

# **MEDIA KIT**



20<sup>th</sup> Edition



3<sup>rd</sup> Edition

## **ELECTRONIC PUBLICATIONS**

**Coming Out In February 2025**

**PRO UAS**

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**COMING OUT IN FEBR. 2025**

**International UAS Directories**

**New Layout & Updated Content**

**PRO  
UAS**

**> 2000 UAS & Photos > 750 Producers > 66 Countries**

**Industry  
Overview**

**UAS  
THE GLOBAL  
PERSPECTIVE  
Volume I**

**20<sup>TH</sup> Edition**

**VTOL  
UAS**

**Sector  
Focus**

**3<sup>RD</sup> Edition**

<b>UAS Concerned</b>	All types, sizes, masses, propulsion methods, launch & recovery systems, for all applications, in development/production in all countries		
<b>◆ Master Table Supplying Following Information - Alphabetically by Producer</b>			
<b>System Producer</b>			
<b>Country</b>			
<b>System Designation / Name</b>			
<b>Usage Categories</b>	Aerial Work Passenger Transport	Cargo Transport Governmental & Military	
<b>Status</b>	Conceptual Prototype Market Ready	In Development Demonstrator In Production	Experimental Research Project
<b>Airframe Type</b>	Fixed wing aircraft Motorised parafoil Rotorcraft	Fixed wing with lift rotors No wings/no rotors Tilt wing	Lighter-than-air Ornithopter Transitioning wing
<b>Rotorcraft Class</b>	Bicopter Gyroplane Pluricopter (>10 rotors) Tailsitter	Birotor Coaxial Monocopter Tandem Ducted Rotors Tethered	Birotor Intermeshing Multicopter (<10 rotors) Tandem Rotor Drone-in-a-box
<b>Propulsion</b>	Electric Jet / Turbine	Piston Other	Hybrid
<b>Fuel / Energy</b>	AvGas Gasoline Solar Panel Other	Battery Heavy Fuel 2-Stroke	Fuel Cell Nitrogen 4-Stroke
<b>Command &amp; Control</b>	Manual	Programmed/Automatic	SatCom enabled
<b>Control Range</b>	in km		
<b>Flight Endurance</b>	in minutes & km		
<b>Maximum Cruise Speed</b>	in km/h		
<b>Maximum Take-Off Weight</b>	in kg		
<b>Payload Capacity</b>	in kg and/or quantity of passengers		
<b>Mission Payload</b>	Imaging Other (non-military)	Sensing & Measurement Other (military)	

**◆ Individual UAS Datasheets (Specifications + Photos)**

**◆ Terminology & Explanations**

**◆ Data Interpretation With Multiple Tables, Charts & Pictograms**



# DISTRIBUTION

In electronic format (PDF)



## READERSHIP

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

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

## CIRCULATION - 152 COUNTRIES

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

<b>Europe:</b> 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
<b>North America:</b> Canada, United States of America
<b>Asia - Far East:</b> Brunei Darussalam - Cambodia - China - Hong Kong - Indonesia - Japan - Laos (PDR) - Malaysia - Myanmar - Philippines - Singapore - South Korea - Taiwan - Thailand - Vietnam
<b>Caribbean, Central &amp; South America:</b> Argentina - Bolivia - Brazil - Cayman Islands - Chile - Colombia - Costa Rica - Curaçao - Dominican Rep. - Ecuador - French Guyana - Guadeloupe - Guatamala - Haiti - Jamaica - Martinique - Mexico - Panama - Paraguay - Peru - Puerto Rico - St. Martin - Suriname - Trinidad & Tobago - Uruguay - Venezuela
<b>Middle East:</b> Bahrain - Iran - Iraq - Israel - Jordan - Kuwait - Lebanon - Qatar - Oman - Saudi Arabia - Syrian Arab Rep. - Turkey - United Arab Emirates
<b>Central &amp; South Asia:</b> Armenia - Azerbaijan - Bangladesh - Belarus - Bhutan - Georgia - India - Kazakhstan - Kyrgyzstan - Maldives - Moldova - Mongolia - Nepal - Pakistan - Sri Lanka - Turkmenistan
<b>Oceania:</b> Australia - Fiji - French Polynesia - New Caledonia - New Zealand
<b>Africa:</b> 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
VTOL UAS UAS: The Global Perspective - Vol. I	€ 800	€ 500	€ 250
Duration of advertisement posting	12 months		

