2022 MEDIA KIT

more content. more opportunities. more exposure. more leads.
LETTER FROM THE EDITOR

Getting your story out so that it reaches the right people can be daunting, but our experienced team can help. Commercial UAV News has been providing unique, tailor-made programs for over five years to the drone industry.

The quality of our content, the commitment to our readers to provide unbiased information, and our ability to not only keep up with the news but also contextualize it in terms of what it means for the entire drone ecosystem has earned us the trust of the industry, which is indicated by our growing international subscriber base of over 22,500 professionals.

We are constantly seeking out cutting-edge solutions to help you get in front of your desired audience as well as amplify your presence and provide year-long exposure of your solutions at Commercial UAV Expo with our product announcement packages. In 2019 and 2020, we added options such as video and visionary panel webinars alongside our written content. These options have helped companies put a face and voice to their solutions and gather leads through demonstrating their expertise and experience.

We are dedicated to helping you get in front of the right audience with the right messaging that will resonate with your customers and prospects, and our editorial team is eager to collaborate on any ideas you may have. Our media kit breaks down what we offer by the numbers to help you better understand and quantify what our content can do for your company and the ways you can leverage our ever growing and engaged audience of professionals. We invite you to read through what we’ve laid out, and we are always happy to answer any questions you may have.

Let us put our years of experience to work to help you break through the digital noise to get you to your target market.

Sincerely,

Jeremiah Karpowicz
Executive Editor
Audience Overview

SAMPLE JOB TITLES

- Aerial Drone Commercial Pilot & Flight Instructor
- Aerospace Economic Development Director
- Aerospace/Mechanical Engineer
- Air Traffic Management Expert
- Airport Manager
- Aviation Safety Auditor
- Aviation Security Specialist
- Bridge Inspection Practice Manager
- Business Development Director
- Chief Engineer
- Chief Technology Officer
- Civil Engineer
- Construction Tech Manager
- Director Of Data, Analytics, And Remote Sensing
- Director Of Drone Operations
- Director Of Flight Ops
- Director Of Geomatics
- Director Of Partner Integrations
- Director Of Risk Management
- Director Of Special Projects & UAS Operations
- Director Of Technology
- Director Of Unmanned Aviation Programs
- Director Operations
- Drones Program And Operations Manager
- Engineering Surveyor
- Photogrammetrist
- Part 107 Pilot
- Party Chief
- PLS, Project Manager
- Police Officer
- Principal (Aviation Safety)
- Project Surveyor, UAS Pilot
- Remote Sensing And Lidar Specialist
- RPAS Specialist
- Senior Engineer/UAS Pilot
- Senior Mine Surveyor
- Tank Integrity Inspection Coordinator
- Training Manager/BVLOS Chief Of Pilots
- UAS Sensor Specialist
- UAV Program Manager
- VDC Preconstruction Manager

INDUSTRY BREAKDOWN

Forestry & Agriculture: 38%
Security: 18%
Drone Delivery: 18%
Energy & Utilities: 13%
Construction, Infrastructure & Transportation: 13%
Public Safety & Emergency Services: 8%
Other: 5%

Audience

Overview

Industries Served:
- Surveying & Mapping
- Construction, Infrastructure & Transportation
- Public Safety & Emergency Services
- Energy & Utilities
- Drone Delivery
- Forestry & Agriculture
- Other

Includes:
- Aerospace; Automotive; Aviation; Communications; Delivery; Education; Environment; Government; Manufacturing; Mining & Aggregates; News; Services; Security; Transportation; UAM

Audience

Other

Includes:
- Aerospace; Automotive; Aviation; Communications; Delivery; Education; Environment; Government; Manufacturing; Mining & Aggregates; News; Services; Security; Transportation; UAM

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Gain leads – you will receive contact information from all registrants, including name, title, company name, email, telephone number, state, country and industry sector.

Webinar management from start to finish: Creation of landing page and registration form, technical rehearsal, webinar hosting, and moderation is all handled by our team.

Dedicated advertising includes banner placements on Commercial UAV News and in our weekly newsletter.

Marketing elements include two dedicated e-mails sent to Commercial UAV Subscribers to promote registrations, reminder emails, post-webinar thank you email to all registrants with OnDemand viewing link, Social Media posts via LinkedIn, Twitter, and Facebook.

