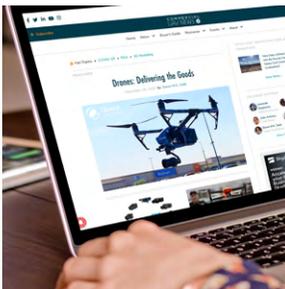


COMMERCIAL  
UAV NEWS 

# 2026 MEDIA KIT

DAILY DISPATCH FOR INDUSTRY INSIGHTS



Produced by **diversified**

[commercialuavnews.com](https://commercialuavnews.com) | [expouav.com](https://expouav.com)

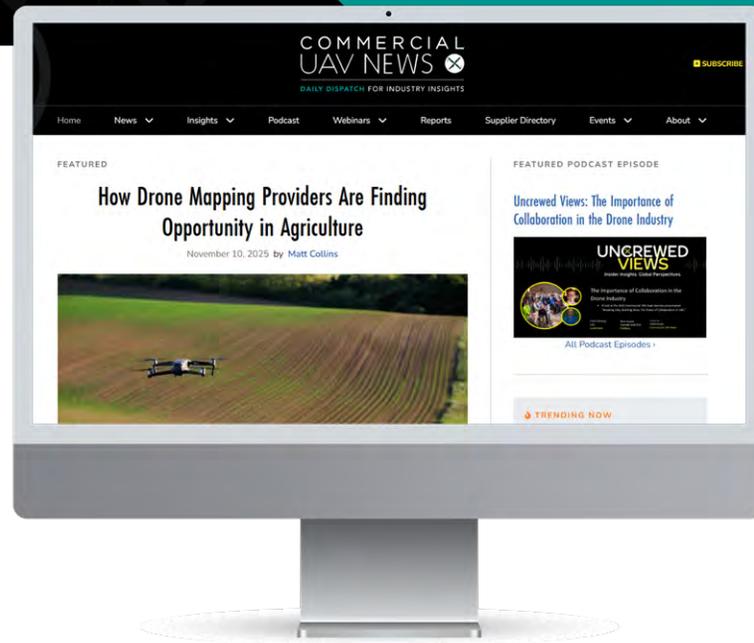
# Introduction

Commercial UAV News is a leading media and information platform focused on the professional drone industry — a news and thought leadership hub for everything happening in commercial drones. We cover the latest developments across key sectors, including energy and utilities, construction, infrastructure and transportation, inspection, public safety, surveying and mapping, agriculture, and more.

Below, you can find a variety of offerings within our digital media portfolio, including placed advertisements within our website or newsletter, direct audio and video communication with our audience via webinars and podcasts, and written communication with sponsored articles. Led by professionals with decades of combined experience in creating, marketing, and selling digital content, our team will go above and beyond to provide the platform you need to position your organization for long-term success. Our digital readership and newsletter subscriber base are continuing to grow, and we have opportunities for organizations or all sizes.

Whether you are looking to build brand awareness, launch a new product, highlight innovative uses of your technology or services, or position your brand as a thought leader in the industry, we will work with you to find the right offering or mix of offerings to fit your needs.

We're looking forward to our future collaboration.



