

## AUDIENCE ENGAGEMENT REPORT



# Total Audience Reach

**Military+Aerospace  
Electronics**

JULY-DECEMBER 2024

Military & Aerospace Electronics is a trusted global resource for engineers, researchers, scientists, and technical professionals.



**36,927**

AVERAGE MAGAZINE  
SUBSCRIBERS

**128,107**

NEWSLETTER REACH

**282,918**

AVERAGE MONTHLY REACH

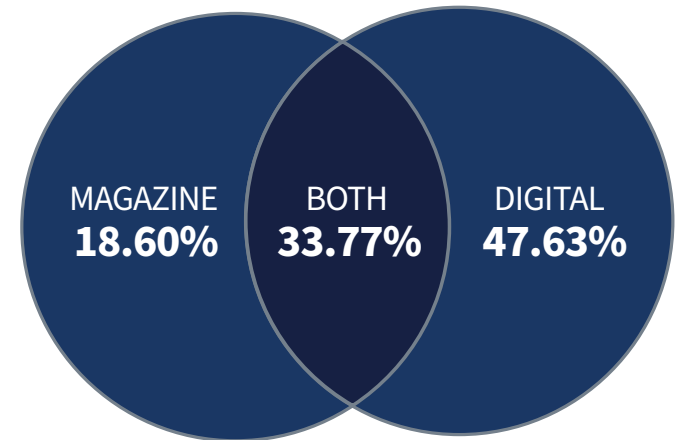
**9,916**

COMBINED SOCIAL  
MEDIA FOLLOWERS

**107,968**

AVERAGE MONTHLY  
WEBSITE SESSIONS

## MAGAZINE/DIGITAL OVERLAP



## TOP COMPANIES THAT ENGAGE



**BAE SYSTEMS**

**NORTHROP  
GRUMMAN**

**Honeywell**



**GENERAL DYNAMICS**



## REACH DECISION MAKERS



**100%**

The Audience Engagement Report provides an integrated view of the Military and Aerospace Electronics community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. Total reach is the sum of average site sessions, magazine subscribers, newsletter recipients and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

JULY-DECEMBER 2024

## TOP INDUSTRIES SERVED

Subcontractor/Integrator	22.73%
Prime Contractor	16.43%
Finished Electronics/Software Prods Manufac...	15.51%
Research & Development-Private Industry	14.29%
Manufacturer of Electronic Subassemblies	11.32%
Other	7.20%
Research & Development-Government	5.50%
DOD (Army, Navy, Air Force, Marines or Civ...	2.60%
NASA, FAA, or Other non-DOD Govt Aero Agency	2.29%
Research & Development-University/College	1.28%
CIA, FBI, NSA, or Other non-DOD Intelligen...	0.84%

## JOB FUNCTIONS

Engineering	55.62%
Engineering Management	24.91%
Executive Management	19.47%

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AVERAGE MONTHLY SESSIONS



**107,968**

AVERAGE UNIQUE MONTHLY VISITORS



**77,816**

AVERAGE MONTHLY PAGE VIEWS



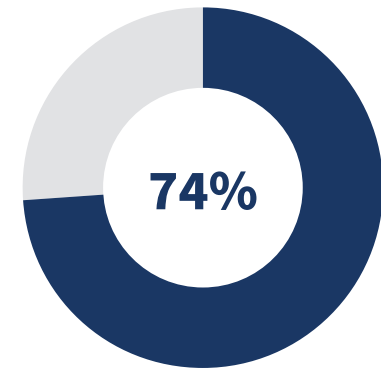
**175,947**

COMBINED SOCIAL REACH

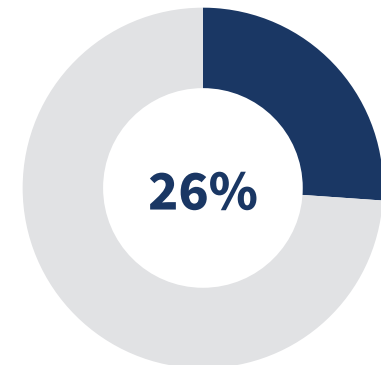


**9,916**

DESKTOP VISITORS



MOBILE VISITORS



JULY-DECEMBER 2024

NEWSLETTER REACH



128,107

AVERAGE TOTAL OPEN RATE



44.41%

	Average Delivered	Average Total Open Rate
Commercial Aerospace News	12,596	52.58%
Commercial Aerospace Products	23,689	44.70%
MAE Newsletter	31,179	41.81%
Product Showcase	31,233	37.44%
Technology Close-up	29,410	45.54%

The data provided within is obtained via internal and third party source - Omeda.



