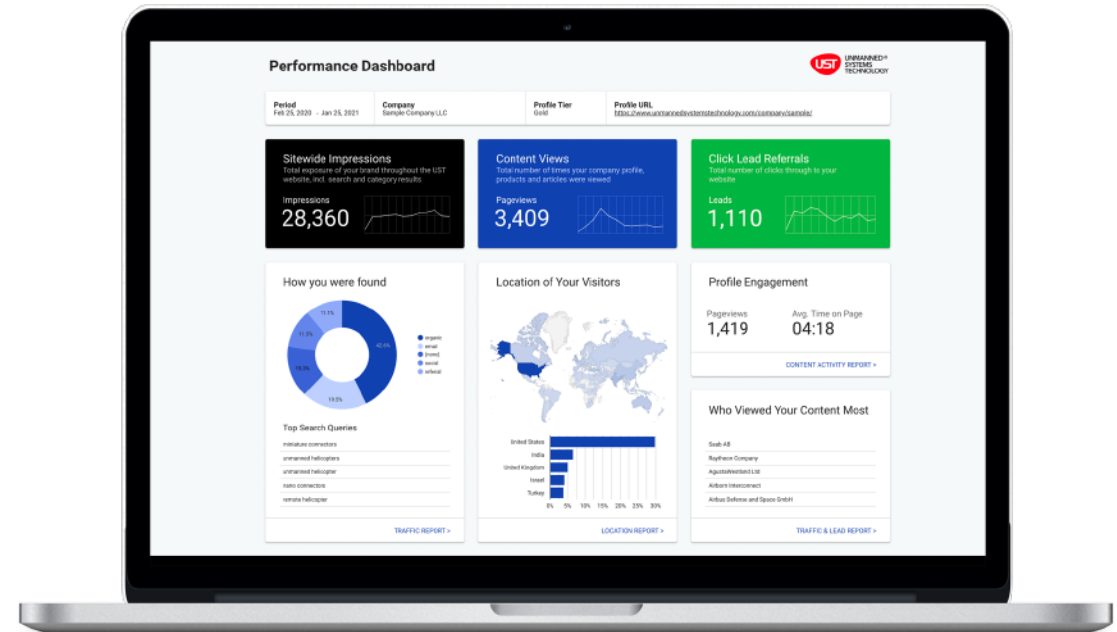


DATA-DRIVEN ROI VISIBILITY

Take the guesswork out of marketing with data-driven performance analysis.

All KINETIC partners have access to a bespoke interactive Performance Dashboard powered by Google Looker Studio.

The dashboard allows you understand, track and measure the activity and engagement of your content, for a clear picture of the true value of working with us.



PERFORMANCE ANALYTICS POWERED BY



KINETIC

Showcase your capabilities, demonstrate thought leadership, drive targeted website traffic and generate high quality leads, 365 days a year.