**Matt Collins**  
Content Manager



**Scott Howe**  
Content Specialist



**Erin Sewall**  
Content Specialist



**Carmella Perrone**  
Sales Manager  
CPerrone@divcom.com



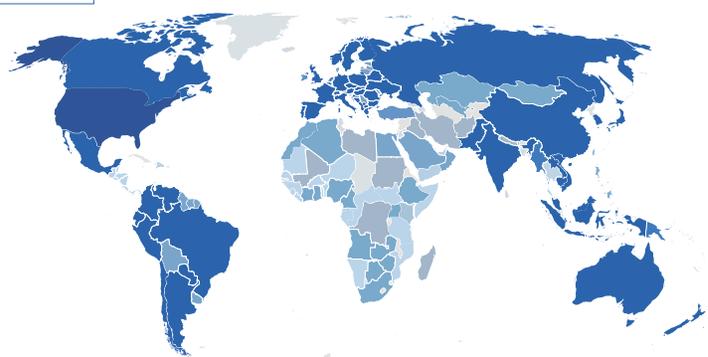
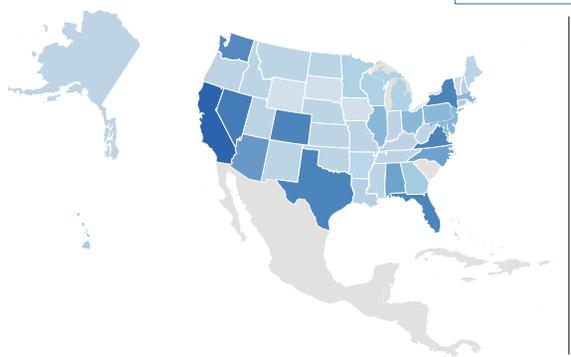
**Dominique Caron**  
Account Executive  
DCaron@divcom.com

