



MEDIA KIT



4th Edition



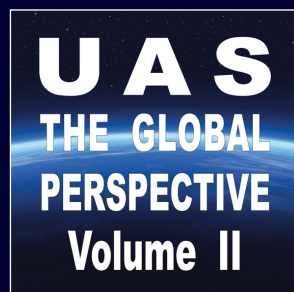
3rd Edition



5th Edition



20th Edition



20th Edition

ELECTRONIC PUBLICATIONS

Coming Out In January 2025

PRO UAS

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SIRET: 923 734 909 00016 | EU VAT Nr: FR02923734909



COMING OUT IN JANUARY 2025

**PRO
UAS**

**Promoting
Awareness & Comprehension**



The Ecosystem Constituency

4TH Edition

Concise overview of the UAS ecosystem: The community of companies and organisations (*private & public*) interacting with one another and involved, directly or indirectly, with making UAS operations possible, safe, compliant with the applicable regulations (*incl. privacy, data protection, security*), sustainable, and societally acceptable, on a national, European & international level.

35 Figures & Tables



VTOL Airframe Configurations

3RD Edition

Definition, categorization & classification of VTOL UAS for all applications (*incl. the transport of cargo & passengers*) - **3 Categories** (designed for payload integration, cargo transport, passenger transport) - **6 Aircraft types** [*Rotorcraft (helicopters, gyrocopters, multicopters, pluricopters), fixed wing aircraft with (boom-mounted) lift rotors, tilt wing aircraft (rotors & fans), transitioning wing, no wings/no rotors, lighter-than-air*] - **40+ aircraft classes**.

187+ Configurations | 178+ Producers | 206+ Photos



A Holistic View

5TH Edition

- ◆ General information
- ◆ 25 Market sectors
- ◆ Flight operation characteristics: Type of operator, Location of operation, Type of flight, Flight envelopes, Flight zones
- ◆ Flight mission examples in all market sectors
- ◆ Principal terms & explanations
- ◆ 32 Flight mission purposes

35 Tables | 212+ Photos

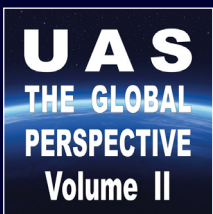


Referencing UAS

20TH Edition

- ◆ Professional UAS (*producer, country, designation, specs*): **All types, sizes & masses, in development or production, for all applications** [*incl. transport (cargo & passengers)*], from all countries
- ◆ Remote Self-Charging Stations
- ◆ Legacy systems

777+ Producers | 4315+ UAS | 1173+ Photos



Referencing UAS-related Products

20TH Edition

- ◆ 203+ UAS elements [*launchers; recovery systems (parachutes; auto-land systems; arresting nets/cables)*]
- ◆ 2224+ UA sub-systems [*imaging & non-imaging payloads; engines & motors; airborne equipment (autopilots; navigation & flight control systems)*]
- ◆ 533+ Counter-UAS systems

443+ Producers | 2960+ Products | 414+ Photos



DISTRIBUTION

In electronic format (PDF)



READERSHIP

The PRO-UAS contact database (30 000 persons in the below-mentioned categories)