The webinar experience we’ve had with Commercial UAV News has been very positive. The team is clear on the deliverables they need to get the program up and running as fast as possible. They kept me updated on the timing of the promotion strategy and the precise registration count. The webinar experience itself was smooth; they have tech experts on the panel for support and are flexible on the structure of the presentation. The results have been very positive: a high percentage of decision makers and a healthy spread across use cases and verticals.

– Nick Billy, Sr. Director, Demand Generation and Growth, Skydio

Average Registrations: 383

(298 - 1,094 range)
Visionary Panel Webinar

Take part in a panel discussion with other commercial drone visionaries and demonstrate your knowledge and thought leadership.

**Gain leads** – you will receive contact information from all registrants, including name, title, company name, email, telephone number, state, country and industry sector.

**Webinar management** from start to finish: Creation of landing page and registration form, technical rehearsal, webinar hosting, and moderation is all handled by our team.

**Dedicated advertising** includes banner placements on Commercial UAV News and in our weekly newsletter.

**Marketing elements** include a dedicated e-mail sent to Commercial UAV Subscribers to promote registrations, reminder emails, post-webinar thank you email to all registrants with OnDemand viewing link, Social Media posts via LinkedIn, Twitter, and Facebook.

**Custom content** article can address unanswered questions from the live webinar and promotes the on-demand version.

Our agency has worked on behalf of our client buying paid media placements and programs with Commercial UAV News for several years. The proposed programs that come through to us are strategic, in line with our goals and impactful. **We also find value in the inclusion of paid content programs that allow us to tell a deeper, more meaningful story.**

– Danielle Perez
Director of Media, R/West
Gated Content

Extend your reach and expand your network with a content promotion package.

Enlighten your buyers, establish your business as a thought-leader, and increase brand awareness all while filling your pipeline with warm leads. Leverage the trust and respect of the Commercial UAV News brand to share your message.

Gain leads from a three-month campaign – you will receive contact information including name, title, company name, email, telephone number, state, country and more.

Team Support: Our team builds a responsive landing page and form to house your content and collects and delivers all leads to you.

Dedicated advertising includes banner placements on Commercial UAV News and in our newsletter.

Marketing elements include a dedicated e-mail sent to Commercial UAV Subscribers to promote downloads, Social Media posts via LinkedIn, Twitter, and Facebook.

Aloft (formerly Kittyhawk) relies on Commercial UAV News as a trusted media partner. During our rebranding initiative earlier this year, Commercial UAV was an immense help in bringing brand awareness to our audience. From special events and webinars to content marketing and audience development, they have helped Aloft increase the quality and depth of inbound sales leads and driven high volume engagement.

– Steve Roy, VP of Marketing, Aloft
Custom Content

Share your expertise with the commercial drone community via a custom content piece.

Content is key, and yours will be featured on Commercial UAV News in the form of an interview, article, series, or a combination of elements. Our trusted editorial team will work with you to tell your story in a way that is relevant and delves into the value your company creates for our audiences.

- Build Brand Awareness & Establish Expertise
- Demonstrate ROI through Customer Success Stories
- Highlight Specific Technology or Application
- Share your Company’s Story

Featured Interview

Cambridge Consultants Discusses What It Takes to Make BVLOS and Other Advanced Operations Commercially Viable

Featured Article


Video Interview

Ronne Durscher Speaks to the FTC’s Redefinition of Mode in the US and Its Role in Drone Security

Average Views*: 400
per custom piece

Average View time*: 5
minutes

New Podcast!

Listen Today
Dedicated Email

Get your message into the hands of our qualified audience with a dedicated email.

Dedicated emails are a great way to expand your marketing reach outside your own list and leverage our highly qualified, highly engaged audience of more than 22,500 subscribers. Use this tool to:

- Drive Traffic to Your Site
- Announce product or Service Launches
- Share a New Resource
- Reach an Already Engaged Audience

Dedicated Email Stats

- **23,000+ subscribers list**
- Average open rate*: 30.5%
- Average click rate*: 2.8%
- Average click to open rate*: 10.5%
- Average clicks*: 363