# Facts & Figures

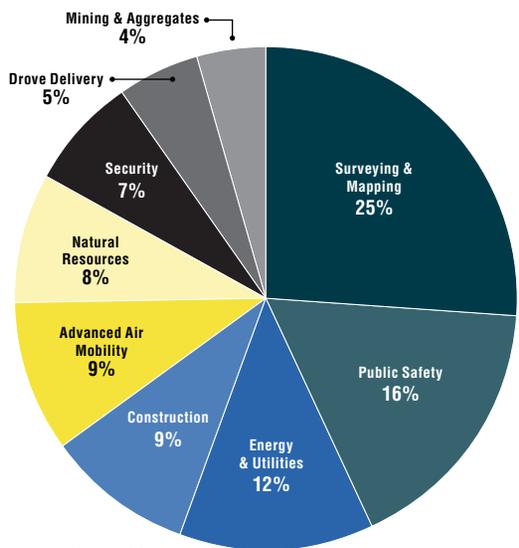


**28,000+**  
Subscribers as of November 2025

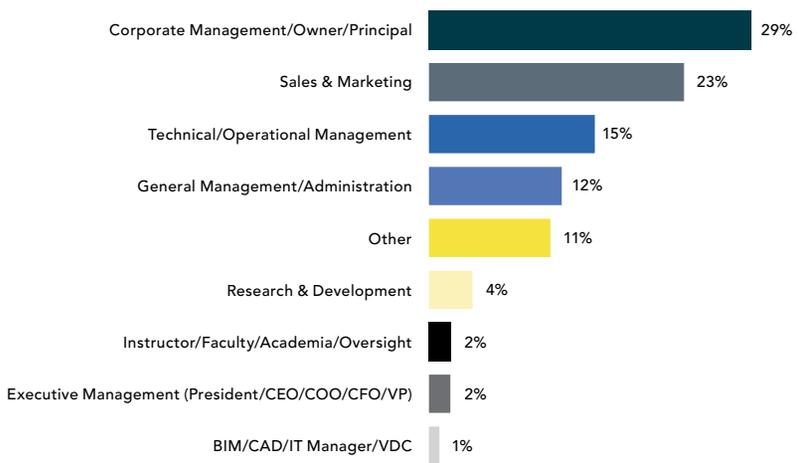
## AUDIENCE DENSITY



## PRIMARY INDUSTRY



## TOP JOB FUNCTION



## SAMPLE JOB TITLES:

- AVIATION SAFETY INSPECTOR/LEAD/ MANAGER
- BUSINESS ADVISOR/CONSULTANT
- DATA ANALYST/SCIENTIST/SPECIALIST/ PROCESSOR
- DRONE/UAS ANALYST/LEAD/ OPERATOR/ SUPERVISOR/SPECIALIST
- FIREFIGHTER/MARSHAL/CAPTAIN/CHIEF
- FORESTER/INVENTORY
- FORESTER GEOLOGIST/ ARCHAEOLOGIST/ HYDROGEOLOGIST/ ECOLOGIST/
- GEOPHYSICIST
- GEOSPATIAL ANALYST/TECHNICIAN/ SCIENTIST/SPECIALIST/LEAD
- GIS (MANAGER, SCIENTIST, ANALYST, SPECIALIST, TECHNICIAN)
- LINEMAN SUPERVISOR
- PARTNER (MANAGING/FOUNDER/ASSOCIATE)
- PHOTOGRAMMETRIST
- PIPING DESIGN LEAD
- POLICE CAPTAIN/LIEUTENANT/ SERGEANT/DETECTIVE
- PRECISION AGRICULTURE SPECIALIST
- PRESS/MEDIA/EDITOR/WRITER
- REMOTE SENSING ANALYST/DIRECTOR/ LEAD/TECHNICIAN/OPERATOR
- REMOTE PILOT IN COMMAND (RPIC)
- REMOTE SENSING ANALYST/DIRECTOR/ LEAD/TECHNICIAN/OPERATOR
- RESEARCHER (PRINCIPAL/CHIEF/DIRECTOR)
- SERVICE PROVIDER
- SOLUTION ARCHITECT/ENGINEER/ SOFTWARE DEVELOPER
- SUPERINTENDENT ELECTRIC
- TECHNOLOGY OFFICER/SPECIALIST/ STRATEGIST/ANALYST
- TOWER SITES INSPECTOR TRADE COMMISSIONER/INVESTMENT/ ECONOMIST

Information is based on available 2025 Commercial UAV News subscriber data.

# Webinars & Reports



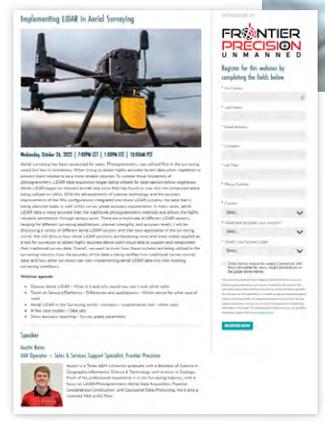
## Turnkey Webinar

Host your live webinar with Commercial UAV News, fully produced and managed by our expert team. We handle planning, promotion, logistics, and follow-up to minimize your workload and maximize your brand's visibility in the commercial drone industry.

### The value you obtain:

- Live webinar produced by Commercial UAV News
- Full technical support and webinar management
- Interactive Q&A with live audience
- Lead gen landing page with detailed contact form including name, title, company, email, phone number, state, and country
- Two promo emails to 28,000+ subscribers
- Reminder and follow-up emails with on-demand link
- Social posts on LinkedIn, X, and Facebook
- Newsletter banner promotion
- On-demand access after the event

\*On-demand leads list available up to three months after live recording  
 \*\*Banner advertisement creative provided by sponsor



## Syndicated Report

Position your report in front of a highly engaged audience of UAV professionals by featuring it on Commercial UAV News. With our industry expertise and targeted reach, you'll showcase your expertise, attract qualified leads, and connect with decision-makers in the commercial drone space.

### The value you obtain:

- Receive a customized landing page with a lead gen form including name, title, company, email, phone number, state, and country
- Two dedicated emails sent to Commercial UAV News 28,000+ subscribers to promote registrations
- Three social media posts via LinkedIn, X, and Facebook
- Three months of banners in the Commercial UAV News Newsletters and news site

**\$6,900**

2 month lead time preferred

**BONUS!**  
 Commercial UAV content and marketing experts are here to help optimize your webinar titles, descriptions, and advertisements for maximum impact.

