

COMMERCIAL  
UAV NEWS

COMMERCIAL  
UAV EXPO

UNCREWED  
VIEWS  
Insider Insights. Global Perspectives.

# 2024 MEDIA KIT

**more** content. **more** opportunities. **more** exposure. **more** leads.



Produced by Diversified Communications.

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

# WELCOME LETTER

The commercial drone industry is dynamic and constantly evolving. With changes in technology, services, products, regulations, and applications coming every day, it's not easy for UAV companies to break through and get their stories told. Commercial UAV News can help.

For seven years, Commercial UAV News has been providing unique, tailor-made communications programs to the drone industry. We publish high-quality content to more than 26,000 subscribers worldwide, and we are committed to delivering informative, timely, and unbiased news and analysis. We not only keep up with the news—we explain and contextualize that information in terms of what it means for the entire drone industry ecosystem—and that has helped us earn the trust of the industry.

Our diverse range of offerings extends beyond traditional channels. From written content and video interviews to a monthly podcast and visionary panel webinars, we provide multifaceted options that empower companies to reach a broad audience, spotlight their solutions, demonstrate expertise, and identify valuable leads.

**Collaboration is at the core of our approach.** The Commercial UAV News team is enthusiastic about partnering with you to amplify your message and expand your influence. Inside this updated media kit, you'll discover a comprehensive overview of our offerings, supported by quantifiable metrics that illustrate the impact our content can have on your company. Explore the myriad ways in which you can leverage our ever-growing and engaged audience of professionals.

Together, let's break through the digital noise and make a lasting impact in this exciting and innovative marketplace. We look forward to the opportunity to collaborate and elevate your presence within the drone industry in 2024.

Sincerely,



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Editorial Analyst  
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**Kat McDonald**  
Sales Manager  
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**Dominique Caron**  
Sales Representative  
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Commercial UAV News is the leading source of news, insight and analysis for the commercial drone market, focusing on:



Construction



Drone Delivery



Energy & Utilities



Forestry & Agriculture



Infrastructure & Transportation



Mining & Aggregates



Public Safety & Emergency Services



Security



Surveying & Mapping



UAS Global Markets

## ENGAGE WITH OUR AUDIENCE TO EXCEED YOUR GOALS.



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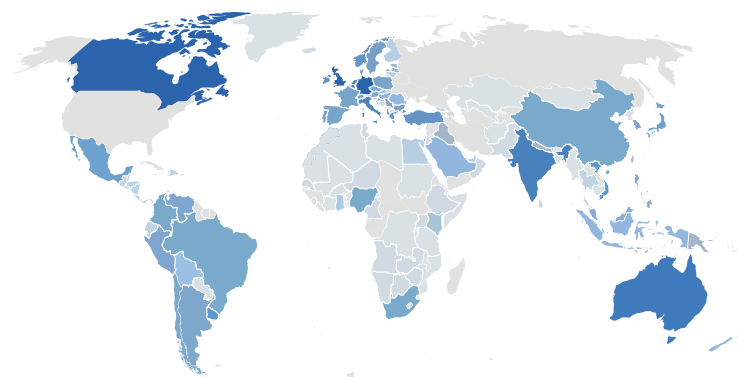
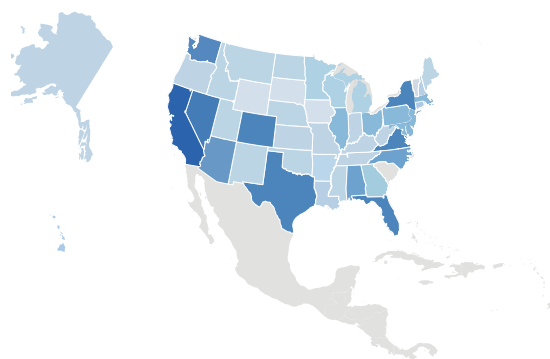
commercialuavnews.com | expouav.com