JULY-DECEMBER 2024

## TOP PERFORMING WHITEPAPERS

- Best Practices in Material Handling/Storage for Space/Aerospace/Defense Electronics
- Motor Drive in Mission Critical Systems: Power Analog for BLDC Motion Control
- The Ultimate Infrared Handbook for R&D Professionals
- AI Detection, Target Tracking, and Computational Imaging on Embedded Processors
- Next-Gen Solutions: Overcoming Challenges in 5G mmWave Semiconductor Production

## WEBINAR - ENGAGEMENT

Average registrants from typical webinar	175
Total webinar registrants	1,733
Average Attendee Conversion Rate	49.73%

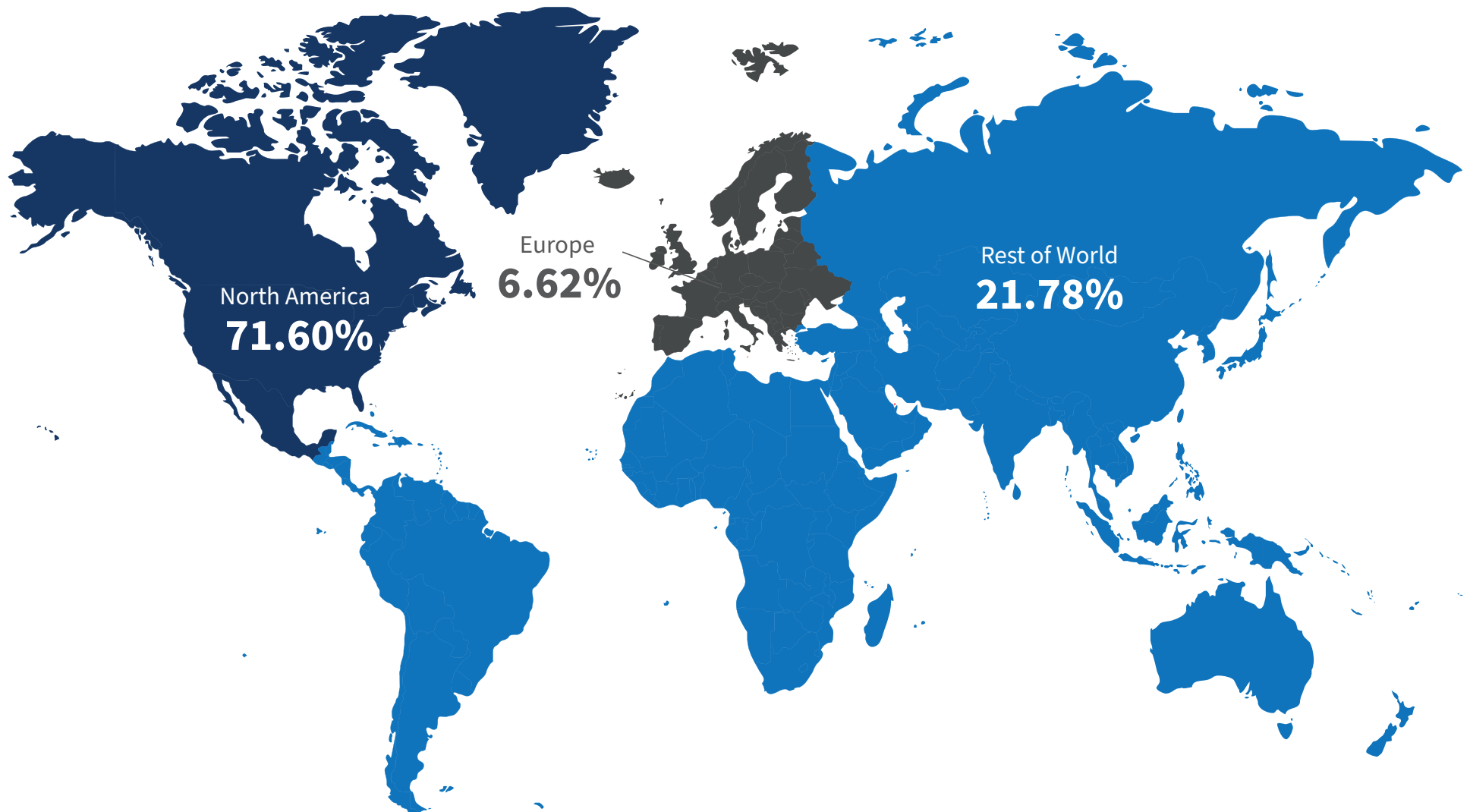
## MOST READ ARTICLES

- Air Force asks Lockheed Martin to build another three gallium nitride (GaN)-based air-defense radar systems
- GE Aerospace demonstrates hypersonic dual-mode ramjet engine with rotating detonation combustion
- Navy to ask industry for enabling technologies in electromagnetic warfare and laser weapons for ship defense
- Anduril to use artificial intelligence (AI) and sensor fusion for IR-based counter-UAV perimeter security
- Boeing to build 17 P-8A maritime patrol planes with advanced radar, processors, and electro-optical sensors
- Electric Boat prepares building four more Virginia-class fast attack submarines with vertical missile tubes
- Army reaching out to industry for small, rugged counter-UAV laser weapons to move with maneuver forces
- Spirit AeroSystems eyes enabling technologies for survivability against integrated air defense systems
- Navy asks General Dynamics to prepare building 39th Virginia Class submarine, electronics, and electro-optics
- NASA and Lockheed Martin unveil X-59 quiet supersonic aircraft

## TOP WEBINARS OF 2024

- How can military 5G help transform communications and enable applications?
- How AI and edge computing will revolutionize the battlefield
- Beyond OpenVPX: Get a sneak preview of the next generation modular form factor - VITA 100
- Designing Open Architecture Hardware-in-the-Loop (HIL) Test Solutions for UAVs/Drones and Electrified Aircraft
- Advances in Electric Power in Modern Military Systems
- Implementing GPU-powered modular open systems hardware for AI acceleration in high-demand sensor-based applications