**\$4,500**

3 week lead time preferred

CHECK OUT SOME OF THE PREVIOUS WEBINARS

VIEW PREVIOUS WHITEPAPERS

# Custom Content

## Featured article & guest post

Our custom content enables you to share your expertise with your target audience. The content can focus on a particular service or product, follow a case study, or cover any other aspect you'd like to highlight. Contribute a pre-written guest post, or work with our content team on a featured article.

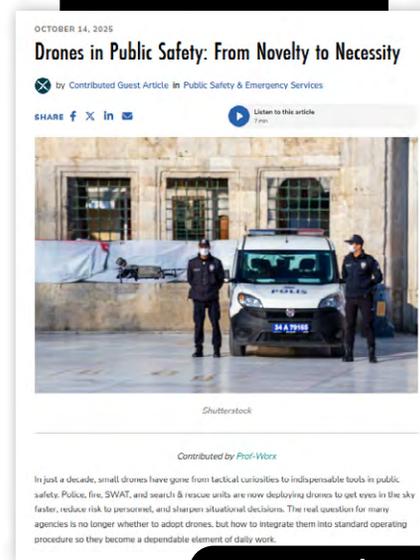
- Increase brand awareness through engaging content by collaborating with Commercial UAV News
- Educate your audience, highlight your business's expertise in the industry, and boost brand awareness, all while generating warm leads for your sales pipeline
- Our editorial team crafts your story for over 28,000 industry professionals, showcasing your product's value
- Articles appear in our weekly newsletter and remain indefinitely on the news site, averaging 400 views with a 5-minute read time
- Work with our editorial team to determine article format and focus to effectively convey your messaging

EXPLORE ARTICLES 

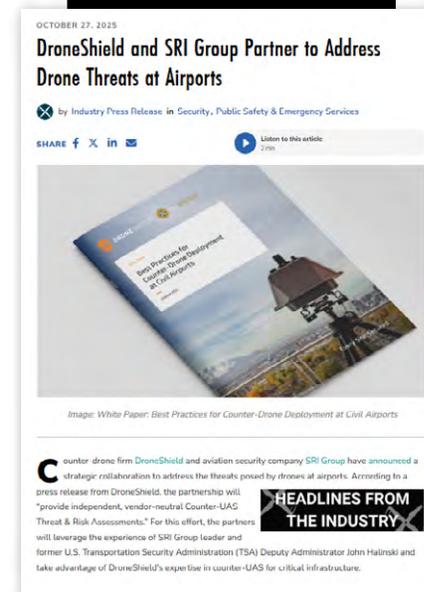
**\$1,950**

Two week lead time preferred

### Guest Post



### Featured Article



HEADLINES FROM THE INDUSTRY

# Sponsored Email

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

- Drive traffic to your site
- Announce product or service launches
- Share a new resource
- Reach an already engaged audience
- 28,000 + highly qualified and engaged audience

## Dedicated Email Stats



 **28,000+** subscribers list

Average open rate*	<b>32.4%</b>	Average click rate*	<b>2.3%</b>	Average click to open rate*	<b>7%</b>
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\*2025 Sponsored Email Results

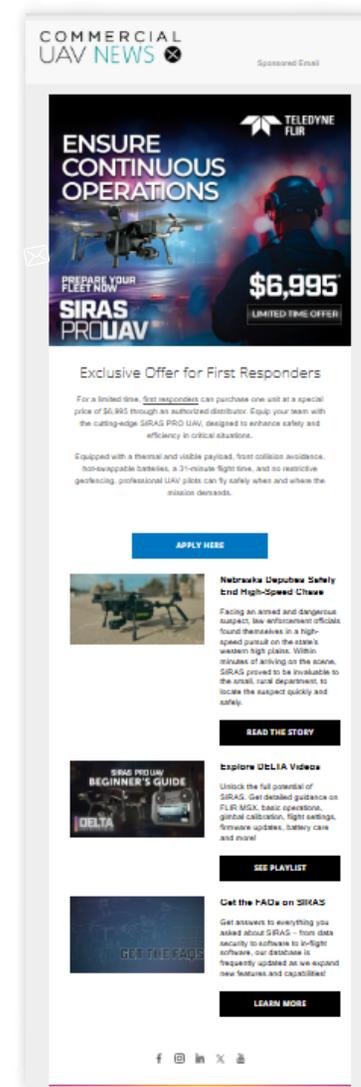
# \$4,225

2 week lead time preferred

## WHY COMPANIES UTILIZE SPONSORED EMAILS



- ✓ Promote upcoming events or webinars
- ✓ Announce product launches
- ✓ Promote products
- ✓ Company announcements