### DISCOUNTS

Early Bird - Order received prior to **1 Dec. 2024**: 10% discount

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

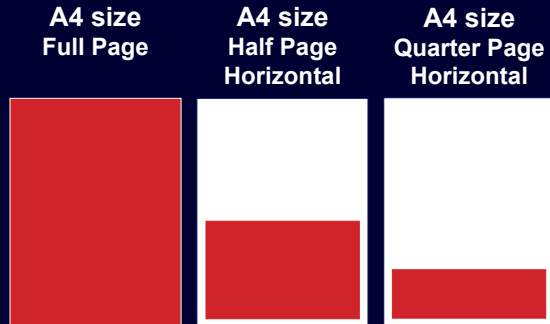
Note: Early Bird & Multi-Pub discounts **will be cumulated**

<b>Early Bird Discount</b>	If an <b>advertisement order</b> is received <b>prior to 1 December 2024</b> , a discount of <b>10%</b> will be granted.
<b>Agency Commission</b>	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.
<b>Currency</b>	All invoices will be issued in Euro (€).
<b>Booking</b>	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.
<b>Receipt Deadlines</b>	<b>Early Bird:</b> Advert order: <b>12.00 noon (CET) - 1 December 2024</b> Advert copy: <b>12.00 noon (CET) - 15 January 2025</b> Payment: <b>12.00 noon (CET) - 15 January 2025</b> <b>Standard:</b> Advert order: <b>12.00 noon (CET) - 15 January 2025</b> Advert copy: <b>12.00 noon (CET) - 15 January 2025</b> Payment: <b>12.00 noon (CET) - 15 January 2025</b>
<b>Technical Information</b>	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.
<b>Special Positions</b>	Selected special positions, as indicated on the Advertisement Order Form, will be allocated on a "first come, first served" basis (at no additional cost).
<b>Duration</b>	The ordered advertisement will remain in the electronic publication for a period of 12 months.
<b>Voucher Copy</b>	All advertisers, irrespective of the size of the advertisement booked, will receive a link by email permitting them to download a voucher copy (in PDF format) of the publication(s) in which their advertisement has been placed.
<b>Special Condition</b>	If notification of receipt of payment of a booked advertisement has not been received by the Publisher from its 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](mailto: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.

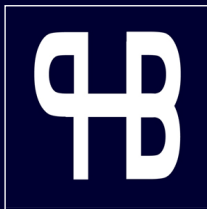
- Electronic advert submissions can of course also be made by means of large file transmission services (e.g. WeTransfer).
- For any further questions relating to the supply of publicity inserts, please contact PRO-UAS.
- The deadline for advert receipt is imperative & final.
- Orders must imperatively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

## DEADLINE

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

VTOL UAS	12.00 (noon) CET - <b>15 January 2025</b>
UAS: The Global Perspective - Volume I	12.00 (noon) CET - <b>15 January 2025</b>

**Additional Information - Contact: Peter van Blyenburgh - [pvb@pro-uas.com](mailto:pvb@pro-uas.com)**



# ADVERTISEMENT ORDER FORM



**Deadline for Receipt of Order Form,  
Payment & Advertisement Copy**

**12.00 noon CET - 15 Jan. 2025**

<b>ADVERTISING COMPANY</b>		Your Order Nr (if applicable):	
Company			
Company Contact	<input type="radio"/> Ms <input type="radio"/> 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)	
<b>PUBLICITY AGENCY</b> (if applicable)			
Agency			
Agency Contact	<input type="radio"/> Ms <input type="radio"/> 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)			
<b>ADVERTISEMENT(S) ORDERED</b>			
Publication Selection [tick box(es) corresponding with the publication(s) in which you desire to place an advert]			
<input type="checkbox"/> UAS: The Global Perspective - Vol. I			
<input type="checkbox"/> VTOL UAS			
Advert Size	<input type="radio"/> 1/1 page	<input type="radio"/> 1/2 page, horizontal	<input type="radio"/> 1/4 page, horizontal
Special Position	<input type="checkbox"/> Inside front cover (Qty available: 1)		
(first come,	<input type="checkbox"/> Opposite inside front cover (Qty available: 1)		
first served)	<input type="checkbox"/> Opposite table of contents (Qty avail.: 1)		
<b>Note:</b> Only 1/1 full page adverts qualify for special positions			
Payment	Bank Transfer		
Order Confirmation	To be sent to	<input type="radio"/> Company	<input type="radio"/> Agency
		For attention of	
		Email	
Invoice	To be issued in name of	<input type="radio"/> Company	<input type="radio"/> Agency
	To be sent to	<input type="radio"/> Company	<input type="radio"/> Agency
Voucher copy	To be sent to	<input type="radio"/> Company	<input type="radio"/> 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	<input type="radio"/> Ms <input type="radio"/> Mr	Name	
		Email address	
Submission Date		2024	

**Email Completed Order Form to [pvb@pro-uas.com](mailto: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: "**VTOL UAS**", and "**UAS: The Global Perspective - Volume I**"; "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.



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