

A front-facing view of an F-35 fighter jet on a runway at sunset. The jet is dark with glowing red lights on its landing gear and blue lights on its wings. The runway is marked with white lines and red lights. The sky is a mix of orange, red, and purple clouds.

**Military+Aerospace  
Electronics®**

# **MARKETING PLANNER** 2025

# AT A GLANCE



## GENERATE DEMAND & HIGH-QUALITY LEADS

Leverage **Military + Aerospace Electronics** engaged audience, comprehensive coverage and multi-channel opportunities to generate demand and high-quality leads from **program and project managers, engineering managers, and engineers** involved in **electronic and electro-optic design for military, space, and aviation applications**.



### MILITARYAEROSPACE.COM

**175K Monthly Page Views**

Premium Military + Aerospace Electronics Content

[+VISIT WEBSITE](#)



### NEWSLETTERS

**129,941 Subscribers**

Portfolio of newsletters covering product innovation in the aerospace and defense industry.

[+VIEW NEWSLETTERS](#)



### SOCIAL

**9K+ Followers**

Join the Conversation on:  
[Facebook](#), [LinkedIn](#), and [X](#)



### WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization

[+VIEW TOPICS](#)

**Military + Aerospace Electronics** is the leading media resource serving program and project managers, engineering managers, and engineers involved in electronic and electro-optic design for military, space, and aviation applications. **Military + Aerospace Electronics** magazine delivers time-sensitive news, in-depth analyses, case studies, and real-world applications of new products, industry opinion, and the latest trends in the use of mil-spec, rugged and commercial off-the-shelf components, subsystems, and systems.



**VIEW FULL AUDIENCE PROFILE**



# CRITICAL COVERAGE

## WHAT WE COVER:

In a rapidly evolving defense and aerospace industry, MAE provides highly technical and timely content on the technologies, applications and markets that are helping advance our world.

## HOW WE COVER IT:

From staff-written features to outside thought-leadership contributions, MAE's articles, webinars, video and more engage readers however and whenever they want.

## WHY IT'S IMPORTANT:

Matching the right content to the right audience at the right time drives engagement and trust, which translates to a stronger value proposition for our advertising clients.



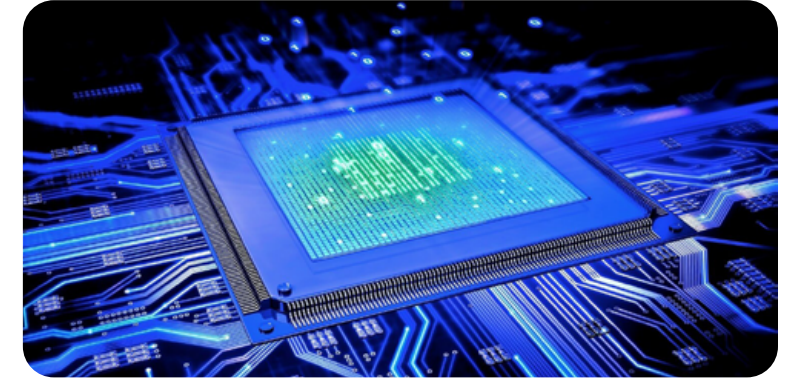
### HYPERSONIC MUNITIONS AND AIRCRAFT

- Ruggedized components
- Thermal management
- Shock and vibration resistance
- Propulsion