 **Reach out** for date availability to secure your send date!

# Newsletter & Site Display Banners

Prices range from **\$550-\$3,600**

## NEWS SITE

Ad Positions	CTR%
Leaderboard	.14%
In-Article Ad	.13%
Med. Rectangle	.03%
Pop Up	2.5%
Leaderboard	0.11%

## NEWSLETTER

Average Open Rate **35.55%**

Average Click to Open Rate **8.36%**

Average Click Rate **3%**

# Social Media Package

(Follower stats as of November 2025)



One LinkedIn post  
**17,517**  
LinkedIn Followers



One Facebook post  
**12,000**  
Facebook Followers

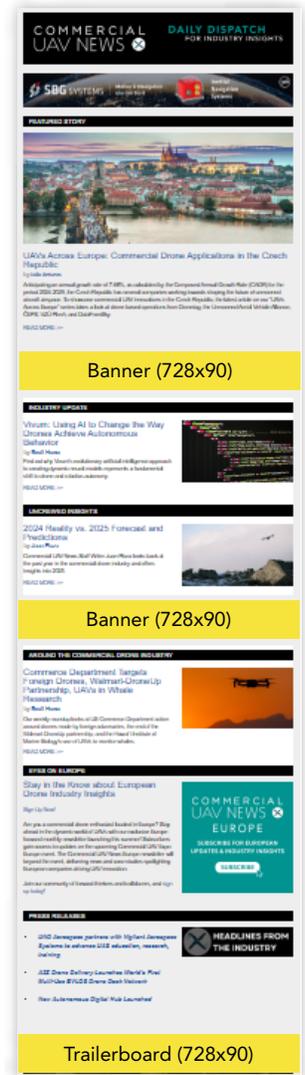
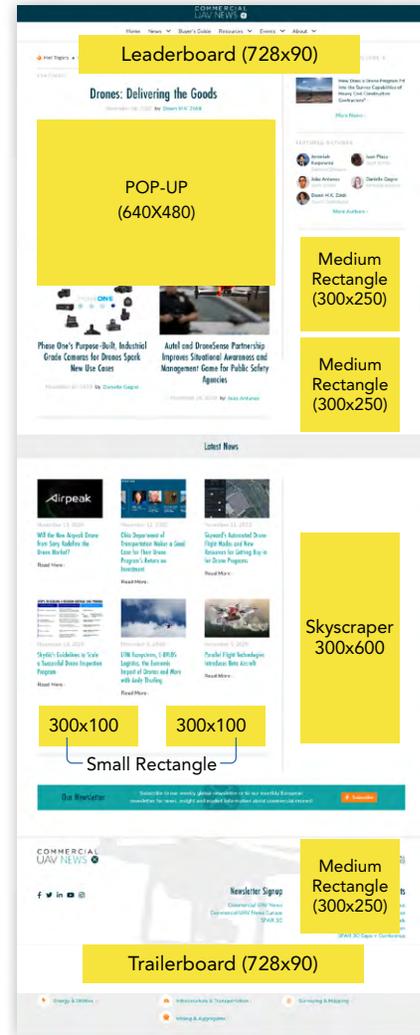


One post  
**11,000**  
X Followers



One Instagram post  
**4,737**  
Instagram Followers

**\$550**



# Technology Spotlight

**\$3,150**



Banner Ad



Banner Ad

An opportunity to have your content featured in a themed special edition of the Commercial UAV News Newsletter. Each month, a different technology or theme will be featured and distributed to the Commercial UAV News Newsletter audience.