# Facts & Figures

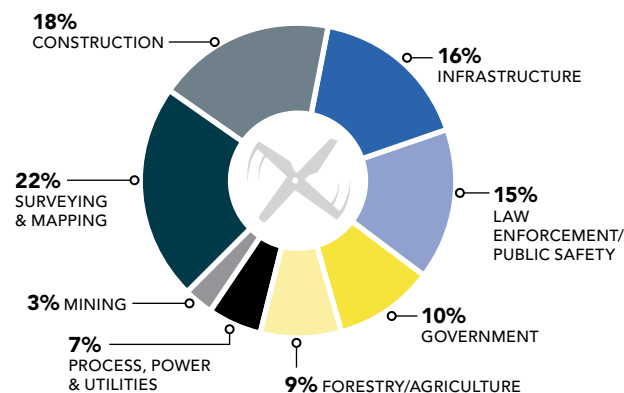


**26,000+**  
Subscribers as of May 2023

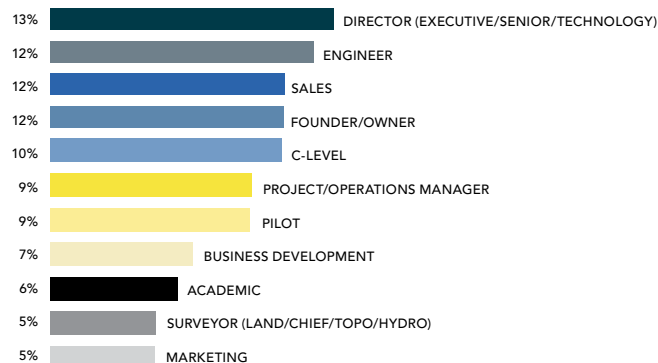
## AUDIENCE DENSITY



## INDUSTRY



## TOP JOB FUNCTION



Disclaimer: Information is based on available 2023 Commercial UAV News subscriber data.

## 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)

INSPECTOR (CHIEF/LEAD/PRINCIPAL)

LINEMAN SUPERVISOR

PARTNER (MANAGING/FOUNDER/  
ASSOCIATE)

PHOTOGRAMMETRIST

PIPING DESIGN LEAD

POLICE OFFICER/CAPTAIN/LIEUTENANT/  
SERGEANT/DETECTIVE

PRECISION AGRICULTURE SPECIALIST

PRESS/MEDIA/EDITOR/WRITER

REMOTE SENSING ANALYST/DIRECTOR/  
LEAD/TECHNICIAN/OPERATOR

RESEARCHER (PRINCIPAL/CHIEF/DIRECTOR)

SECURITY SPECIALIST

SERVICE PROVIDER

SOLUTION ARCHITECT/ENGINEER/  
SOFTWARE DEVELOPER

SUPERINTENDENT ELECTRIC

TECHNOLOGY OFFICER/SPECIALIST/  
STRATEGIST/ANALYST

TOWER SITES INSPECTOR

TRADE COMMISSIONER/INVESTMENT/  
ECONOMIST



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Capture the Commercial UAV audience by hosting an...

# Exclusive Webinar

Leveraging our in-house webinar service allows your team to focus on the content and messaging while we manage all technical and marketing elements leading up to, during, and after the webinar presentation.



## Benefits + ROI

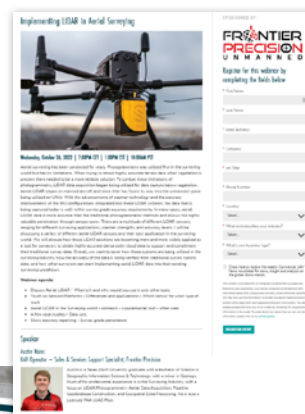
- Opportunity to establish your company, products/services, and employees as industry knowledge experts.
- Sponsor receives an average of 335 leads from the live and on-demand views\* including name, title, company, email, phone, geography, and industry sector.
- Full promotion campaign includes two dedicated emails sent to the Commercial UAV News audience of 26K+ subscribers, a registration reminder email for increased live-attendance participation, a post-webinar "thank you" email to increase on-demand views, social media promotions, plus banner advertisements\*\* on the news site and in the International Newsletter.

\*On-demand lead list available up to three-months after live recording

\*\*Banner advertisement creative provided by sponsor



**FOR OPTIMAL ENGAGEMENT,** webinars should be reserved at least two months in advance to properly prepare and promote to the CUAV News audience.



Price starts at

## \$6,750

Discounted rates available through bundled packages, learn more [here](#).