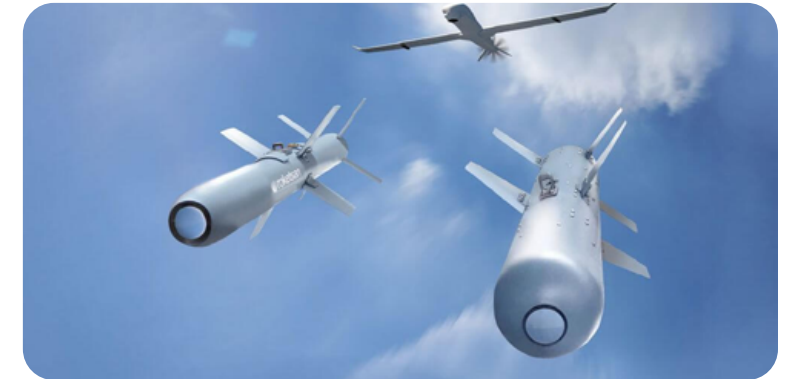
### ELECTROMAGNETIC WEAPONS

- RF and microwave weapons
- Non-lethal weapons
- Particle-beam weapons



### ARTIFICIAL INTELLIGENCE (AI)

- Machine autonomy
- Machine learning
- Quantum computing
- Autonomous vehicles



### ADVANCED SENSORS

- Sensor and signal processing
- High-performance embedded computing
- Military 5G networking
- Microelectronics
- Cyber security

# 2025 EDITORIAL CALENDAR

MONTH	AD DEADLINE	MATERIALS DUE	SPECIAL REPORT	TECHNOLOGY FOCUS	SPECIAL ISSUES/ SUPPLEMENTS	ENABLING TECHNOLOGIES
JANUARY/ FEBRUARY	1/13/25	1/22/25	Next-generation detect and avoid technologies for crewed and uncrewed vehicles	Rugged computing		Radar, electro-optical sensors, artificial intelligence (AI), machine learning, high-speed networking, embedded computing, switch fabrics, rugged computers.
MARCH/APRIL	3/11/25	3/19/25	Hypersonic weapons	Sensor, signal, and image processing		Ruggedized electronics, sensors, embedded computing, propulsion technologies, C4ISR, networking, sensor windows.
MAY/JUNE	5/12/25	5/20/25	Electro-optical sensors and sensor processing	Radiation-hardened electronics	Annual Buyers Guide	Lasers, digital signal processing, RF and microwave transmitters and receivers, embedded computing, sensor processing.
JULY/AUGUST	7/15/25	7/23/25	The future of manned and unmanned space flight	Cyber security and trusted computing		Artificial intelligence (AI), machine learning, high-performance embedded computing, general-purpose graphics processing units (GPGPUs), field-programmable gate arrays (FPGAs), central processing units (CPUs), real-time software.
SEPTEMBER/OCTOBER	9/16/25	9/24/25	Laser and electromagnetic weapons	Trends in open-systems embedded computing		High-power lasers and RF and microwave technologies, digital signal processing, embedded computing, MOSA, SOSA, MORA, open-systems standards.
NOVEMBER/ DECEMBER	11/7/25	11/17/25	Trends in electronic warfare (EW)	Test and measurement		Communications, oscilloscopes, spectrum analyzers, signal generators, high-performance embedded computing, artificial intelligence (AI), high-performance networking, wireless networking.

EDITORIAL WEBINAR TOPICS					
Electronic warfare	Rad-hard electronics	Artificial intelligence and edge computing	Power electronics	Electric VTOL aircraft	Cyber security and trusted computing

\*Months, themes, and topics are subject to change at the editors' discretion.

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



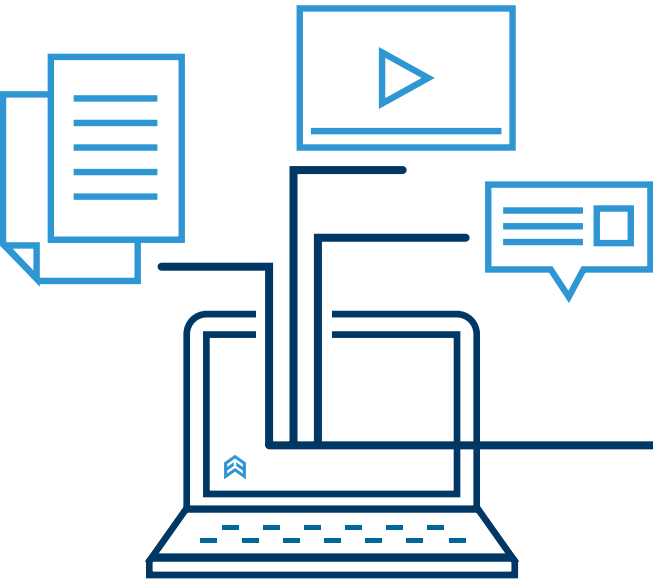
Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

# AI-POWERED MARKETING



DELIVERING PERSONALIZED EXPERIENCES



## UNDERSTANDING HOW PERSONIF.AI WORKS.

### DATA COLLECTION

Personif.ai gathers real-time data about users interests and behaviors across our extensive network in our B2B industry brands.