### Package Includes:

- Branded newsletter header image, e.g., "Technology Spotlight presented by..."
- Featured Article written by Commercial UAV News Editorial - Top Position
- Full-site branding for one week with a Commercial UAV News homepage "skin" takeover
- 728x90 - Leaderboard Banner Ad
- 728x90 - Mid Level Banner Ad
- 728x90 - Trailerboard Banner Ad

Newsletter  
Subscribers:  
**28,000+**

Avg. Open Rate:  
**35.4%**

Spotlight Theme	Issue Date
Batteries/Power Systems	March
Lidar	April
GNSS/Positioning Hardware	May
Data Processing Software	June
Drone/Airframe	July
Flight Planning/Mission Control Software	August
Obstacle Avoidance	September
Communications/Connectivity Systems	October
Drone-in-a-box	November
AI-powered software	December

# News Homepage Takeover

Put your brand front and center with a full-site takeover. Commercial UAV News "skin" offers maximum visibility by wrapping your brand around the entire site, reaching thousands of engaged commercial & industrial drone professionals as they explore the latest industry news.



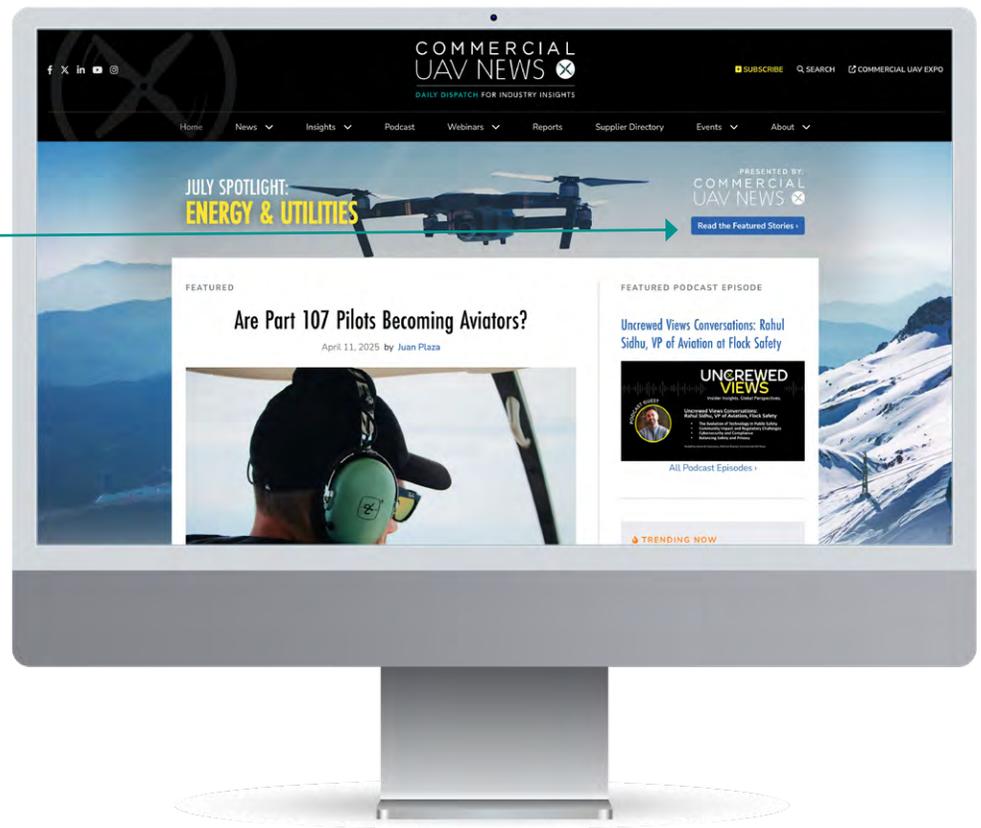
**34K**  
Average Active Users on  
Commercial UAV News  
each month