According to Demand Gen Report, 73% of B2B marketers and sales leaders state that webinars are one of the best ways to generate high-quality leads.



Does your team have an upcoming or recently recorded webinar?

Let us help promote it!

By spreading the word across our extensive network, we can help ensure maximum attendance and engagement!



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Distinguish your team's area of expertise as an industry thought leader through a...

# Visionary Panel Webinar

Moderated by a Commercial UAV News Editor, topics are pre-determined based on current trends sourced from our subscriber database. Panels are limited to four participants to allow for optimal "air-time" and questions/discussion points are pre-determined by panelists and moderator.



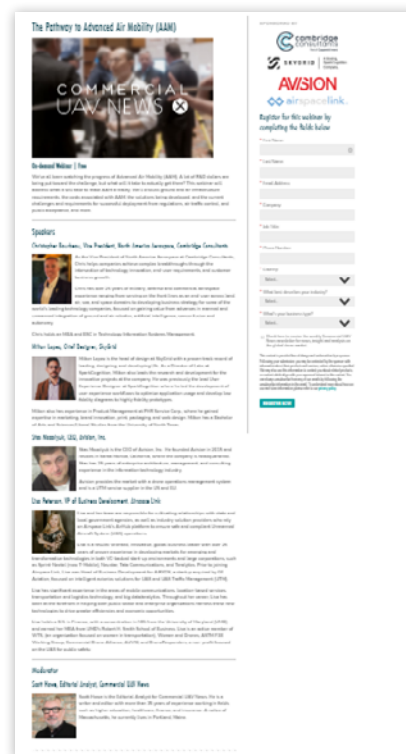
## Benefits + ROI

- Build industry recognition as a leader and expert on the topic.
- Sponsors receive an average of 276 leads from the live and on-demand views\* including name, title, company, email, phone, geography, and industry sector.
- Full promotion campaign includes a dedicated email sent to the Commercial UAV News audience of 26K+ subscribers, a registration reminder email for increased live-attendance participation, a post-webinar "thank you" email to increase on-demand views, social media promotion, plus banner advertisements on the news site and in the International Newsletter.

\*On-demand lead list available up to three-months after live recording



**FOR INCREASED VISIBILITY** as an industry leader, share your company's panel participation to your audience and social channels.



Price starts at

## \$3,500

Discounted rates available through bundled packages, learn more [here](#).

Webinar sponsors are encouraged to select panelists that reflect demographic and geographic diversity. Diverse panels provide a variety of perspectives that will appeal to a larger audience. Read about our UAV Empower initiatives [here](#).

## NEW THIS YEAR



Audio recordings of the Visionary Panel discussions will be repurposed as content for a **Uncrewed Views** podcast episode – **BONUS EXPOSURE!**



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# Gated Content / Whitepaper

**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

Price:

## \$4,500

Discounted rates available through bundled packages, learn more [here](#).



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



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# Sponsored Article

Sponsored content is a fast way to build trust and credibility with your target market. Increase brand awareness with creative and engaging content by partnering with Commercial UAV News to improve spreading your messaging to our audience.



## Benefits + ROI

- Allow our Editorial Team to tell your story in a way that is especially relevant to our audience of 26K+ industry professionals, explaining and exploring the value your products/services in a relevant and meaningful way.
- Article is included once in the weekly International Newsletter and posted indefinitely on the news site, averaging 400 views with a 5-minute view time.
- Format of the article (Q&A, product showcase, video interview) and content focus (demonstrating ROI through customer success story, highlight specific application, build brand awareness, etc) can be determined with support from our Editorial Team to best convey your messaging.

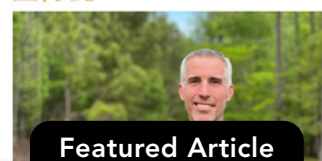


**INTERESTED IN OPTIMIZING** thought leadership associated with the article and your brand? Ask about how you can be a guest contributing author.