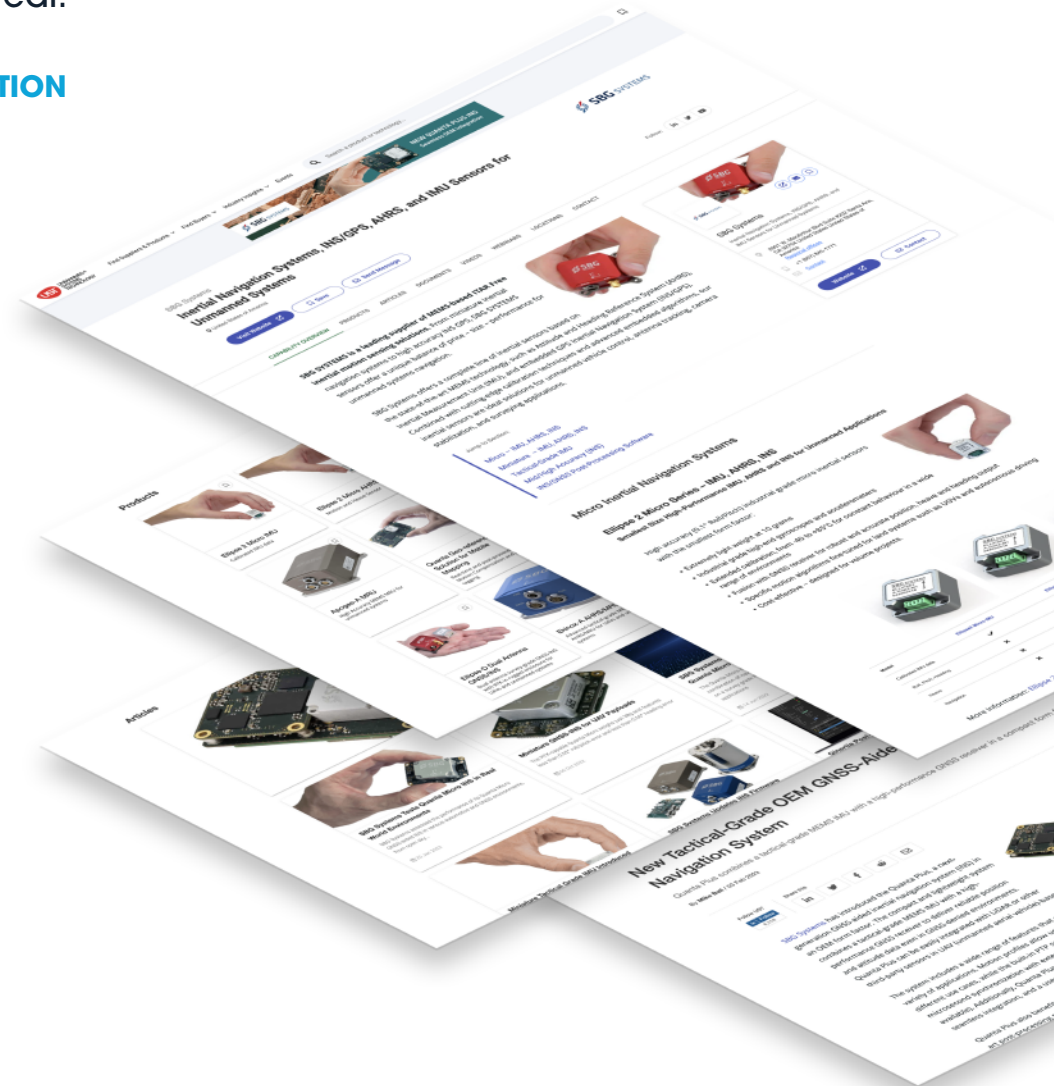
TARGETED EXPOSURE | BRANDED CONTENT | DEMAND GENERATION

KINETIC is a unique, powerful demand generation solution.

Strategically positioned on relevant pages with high Google rankings, your KINETIC hub demonstrates your capabilities to buyers actively searching for your products and services.

With sustained year-round exposure for your thought-leadership content, KINETIC is proven to drive industry-leading levels of demand.

- Your **bespoke KINETIC capability profile** is researched, written, optimized and built for you by our team. It features your products and services, with live feeds of your content.
- Work with our content team to **demonstrate thought leadership** year-round with branded content, case studies, application stories, PR, videos and white papers.
- Get regular exposure for your content across our **social media** channels to generate demand from your target customers. LinkedIn, Twitter, Instagram, Facebook.



KINETIC OPTIONS

Annual subscriptions enabling you to achieve your goals, whatever the size of your business, team or budget.

Single platform subscriptions start from **\$3,950 / €3,600 / £3,200** per year.

Speak to us about multi-platform and multi-year subscriptions.

SILVER

Great for start-ups and new market entrants.

3rd priority in search results

- ✓ Company Profile
- ✓ Searchable Products
- ✓ PDF Downloads
- ✓ Publish Content
- ✓ Annual Dashboard

GOLD

More visibility, enhanced features.

+26% clicks vs Silver*

2nd priority in search results

Everything in Silver, plus:

- ✓ Embedded Videos
- ✓ Video Posts
- ✓ List Webinars
- ✓ 6 Social Media Boosts
- ✓ Bi-annual Dashboard
- ✓ Homepage Feature

PLATINUM

Maximum exposure for maximum impact.

+53% clicks vs Gold*

1st priority in search results

Everything in Silver, plus:

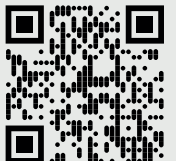
- ✓ Embedded Videos
- ✓ Video Posts
- ✓ List Webinars
- ✓ 12 social Media Boosts
- ✓ Quarterly Dashboard
- ✓ Homepage Feature - Enhanced
- ✓ 1 month Banner Advert

See next page for full package comparison.