PRESENTED BY:  
**COMMERCIAL UAV NEWS**

[Read the Featured Stories >](#)

NEW  
THIS  
YEAR

**\$4,500**



# Podcast Episode

## UNCREWED VIEWS

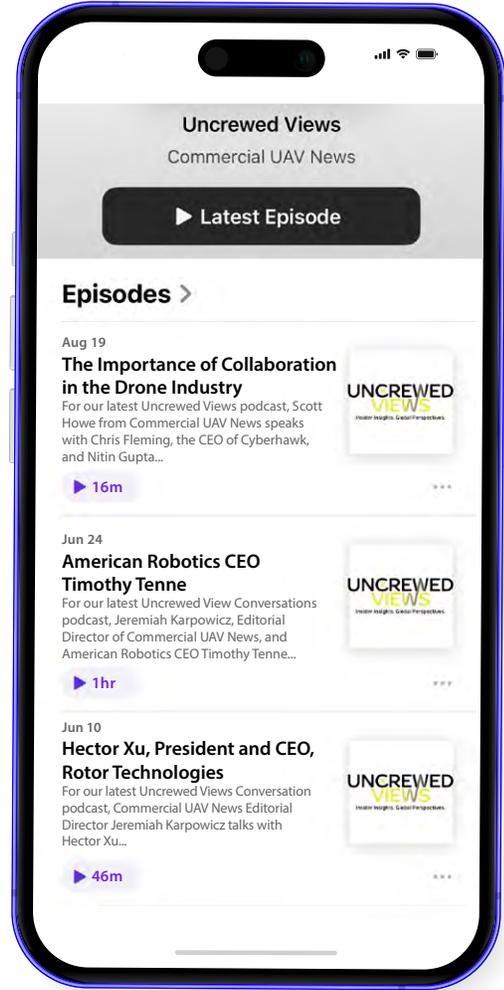
Insider Insights. Global Perspectives.

Commercial UAV News brings together industry insiders—the engineers, the regulators, the standards builders, the thought leaders, and innovators—to talk about what commercial drone professionals and stakeholders need to know to go beyond the buzzwords and jargon.

Discuss what really matters to operators and organizations when it comes to using drones to perform numerous tasks in faster, cheaper and/or safer ways that define real-world value with a sponsored podcast.

Listen Today 

**\$750**



FOLLOWERS	292	198
STREAMS	11.5K	2,772

### TOP EPISODES in 2025

- AMERICAN ROBOTICS CEO TIMOTHY TENNE
- DRONES AS FIRST RESPONDERS, TARIFFS, NEW BUSINESS APPROACHES
- CONVERSATIONS: RAHUL SIDHU, VP OF AVIATION AT FLOCK SAFETY

### SPOTIFY LISTENER AGE BRACKET

18-22	3%
23-27	9%
28-34	21%
35-44	24%
45-59	36%
60+	6%



# Reach out today to discuss...

- Bundle options
- Amplifying your digital exposure
- Leveraging Commercial UAV Expo and Commercial UAV News to broaden brand exposure

# Elevate your personal brand and accomplish more with Commercial UAV News!

Contact the sales team for more information:



**Carmella Perrone**  
 Sales Manager  
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 +1 207.842.5423



**Dominique Caron**  
 Account Executive  
 DCaron@divcom.com  
 +1 207.842.5404

# COMMERCIAL UAV NEWS:

## More than just a news site



Leverage leading industry events reinforced by year-round reporting and insights, professionals rely on. This international tradeshow and conference bring together top professionals from the commercial and industrial drone industry.

Connect with peers, gain valuable insights through a comprehensive conference program, and explore cutting-edge technologies in the exhibit hall showcasing the latest advancements in the commercial UAS space.