*2021 Dedicated Email Results
Commercial UAV News’
Site Display Banners

<table>
<thead>
<tr>
<th>Commercial UAV News Web Traffic</th>
<th>Geographic Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews per month</td>
<td>38,341</td>
</tr>
<tr>
<td>Sessions per month</td>
<td>27,738</td>
</tr>
<tr>
<td>Users per month</td>
<td>20,540</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>1.38</td>
</tr>
<tr>
<td>38% of readers go on to a second article</td>
<td></td>
</tr>
<tr>
<td>Average time per page</td>
<td>3 min 16 sec</td>
</tr>
<tr>
<td>Average time spent per top 10 article</td>
<td>6 min 53 sec</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Average Monthly Impressions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop-Up</td>
<td>25.5K</td>
</tr>
<tr>
<td>Leaderboard &amp; Trailerboard</td>
<td>46.1K</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>34.3K</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>N/A</td>
</tr>
<tr>
<td>In-article Ad</td>
<td>27.1K</td>
</tr>
<tr>
<td>Right-side Rectangle</td>
<td>38.3K</td>
</tr>
</tbody>
</table>

2021 Q4 Stats

ASK US ABOUT VIDEO ADS!

**Average Monthly Impressions**
- Pop-Up: 25.5K
- Leaderboard & Trailerboard: 46.1K
- Medium Rectangle: 34.3K
- Small Rectangle: N/A
- In-article Ad: 27.1K
- Right-side Rectangle: 38.3K

**Geographic Breakdown**
- United States: 49%
- Rest of the World: 51%

**In-article Ad**
- 2021 Q4 Stats
- Pop-up banners average 7 times more clicks than other banners!

[Diagram showing display banners]

**Commercial UAV News’ Site Display Banners**
- Leaderboard (728x90)
- Medium Rectangle (300x250)
- Small Rectangle N/A
- In-article Ad 27.1K
- Right-side Rectangle 2021 Q4 Stats

**Web Traffic**
- Pageviews per month: 38,341
- Sessions per month: 27,738
- Users per month: 20,540
- Pages per visit: 1.38

**Average Time per Page**
- 3 min 16 sec

**Average Time Spent per Top 10 Article**
- 6 min 53 sec

**Connect With Us**
- LinkedIn
- Twitter
- YouTube

**Buyers Guide**
- Learn more about buying a drone today!
Commercial UAV News’ Newsletter Banners

**Commercial UAV News**
*Weekly International E-Newsletter*

<table>
<thead>
<tr>
<th>Subscribers as of November 2021</th>
<th>24,367</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Open (Q4 2021)</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Average Monthly Impressions**

<table>
<thead>
<tr>
<th>Format</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>25.3K</td>
</tr>
<tr>
<td>Banner</td>
<td>21.3K</td>
</tr>
<tr>
<td>Trailerboard</td>
<td>17.8K</td>
</tr>
</tbody>
</table>

**TOP ENGAGEMENT FROM:**

- United Kingdom
- U.S.
- Germany
- India
- Japan
- South Korea
- Australia
- Canada
- France
- South Africa

**Examples of Banners:**

- Banner (728x90)
- Trailerboard (728x90)

**Examples of Engagement:**

- Leaderboard: 25.3K
- Banner: 21.3K
- Trailerboard: 17.8K

**Engagement by Country:**

- India
- U.S.
- Germany
- South Korea
- Japan
- South Africa
- France
- U.S.
- Canada
Sponsored Social Media Package

Take advantage of our social media influence with a sponsored social media package comprised of:

+ One tweet
+ One Facebook post
+ One LinkedIn post

Let us share your message to our engaged social audiences – a perfect complement for any of your marketing campaigns!

Social Media (as of November 12, 2021)

Twitter Followers
8,993

Facebook Followers
11,064

LinkedIn Followers
5,213
The Commercial UAV Products and Services Buyer’s Guide showcases drone solutions for professionals using drones commercially. This version is an interactive, user-driven resource to help people find out about specific UAV technology, capabilities, and businesses.

**LISTING FEATURES**

- **Silver**
- **Gold**
- **Platinum**

- Company Name
- Company Description
- Company Address
- Company Region
- Phone Number
- Website URL
- Industry Categories
- Link to Listing
- Email
- Company Logo
- Hero Image
- Ad Display
- Video Embed
- Featured Listing
- Link to Website

*Starting April 2023 the Buyer’s Guide will be linked to the exhibitor listings with Standard (previously Silver) and Premium (previously Gold & Platinum) listing options. The Buyer’s Guide will become exclusively available to CUAV Expo exhibitors at that point.

**Platinum listings will run through 03/31/2023. In April 2023, Platinum listings will transfer to Premium listings.**