## Featured Interview

WILLIS TOWERS  
"Empathetic and Task-Organized": How Cambridge Consultants Helps Clients Adopt UAV and AAM Systems

by Contributed Guest Article in AAM, International



## Featured Article

AUGUST 26, 2022  
Draganfly's New Products Bring Added Value to Drone Operations

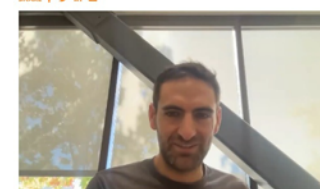
by Contributed Guest Article  
in Surveying & Mapping, Public Safety & Emergency Services, Forestry & Agriculture, Drone Delivery, Surveying & Mapping, Energy & Utilities



## Video Interview

AUGUST 26, 2022  
Video: An Interview with Skydio CEO Adam Bry

by Commercial UAV News Staff in Videos



In an interview with Commercial UAV News, Skydio co-founder and CEO Adam Bry explains what sets his company apart from other drone technology firms. He also discusses the ways Skydio's products add value for customers, how his company works with regulators and policymakers, and the future of the drone industry.



Price starts at

# \$1,950

Discounted rates available through bundled packages, learn more [here](#).

## NEW THIS YEAR



Introducing Commercial UAV News Conexion Hispana – a monthly newsletter distributed to subscribers based in Central and South Americas and Spain.

Learn more about being featured to this audience.



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# Industry Expert Article Series

Elevate your company's recognition as a thought leader by establishing your Industry Expert Series. Your team creates content articles which are published under your brand name, archived, and promoted as a resource for CUAV News subscribers.

Price starts at

## \$4,350

Discounted rates available through bundled packages, learn more [here](#).



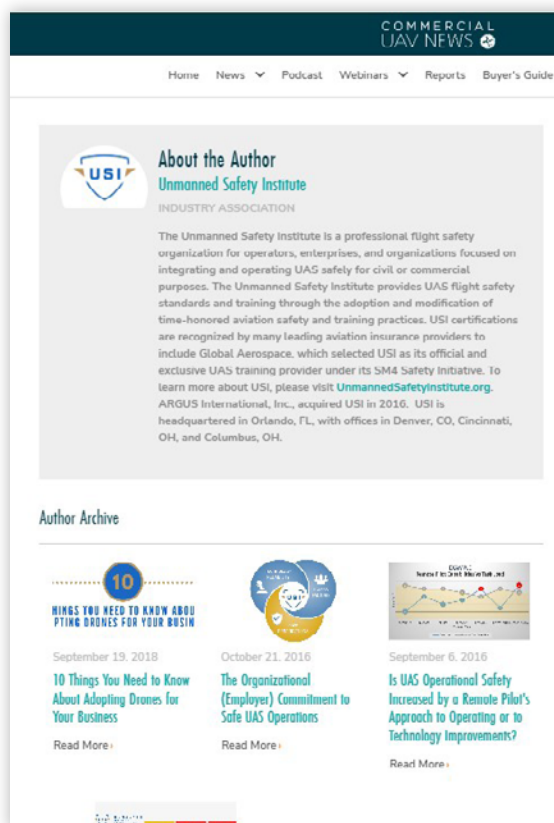
### Benefits + ROI

- Get your brand's voice on our platform\* and share targeted messaging to our audience of 26K+ UAV professionals.
- Articles are posted and archived on branded landing page with unique URL for easy promotion on social channels/banner ads

\*Final copy approval is at discretion of Commercial UAV News Editorial Team to maintain brand voice.



**FOR INCREASED VISIBILITY** as an industry leader, share your company's panel participation to your audience and social channels.



Our experience working with Commercial UAV News has been very positive. Their partnership has helped Cambridge Consultants connect with valuable audiences, drive greater awareness of and engagement with our brand, and ultimately support our ambition to develop breakthrough innovation for this industry.