*Typical click volume share on product category pages with equal numbers of Silver, Gold and Platinum subscribers.

Speak with our Team

Speak to a member of our team so we can fully understand your goals and design a solution to suit.



KINETIC FEATURE COMPARISON

	PLATINUM	GOLD	SILVER
Priority in Results How high up your profile and products appear in search results and on category pages	1st priority (top)	2nd priority (middle)	3rd priority (bottom)
Products Individual product pages shown in categories and search results	✓	✓	✓
Branded Content Content publication and social sharing: news releases, articles & white papers	✓	✓	✓
Downloadable PDFs Downloadable PDF brochures, data sheets, white papers on your profile	✓	✓	✓
Webinars List upcoming & on-demand webinars	✓	✓	-
Video Embedded YouTube or Vimeo videos, plus video posts featured on the video channel	✓	✓	-
Featured Articles High-exposure featured article placement	4	2	-
Social Media Boosts Scheduled social posts to promote your company and products, to drive additional interest	12	6	-
Activity Dashboard Looker Studio® Interactive dashboard with key performance and engagement metrics	Quarterly Update	Bi-annual Update	Annual Update
Homepage Feature Featured on the homepage directly under the main banner section	Platinum Section (large)	Gold Section (medium)	-
4 Week Banner Advert Choose between a medium rectangle website banner or eBrief content banner advert	✓	-	-
Exclusive Banner Leaderboard banner on your profile	Optional	Optional	-
Content Management Fully managed updates (we build your profile and content and manage updates for you)	✓	✓	✓
Performance Management Dedicated client success manager to ensure you achieve your goals	✓	✓	✓
Networking Access to exclusive networking events hosted by EchoBlue and strategic partners	✓	✓	✓

DISPLAY ADVERTISING

Advertise alongside our much-acclaimed technical content to reach tens of thousands of professionals.

ONLINE BANNER ADS

High-exposure, targeted website placement of your messaging for ultimate awareness and demand generation.

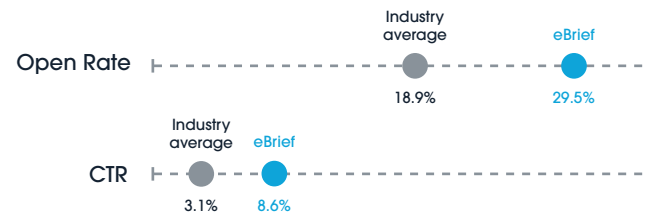
A range of options to cater for all budgets and marketing goals, from high-exposure sitewide positions to hyper-targeted topic-based content ads - all designed for maximum CTR and industry-leading click to lead conversion.

SITOWIDE	NEWS FEED	PRODUCT CATEGORY
HOME PAGE	SECTOR FEED	EVENT HUB

eBRIEF BANNER ADS

Sent weekly to thousands of subscribers, our eBrief newsletters feature the latest news and developments, products and events.

Secure one of the small number of prominent banner ad positions to extend your brand exposure and generate demand.



CGConnect

Connects your fleet to Cloud Ground Control



Cloud Ground Control

Partnership to Develop 20m Deep Ocean USV for Indo-Pacific Deployment

Austal Australia and Saildrone will manufacture the Saildrone Surveyor in Australia for deep ocean mapping and surveillance below the surface

By Phoebe Grinter / 18 Apr 2023

DA DEFENSE ADVANCEMENT

eBrief Newsletter
Visit Defense Advancement

SBG SYSTEMS

Optimized Size for Direct Georeferencing in Harsh GNSS Environment

Getac Unveils Next Generation UX10 Tablet & V110 Laptop
Getac has launched its next generation UX10 tablet and V110 laptop, two powerful, yet portable, fully rugged devices designed to...
April 13 | Cyber

Viasat Debuts High-Capacity Mercury Free Space Optical Communication Terminal
April 13 | Land

Embraer Launches NATO-Compliant A-29N Super Tucano Light Attack Aircraft
April 13 | Air

ROBOTICS COMMITTEE EXPO
10-11 MAY 2023 BOSTON, MA
REGISTER NOW

DA NEWS

WEBSITE BANNERS - SPECS & RATES

Price is per platform, per month unless stated. Multiple month discounts available - contact us for prices