CORPORATE ENTITIES	
UAS Integrators & Manufacturers	Design & Engineering; Insurance; Legal Matters; MRO; Operation manual suppliers; Software developers; Think tanks Standard Development Organisations Distributors & Agents Research, Science & Academic Organisations Aerial Work Customers NON-CORPORATE ENTITIES International [UN agencies involved with aviation (ICAO), peacekeeping, humanitarian relief, treaty monitoring, election monitoring; international stakeholder orgs (JARUS); NGOs] European [European Parliament, EC Directorate Generals & EU Agencies, EUROCONTROL, NAARIC, European & international stakeholder associations, federations & unions] National [Ministries, aviation authorities, police, fire fighting organisations, customs authorities, border guards, coast guard, civil protection (disaster relief) organisations, humanitarian relief organisations, environmental protection authorities, agricultural policy monitoring agencies, cadastral agencies, mapping authorities, critical infrastructure monitoring agencies, stakeholder associations, federations & working groups]
Manufacturers of UAS Elements	
Launch & Recovery Systems; Remote Pilot Stations; Remote Video Terminals; Self-Charging Stations; Tethering Systems	
Manufacturers of UAS Sub-systems & Components	
Autopilots; C3; Engines; Navigation & Flight Controls; Payloads (imaging & non-imaging)	
Manufacturers of ATM / U-space / UTM Systems	
Manufacturers of Counter-UAS Systems	
RPAS Operators: Commercial Aerial Work	
Non-Commercial Aerial Work	
[incl. corporate operations]	
Training, Instruction, Education, Examination Organisations	
Test & Demonstration Sites	
Assessment/Qualification Organisations & Notified Bodies	
Flight-related Service Providers	
Aeronautical information; ANSP; Communication; ATM/U-space/UTM; Operational risk analysis; UAM/U-space	
Other Services	
Artificial Intelligence; Consulting; Data & image processing;	

CIRCULATION - 152 COUNTRIES

Europe	60,2%	Asia - Far East	6,9%	Middle East	4,3%	Africa	2,9%
North America	14,3%	Central & S. America	5%	Central & S. Asia	3,9%	Oceania	2,6%

Europe: Albania - Austria - Belgium - Bosnia & Herzegovina - Bulgaria - Croatia - Cyprus - Czech Rep. - Denmark - Estonia - Finland - France - Germany - Greece - Hungary - Iceland - Ireland - Italy - Latvia - Liechtenstein - Lithuania - Luxembourg - Macedonia - Malta - Monaco - Netherlands - Norway - Poland - Portugal - Romania - Serbia - Slovak Rep. - Slovenia - Spain - Sweden - Switzerland - Ukraine - United Kingdom

North America: Canada, United States of America

Asia - Far East: Brunei Darussalam - Cambodia - China - Hong Kong - Indonesia - Japan - Laos (PDR) - Malaysia - Myanmar - Philippines - Singapore - South Korea - Taiwan - Thailand - Vietnam

Caribbean, Central & South America: Argentina - Bolivia - Brazil - Cayman Islands - Chile - Colombia - Costa Rica - Curaçao - Dominican Rep. - Ecuador - French Guyana - Guadeloupe - Guatemala - Haiti - Jamaica - Martinique - Mexico - Panama - Paraguay - Peru - Puerto Rico - St. Martin - Suriname - Trinidad & Tobago - Uruguay - Venezuela

Middle East: Bahrain - Iran - Iraq - Israel - Jordan - Kuwait - Lebanon - Qatar - Oman - Saudi Arabia - Syrian Arab Rep. - Turkey - United Arab Emirates

Central & South Asia: Armenia - Azerbaijan - Bangladesh - Belarus - Bhutan - Georgia - India - Kazakhstan - Kyrgyzstan - Maldives - Moldova - Mongolia - Nepal - Pakistan - Sri Lanka - Turkmenistan

Oceania: Australia - Fiji - French Polynesia - New Caledonia - New Zealand

Africa: Algeria - Angola - Benin - Botswana - Burkina Faso - Burundi - Congo (DR) - Côte d'Ivoire - Djibouti - Egypt - Ethiopia - Gabon - Ghana - Kenya - Liberia - Libya - Malawi - Mali - Mauritius - Morocco - Mozambique - Namibia - Niger - Nigeria - Réunion - Rwanda - Seychelles - Senegal - Sierra Leone - South Africa - Tanzania - Tunisia - Uganda - Zambia - Zimbabwe



ADVERTISING RATES & DISCOUNTS

PRO UAS

Rates in Euro (€) - Excl. VAT For 1 advertisement in 1 publication	1/1 Page	1/2 Page Horizontal	1/4 Page Horizontal
The UAS Ecosystem VTOL UAS Professional UAS Operations UAS: The Global Perspective - Vol. I UAS: The Global Perspective - Vol. II	€ 800	€ 500	€ 250
Duration of advertisement posting	12 months		