### INTELLIGENT ANALYSIS

Our AI harnesses this data, and the data from our 1st party database to create personas and find those most likely to engage with your brand or product.

### STRATEGIC DELIVERY

Your content is delivered on site and emailed to qualified decision makers driving high-quality traffic directly to your site.

+ Personalization and targeting capabilities. + Actionable insights for optimization and decision-making.

Data privacy compliant. Data integration into most CRM platforms.

Leverage the power of artificial intelligence to drive highly qualified prospects **from our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.

# ADVERTISING & PROMOTIONS

## WEBSITE ADVERTISING

### AD TYPE

Leaderboard

Billboard

Rectangle

Sticky Leaderboard

Half page

Pushdown

Welcome ad

In-banner video

In-article video

Native ad

Native article

Reskin

In-article Flex – ROS

In-article Premium

### Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

 **DIGITAL BANNER AD SPECS**

### DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Military + Aerospace Electronics content. [+VIEW SPECS](#)

### CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

### NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

### NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

### THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Military + Aerospace Electronics reputation.

### AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

### AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

### SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

### MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

### CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.



# NEWSLETTERS

## THE MAE NEWSLETTER

The Military + Aerospace Electronics weekly and wrap-up newsletters provide the latest news on emerging technologies, corporate contracts, and business dealings in the worldwide aerospace and defense industry. [Deploys Monday, Wednesday, and Friday](#)

## TECHNOLOGY CLOSEUP

This weekly newsletter spotlights timely and in-depth coverage across each of the topical areas important to the Military & Aerospace Electronics audience: Trusted Computing, Electronic Warfare, Embedded Computing, Unmanned Vehicles, and Defense Executive. [Deploys Tuesday](#)

[+ VIEW NEWSLETTERS](#)

[+ VIEW NEWSLETTERS AD SPECS](#)

## COMMERCIAL AEROSPACE NEWS

The most influential and timely stories for the commercial aviation and space electronics designer. [Weekly](#)

## COMMERCIAL AEROSPACE PRODUCTS

New products of interest to commercial aviation and space electronic systems designers. [Monthly](#)

## MILITARY + AEROSPACE ELECTRONICS PRODUCT SHOWCASE

Newsletter generates visibility for your product, increases interest and attracts prospects to your site, and increases purchase intention. Links in the Product Showcase click through to information on sponsors' sites. [Weekly](#)  
Average Delivered: **30,325**

All newsletter rates are net per issue  
\* Audience Engagement Report 2024  
[+ Click to Learn More](#)

## EXCLUSIVE ADVERTISING OPTIONS

### FEATURED ARTICLE SPONSORSHIP

Feature Article Sponsorship aligns your company's technology solution with the respected content of Military + Aerospace Electronics. With only one available per feature, this exclusive opportunity cements your brand as a leading solution provider on a specific topic or area of specialization.

[+LEARN MORE](#)

### 2025 BUYER'S GUIDE

Increase your branding and purchase consideration by leveraging the capabilities of Military + Aerospace Electronics' Online Buyers Guide. The MAE Buyers Guide is specifically designed to inspire, inform and attract the reader to make good purchasing decisions.

[+LEARN MORE](#)

### BUNDLES

Increase your brand's visibility in the machine vision industry with our exclusive bundle packages! Combine Print ads, exclusive HTML messages, and Newsletters at a discounted rate.

[+LEARN MORE](#)



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 **Engineering Design & Automation**  
ENDEAVOR BUSINESS MEDIA

## ENGINEERING, DESIGN, AND PROCUREMENT FOR EMERGING TECHNOLOGY

Media brands, data intelligence, and tools for delivering design inspiration, technical solutions, and part data tools to the entire engineering and buying community, including engineering and operations management, system integrators, R&D and test engineers, and procurement and supply chain professionals.

**Learn more at**  
[designengineering.endeavorb2b.com](https://designengineering.endeavorb2b.com)

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