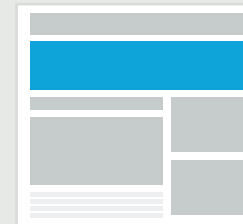
POSITION	SIZE NAME	DIMS (px)	\$US	€EUR	£GB
HEADER (RoS)	BILLBOARD	970 x 250	3,450	3,140	2,760
	WIDE LEADERBOARD	970 x 90	2,650	2,400	2,120
	LEADERBOARD	728 x 90	2,450	2,230	1,960
FIXED FOOTER (RoS)	WIDE LEADERBOARD	970 x 90	2,195	1,995	1,750
	LEADERBOARD	728 x 90	1,975	1,795	1,580
SIDEBAR (RoS)	LARGE RECTANGLE	400 x 333	1,645	1,495	1,315
	MEDIUM RECTANGLE	400 x 120	1,095	995	875
HOMEPAGE FEATURE	WIDE LEADERBOARD	970 x 90	1,995	1,815	1,595
	LEADERBOARD	728 x 90	1,695	1,545	1,355
HOMEPAGE SECTION	WIDE LEADERBOARD	970 x 90	1,495	1,360	1,195
	LEADERBOARD	728 x 90	1,395	1,270	1,115
ARTICLE FEEDS	LEADERBOARD	728 x 90	995	905	795
PRODUCT CATEGORY	LARGE RECTANGLE	400 x 333	2,495**	2,270**	1,995**

**total for 1 year

EBRIEF BANNERS - SPECS & RATES

Price is per weekly insertion (minimum order 4 weeks)

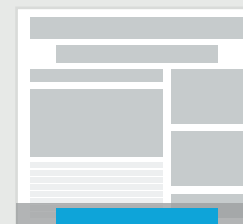
POSITION	SIZE NAME	DIMS (px)	\$US	€EUR	£GB
EBRIEF NEWSLETTER	LEAD BANNER (TOP)	600 x 96	595	540	475
	CONTENT BANNER	600 x 96	450	410	360



HEADER BILLBOARD



HEADER LEADERBOARD



FIXED FOOTER



SIDEBAR LARGE





SIDEBAR MEDIUM

BRANDED CONTENT

Branded content conveys the values and voice of your brand, communicating key updates and thought leadership at strategically-important times.

Whether you're highlighting a case study, white paper, product launch or wider thought leadership piece, your content will be positioned in high-exposure locations online and promoted across social media and email.

	PREMIUM+	PREMIUM
Article published Published online and featured in prominent channels/feeds	✓	✓
Sponsor Logo Prominent logo at head of article	✓	✓
Website Backlink In-article text link to your website	✓	✓
Featured in eBrief Article featured within weekly eBrief	✓	✓
Social Posts & Sharing Scheduled posts about your article		
LinkedIn Recommended Post Article recommended to group members	✓	-
Browser Push Notification Push notification sent to subscribers	✓	-
Medium Rectangle Banner Ad 1 month website banner to run in parallel with your article (worth \$995)	✓	-

Premium articles are included with all KINETIC packages or can be purchased independently. From **\$995 / €905 / £795** per article.

Moonrock Insurance Now Provides Coverage for Non-Standard Drone Operations

Moonrock has partnered with Apollo to provide insurance capacity for all non-standard drone operations, including BVLOS, heavy lift drones, swarm displays and crop spraying.

Sponsor Content  **Moonrock**
Drone Insurance



Follow UST



Share this



Moonrock Insurance has announced the launch of its new drone insurance product that is designed to provide coverage for all non-standard drone operations, including BVLOS, heavy lift drones, swarm displays and crop spraying.

In response to the exponential increase in requests for insurance for these non-standard drone operations, Moonrock has developed a new facility specifically tailored to these types of operations. To do this, the company has introduced new ways of pricing drone insurance, and for new insurers who were looking to underwrite new risks in the drone insurance market.

PARTNERSHIPS FOR SUCCESS

EchoBlue is the trusted digital media partner to **hundreds** of globally-renowned businesses.



“ Engineers at BAE Systems have used the UST website for many years to stay informed about the latest innovations within the uncrewed industry and to source components and solutions for a range of projects.