DISCOUNTS

Early Bird - Order received prior to 1 July 2024: 10% discount

Multi-Pub A - Same advert in 2 publications: 10% discount

Multi-Pub B - Same advert in 3 publications: 15% discount

Multi-Pub C - Same advert in 4 publications: 20% discount

Multi-Pub D - Same advert in 5 publications: 25% discount

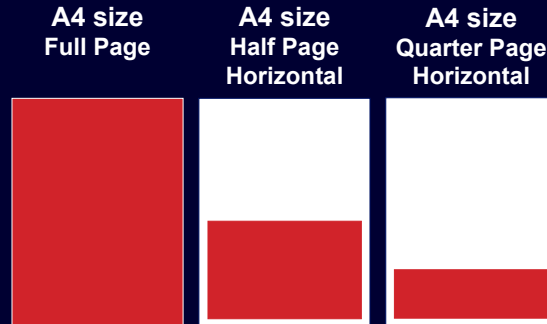
Note: Early Bird & Multi-Pub discounts will be cumulated

Early Bird Discount	If an advertisement order is received prior to 1 July 2024 , a discount of 10% will be granted.
Agency Commission	Indicated advertising rates do not include a commission for an advertising agency. If an agency commission is required, such commission should be added to the indicated prices.
Currency	All invoices will be issued in Euro (€).
Booking	Advertisement bookings must be made by completing the Advertisement Order Form (see page 6). This completed, dated & signed order form is to be transmitted by email to PRO-UAS. Receipt of the completed advertisement booking is confirmed by means of an invoice sent by email by the Publisher.
Receipt Deadlines	Early Bird: Advert order: 12.00 noon (CET) - 1 July 2024 Advert copy: 12.00 noon (CET) - 6 December 2024 Payment: 12.00 noon (CET) - 6 December 2024 Standard: Advert order: 12.00 noon (CET) - 6 December 2024 Advert copy: 12.00 noon (CET) - 6 December 2024 Payment: 12.00 noon (CET) - 6 December 2024
Technical Information	All technical information will be sent to Advertiser by email together with the order confirmation (invoice), immediately after receipt of the completed Advertisement Booking Form.
Special Positions	Selected special positions, as indicated on the Advertisement Order Form, will be allocated on a "first come, first served" basis (at no additional cost).
Duration	The ordered advertisement will remain in the electronic publication for a period of 12 months.
Voucher Copy	All advertisers, irrespective of the size of the advertisement booked, will receive a voucher copy (in PDF format) of the publication(s) in which their advertisement has been placed.
Special Condition	If notification of receipt of payment of a booked advertisement has not been received by the Publisher from it's bank before the applicable deadline, the Publisher may decide to not publish the advertisement.

For Additional Information Contact: Peter van Blyenburgh - pvb@pro-uas.com



TECHNICAL & ADVERTISING INSTRUCTIONS



Measurements	mm	mm	mm
Trim (HxW)	297 x 210	132 x 180	66 x 180
Bleed (HxW)	307 x 220		
Print Space (HxW)	297 x 210	132 x 180	66 x 180

- The advertisement copy (publicity insert) should be supplied in PDF, EPS, TIFF, JPEG, or PNG and should be saved at 300 dpi.
- PRO-UAS operates in a PC environment and consequently cannot accept Mac files.
- If you want to submit elements for an advertisement to be designed and produced by PRO-UAS, please contact us.
- Publicity inserts on CD-Rom, or DVD, or memory sticks, are to be sent to PRO-UAS.
- For downloading publicity inserts by FTP from your

site, please supply the FTP address & file name to PRO-UAS by email.

- Electronic advert submissions can of course also be made by means of large file transmission services (e.g. WeTransfer).
- For any further questions relating to the supply of publicity inserts, please contact PRO-UAS.
- The deadline for advert receipt is imperative & final.
- Orders must imperatively be placed by submitting the completed, signed & dated Advertisement Order Form (see page 6).