– Kelsey Johnson  
Regional Marketing Manager -  
North America,  
Cambridge Consultants



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# Sponsored Email

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

Sponsored 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 26,000+ 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

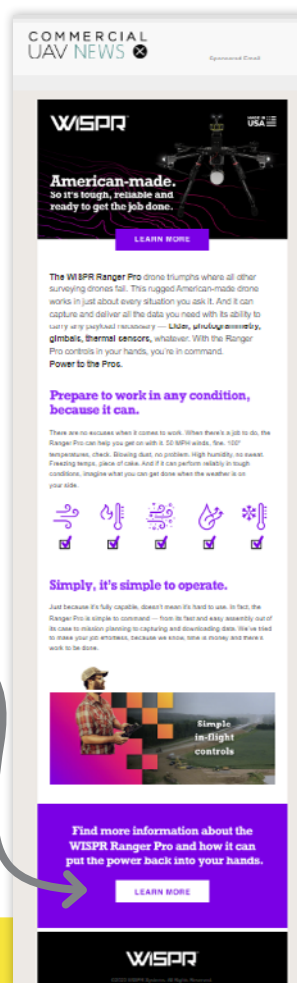


**26,000+** subscribers list

Average open rate*	<b>30.1%</b>	Average click rate*	<b>1.04%</b>	Average click to open rate*	<b>3.3%</b>
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\*2023 Sponsored Email Results

According to Campaign Monitor, emails with a **call-to-action button** rather than a text link can increase conversion rates by as much as **28%**.



Price starts at

**\$4,225**

Discounted rates available through bundled packages, learn more [here](#).

According to Global Air University, email marketing remains a vital tool, proven to be up to **40 times more effective** than social media for customer acquisition due to its precise, direct audience engagement.

Commercial UAV News has been an integral part of SDI's overall launch strategy as we entered the UAV space for the first time. Our teams have been impressed by the events and exposure that partnering with CUAV has provided us, and we will absolutely make that partnership part of our ongoing approach to industry marketing.

— Jennifer McInnis  
Vice President of Growth and Marketing,  
Sonoran Desert Institute

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# Newsletter & Site Display Banners

## NEWSLETTER

IMPRESSION AVERAGE: 7,555

Ad Position	CTR%
Leaderboard	0.24%
In-Article	0.20%
Trailerboard	0.14%

## NEWS SITE

Ad Positions	Impressions*	CTR%
Pop Up	15.2k	3.0%
Leaderboard	27.8k	0.17%
Skyscraper	23.1k	0.09%
In-Article Ad	19.6k	0.14%
Med. Rectangle	21.3k	0.10%

\*Impressions provided are ad zone averages.

Looking for the perfect combo to make the most of your investment?

Recommended advertising package:

News Site Banner Ad

- 1 month in-article ad (728x90)
- 1 month medium rectangle ad (300x250)

Newsletter Banner Ad

- 1 month in-article ad (728x90)

Package Value: \$3,200

Bundled Rate: \$2,500

Banner ad creative provided by sponsor. Limited number of packages available. Contact a member of our team today to secure this package rate.

NOTE: Content / banners must be approved by management.

According to MasterNewMedia, animated banner ads can result in a **2.5 times higher** click-through rate compared to static banners.

Prices range from

**\$550-\$3,600**

Discounted rates available through bundled packages, learn more [here](#).



**DID YOU KNOW?** The news site received more than 194,804 unique visitors this past year.

\*From May 1, 2022 – May 1 2023

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# Social Media Package

Price starts at

## \$550

Discounted rates available through bundled packages, learn more [here](#).

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

## Social Media Posts

(Follower stats as of December 2023)



One tweet  
**10,279**  
Twitter Followers



One Facebook post  
**11,670**  
Facebook Followers



One LinkedIn post  
**11,733**  
LinkedIn Followers



One Instagram post  
**3,352**  
Instagram Followers



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

*Final copy approval is at discretion of Commercial UAV News to maintain brand voice.*



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# Podcast Episode

## UNCREWED VIEWS

Insider Insights. Global Perspectives.

Listen Today

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.

Price starts at

**\$750**

Discounted rates available through bundled packages, learn more [here](#).

Listen

### Drones in Agriculture

An interview with Adam Gittins, General Manager, HTS Ag



Listen

### Collaboration and Cooperation in the Drone Community

An interview with Ken Stewart, President and CEO of NUAIR



Listen

### The Drone Industry in Latin and South America

An interview with Juan Plaza, CEO, Juan B Plaza Consulting



Listen

### Drone Safety

An interview with Josh Olds, CEO & President, Unmanned Safety Institute



Listen

### Disaster Robotics and Disaster Response Training

An interview with Dr. Robin Murphy, Texas A&M University



Listen

### Avy's Drone Response Network

An interview with Avy CEO Patrique Pi Zaman



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