BAE Systems

“ We've been very pleased with the quality of leads we've gotten through this partnership

Inspired Flight

“ Unmanned Systems Technology has been a spectacular platform to work with, promptly publishing articles and allowing for promotion of our videos and webinars. A huge value of this platform is the impeccable customer service with ample attention paid to us as a customer.

RIEGL

“ It's a very flexible programme so if anything should need to be amended or added then it can be done at anytime. Analytics will prove it's worth!

Vision4ce

“ We appreciate the exposure as we are getting solid qualified leads... Keep up the awesome work!

Desert Rotor

“ Our sector of the marine autonomy market is bursting with new technologies and solutions and UST provides an effective platform to share ideas and solutions. Our website traffic has been significantly enhanced through referrals from UST.

Dynautics

“ I am a marketing team of one so it truly helps when we have great support from our partners.

EIZO Rugged

“ Thank you very much for sending our Interaction Performance Report. It is very impressive! I have to say that I am loving working with you. Everything is always so easy and cooperative.

Elsight

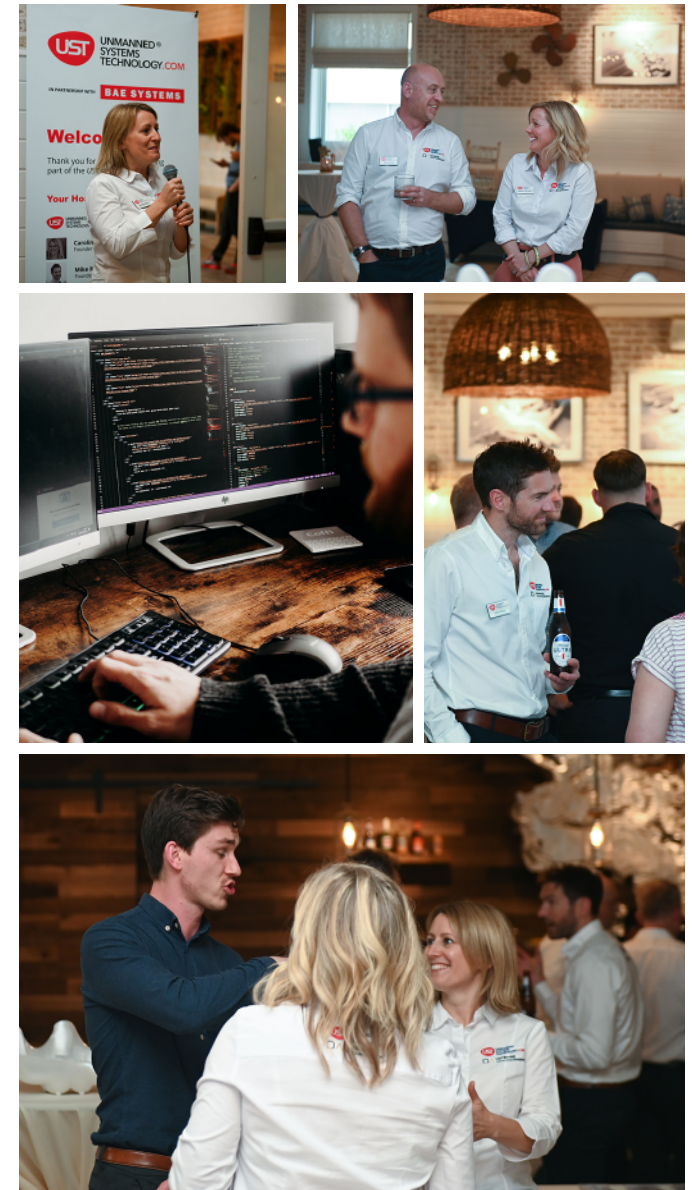


WHO WE ARE

EchoBlue develops world-leading digital B2B marketplaces for engineering and technology sectors.

We are an expert team of digital marketers dedicated to researching, creating and delivering digital content to achieve our partners' goals.

With several decades of combined experience in technical product marketing, SEO, digital advertising and social media within high-tech industries, we deliver consistent, measurable client success unmatched by other media.



PARTNER WITH US

We deliver proven solutions that connect you to your target customers, with innovative content that inspires action.

Our platforms set the performance benchmark for demand generation activity. Put simply, we provide a greater bang for your buck than any other form of advertising - be it traditional, digital display or PPC.

Unleash your full digital marketing potential.



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INNOVATIVE CONTENT THAT INSPIRES ACTION.



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