DEADLINE

Receipt of Advertisement Copy (incl. for Early Bird orders)

The UAS Ecosystem	12.00 (noon) CET - 6 December 2024
VTOL UAS	12.00 (noon) CET - 6 December 2024
Professional UAS Operations	12.00 (noon) CET - 6 December 2024
UAS: The Global Perspective - Volume I	12.00 (noon) CET - 6 December 2024
UAS: The Global Perspective - Volume II	12.00 (noon) CET - 6 December 2024

Additional Information - Contact: Peter van Blyenburgh - pvb@pro-uas.com



ADVERTISEMENT ORDER FORM



Deadline for Receipt of Order Form, Payment & Advertisement Copy

12.00 noon CET - 6 Dec. 2024

ADVERTISING COMPANY

Your Order Nr (if applicable):

Company

Company Contact Ms Mr Name

Postal Address

City State/Province (Australia, Canada, USA)

Postal/Zip Code Country

Telephone Mobile

Email

VAT Identification Nr (Obligatory for companies in EU countries)

PUBLICITY AGENCY (if applicable)

Agency

Agency Contact Ms Mr Name

Postal Address

City State/Province (Australia, Canada, USA)

Postal/Zip Code Country

Telephone Mobile

Email

VAT Identification Nr (Obligatory for companies in EU countries)

Acting on Behalf of (Fill in the name of company that is advertising)

ADVERTISEMENT(S) ORDERED

Publication Selection [tick box(es) corresponding with the publication(s) in which you desire to place an advert]

- The UAS Ecosystem UAS: The Global Perspective - Vol. I
- VTOL UAS UAS: The Global Perspective - Vol. II
- Professional UAS Operations

Advert Size 1/1 page 1/2 page, horizontal 1/4 page, horizontal

Special Position Inside front cover (Qty available: 1) Opposite inside front cover (Qty available: 1)

(first come, Opposite table of contents (Qty avail.: 1) Opposite inside back cover (Qty available: 1)

first served) Inside back cover (Qty available: 1)

Note: Only 1/1 full page adverts qualify for special positions

Payment Bank Transfer

Order Confirmation To be sent to Company Agency

For attention of

Email

Invoice To be issued in name of Company Agency

To be sent to Company Agency

Voucher copy To be sent to Company Agency

The person submitting this completed order form has read and understood this Media Kit, accepts the Publisher's Terms & Conditions, and confirms that he/she is an authorized signatory for his/her company/organisation.

Submitter Name Ms Mr Name

Email address

Submission Date 2024

Email Completed Order Form to pvb@pro-uas.com



TERMS & CONDITIONS

**PRO
UAS**

In these Terms & Conditions, "Publisher" means Peter van Blyenburgh; "Advertiser" means the advertising company or its agent; "Publisher" and "Advertiser" are collectively designated as the "Parties"; "Publication" means the **upcoming editions** of the publications titled: "UAS Ecosystem", "VTOL UAS", "Professional UAS Operations", "UAS: The Global Perspective - Volume I", "UAS: The Global Perspective - Volume II"; "Publicity Insert" is the document supplied by the Advertiser for placement in the Publication(s); "Advertisement" means the Publicity Insert placed in the advertising space booked by the Advertiser in the Publication by means of the Advertisement Order Form.