- Automating End-to-End Testing for Command and Control Systems
- Putting the SOSA Standard to Work: Part I - Connectivity & Cooling Solutions

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QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Total Qualified	Print	Digital
July/August	36,723	21,547	15,176
September/October	37,038	22,265	14,773
November/December	37,020	22,382	14,638

	Total Subscribers	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital
Average for 6-month period	36,927	22,065	14,862



JULY-DECEMBER 2024

## BUY, SPECIFY, PURCHASE OR INFLUENCE THE PURCHASE OF:

Computers	20,562	55.54%
Integrated Circuits	19,748	53.34%
Board Products	18,862	50.95%
Software	18,263	49.33%
Communications Equipment	16,750	45.25%
Test & Measurement Equipment	15,337	41.43%
Components	14,509	39.19%
Power Electronics	13,653	36.88%
Design & Development Tools	13,285	35.89%
Sensors	12,276	33.16%
RF & Microwave	12,196	32.94%
Thermal Management	4,385	11.84%

## PROJECTS AND/OR SYSTEMS INVOLVED WITH:

Avionics	18,794	50.77%
Communications Systems	16,520	44.62%
Sensors	12,852	34.72%
Command / Control Systems	11,315	30.56%
Navigation / Guidance	9,479	25.61%
Electro-Optics / Optoelectronics	8,669	23.42%
Satellites / Telemetry	8,228	22.23%
Electronic Warfare / Information Warfare Systems	7,632	20.62%
Unmanned Vehicles	6,869	18.55%
Simulation / Training Systems	6,540	17.67%
Ruggedized / high-reliability	6,258	16.90%
Vehicular Electronics (Vetronics)	6,214	16.79%
Shipboard Electronics /Computers	5,575	15.06%
Reconnaissance / Intelligence	5,191	14.02%
Homeland Security	4,998	13.50%
Fire Control Systems	4,842	13.08%
Missiles/Smart Munitions	4,261	11.51%
Nanotechnology	4,179	11.29%
Network Centric Warfare	3,899	10.53%
Other, Industry Relevant	3,861	10.43%
Biometrics	3,825	10.33%
Artificial Intelligence/Machine Autonomy	3,549	9.59%
Hypersonic	1,510	4.08%
Electromagnetic	1,038	2.80%

*Omeda Close Reports - December Issue*

We hereby make oath and say that all data set forth in this statement are true. | *December 2024* | Keith Larson, Group Market Leader | Debbie Bouley, Magazine Audience Development Manager | Jaime DeArman, Digital Audience Development Manager