- 01 The receipt by the Publisher of the Advertisement Order Form completed by the Advertiser, and the receipt by the Advertiser of the confirmation of his order by means of the corresponding invoice issued by the Publisher, constitute a contract binding the Parties.
- 02 All invoices are issued in Euro (€), and will be payable in Euro (€) in accordance with the payment instructions indicated on the invoice.
- 03 All cheques must be made out in Euro (€) and made payable in France to Peter van Blyenburgh and sent to the Publisher at the address appearing on the invoice.
- 04 The Advertiser must supply the Publicity Insert to the Publisher in the specified format and dimensions before the deadline indicated on the order form.
- 05 In the case the Publicity Insert is not received within the stated deadline, the Publisher may decide to again publish a former advertisement already held by the Publisher or to print the name and address of the Advertiser instead of the not-received Publicity Insert without any liability for or any possible recourse against the Publisher.
- 06 Should a Publicity Insert not be supplied by the Advertiser in the specified format and require additional work to make it publishable, the possible additional processing costs will be for the account of the Advertiser.
- 07 Should a Publicity Insert not be supplied by the Advertiser in an acceptable quality, the Publisher may decide to again publish a former advertisement already held by the Publisher or to print the name and address of the Advertiser instead of the not-received Publicity Insert without any liability for or any possible recourse against the Publisher.
- 08 Cancellations of booked Advertisements can be accepted only if made in writing and if received not later than 15 days prior to the payment deadline indicated on the order form. Cancellations received after this date are subject to an adjustment fee equivalent to fifty percent (50%) of the booked Advertisement.
- 09 Special positions are available on a first come/first go basis and must be agreed to in writing by the Publisher.
- 10 The Publisher cannot be held responsible for non-respect of alterations or corrections to Publicity Inserts if they are supplied & received after the specified Publicity Insert deadline.
- 11 All production work handled by the Publisher, including the production of a Publicity Insertion on request of the Advertiser, will be charged to the Advertiser.
- 12 Advertising copy that may be mistaken for non-advertising material (Advertorials) will be published with the mention "Advertisement" in the margin.
- 13 The Publisher reserves the right to refuse or cancel any Advertisement without any reason or notice, (returning any money paid by the Advertiser).
- 14 The Publisher reserves the right to modify the editorial

layout and planned publication content, and to alter or postpone the publication date.

- 15 The Publisher is not responsible for any loss howsoever occasioned as a result of delay or failure to publish the Publication.
- 16 The Publisher cannot take any responsibility for the accuracy of advertising copy given verbally to the Publisher. The Publisher is not responsible for any misspellings or other errors in Advertisements.
- 17 The Advertiser must notify the Publisher in writing of any complaints it has or receives regarding the Advertisement within twenty eight (28) days of the Publication Date.
- 18 The Advertiser indemnifies the Publisher in respect of any loss, expense, cost or damage incurred or suffered by the Publisher as a result of any claim made against the Publisher arising from the Advertisement. The Publisher will consult with the Advertiser on the way in which any such complaints are to be handled.
- 19 Advertisers' material is held by the Publisher at the Advertiser's risk. The Publisher will retain such material for up to six (6) months and reserves the right to destroy them thereafter, if their return is not requested in writing by the Advertiser within six (6) months of the Publication Date.
- 20 The Advertiser hereby warrants to the Publisher that its Advertisements are in no way whatsoever a violation of any existing copyright and that they contain nothing illegal, defamatory, objectionable, indecent or libellous, and hereby indemnifies the Publisher against any loss, injury or damage which may be occasioned to the Publisher in consequence of any breach of this warranty arising from the placing of its Advertisement in the Publisher's publications.
- 21 Payment of invoices for an Advertisement must be received before the deadline indicated on the order form.
- 22 If notification of receipt of payment of a booked Advertisement made by bank transfer has not been received by the Publisher from his bank before the deadline indicated on the order form, the relevant Advertisement will not be published. Nevertheless, should the Publisher exceptionally decide to publish an Advertisement for which payment has not been received, the Publisher reserves the right to charge interest on the outstanding invoice amount at the cumulative rate of one and one half percent (1,5%) per month, or part of month, counted from the date when the invoice was due for payment, until payment is actually received by the Publisher.
- 23 A single voucher copy in electronic format (PDF) of the Publication(s) in which an Advertisement has been placed will be provided to the Advertiser or its agency.
- 24 The Publisher may charge the Advertiser the cost of enforcing any of its rights against the Advertiser for non-payment of outstanding debts in accordance with the Publisher's credit terms, including any expenses incurred by reason of the Advertiser's breach of its contractual and legal obligations. Should the Publisher refer an outstanding account to either a debt collection agency or solicitors for collection, then any possible future business to be transacted with that Advertiser will be entirely at the discretion of the Publisher.
- 25 These terms and conditions contain all the contractual terms with the exclusion of all other terms.
- 26 All disputes between the Parties concerning these terms and conditions are bound by the Laws of France and subject to the jurisdiction of the French courts.

