



# DRONES

INSIGHTS FOR THE UNCREWED FUTURE

EFFECTIVE FROM DECEMBER 1<sup>ST</sup> 2025

# MEDIA KIT 2026

# THE MAGAZINE

## Our approach

Drones delivers insights for the uncrewed future by covering the commercial use of uncrewed systems across all domains. We focus on what really matters: innovations, best practices, and policies that shape the industry. High-tech without the jargon, storytelling with clarity and impact.

## Our target group

Drones informs all essential representatives of the drone market, such as engineers, founders, decision-makers, pilots, drone service providers and technology fans, about the newest advances. The magazine is addressed to everyone who deals professionally with the commercial use of drone technology. From cutting-edge research to practical business applications, Drones shows how uncrewed and automated systems open real opportunities – not least for small and medium-sized enterprises. Therefore it is an indispensable media asset for the industry.

In addition to our subscribers and the customers in retail sales the trade magazine directly reaches a highly interesting target group through partnerships with the UAV DACH and the VDI Association of German Engineers. Active decision-makers that rely on drones and UAS-based services and software solutions with their companies. In short: Drones is your opportunity to directly reach an interested and open minded target group.

## Our channels

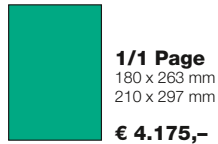
The drone economy is developing rapidly, every day and all over the world. But anyone who wants to succeed in the UxS industry and use uncrewed systems effectively needs to keep up with these developments.

In addition to the established magazine – available in print and digital formats – Drones reaches the international UxS industry with daily updates via its bilingual knowledge platform (German & English) at [www.drones-magazine.com](http://www.drones-magazine.com). And with the exclusive online offering Drones+, customers can learn today what will drive the industry tomorrow. Through regular newsletters, the editorial team highlights current news and the most important developments in research and policy. The Drones team also actively builds a community for the uncrewed future on the business platform LinkedIn.

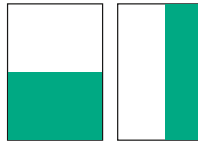


# FORMATS, DEADLINES AND FOCUS POINTS

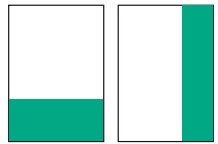
## Print & digital magazine



**1/1 Page**  
180 x 263 mm  
210 x 297 mm  
**€ 4.175,-**



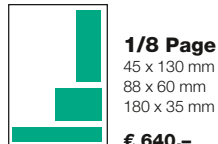
**1/2 Page**  
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88 x 263 mm  
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**1/3 Page**  
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65 x 297 mm  
**€ 1.630,-**



**1/4 Page**  
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88 x 130 mm  
180 x 65 mm  
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**€ 1.250,-**



**1/8 Page**  
45 x 130 mm  
88 x 60 mm  
180 x 35 mm  
**€ 640,-**

### Prices for special placement:

Backcover U4: **+ 25%**  
Inside Front Cover U2: **+ 20%**  
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Editorial: **+ 5%**

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We will be happy to design your advertisement for you –  
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### Bank details

IBAN: DE18200505501281122067  
BIC: HASPDEHHXXX

All prices are net prices per issue plus 19% VAT.

## Deadlines & Focus points

Edition	Closing date	Publication day		Focus points
		Digital	Print	
02/26	08.12.2025	02.01.2026	15.01.2026	Education & Workforce
03/26	29.01.2026	19.02.2026	05.03.2026	Airspace Integration & Technical Visibility
04/26	02.04.2026	23.04.2026	07.05.2026	UxS Swarms & Multi Domain Operations
05/26	18.06.2026	09.07.2026	23.07.2026	Standardization & International Cooperation
06/26	06.08.2026	27.08.2026	10.09.2026	Cybersecurity & IT Safety
01/27	08.10.2026	29.10.2026	12.11.2026	Control Center & Ground Infrastructure

### Frequency of publication

Six issues per year

### Circulation

Ø distributed circulation (print): around 3,000 copies  
Ø digital circulation (sold): around 9,000 copies  
(App & readily.com)

### Distribution area

Direct purchase from the publisher and worldwide via online kiosks + Drones app and at [www.drones-magazin.de](http://www.drones-magazin.de)

### Print documents

Closed image files (TIFF or JPEG format, 300 dpi resolution, in colour mode CMYK)



# SPECIAL ADVERTISING FORMS

## ADVERTORIAL

(1 annual subscription of Drones included)

To present your product or service, we implement an editorially designed one-page contribution in the print edition of Drones. In addition, we offer a publication on the Drones website, including links. This package comes with a free annual Drones subscription.



€ 2.399,-

## DIGITAL COVERAGE PACKAGE

(1 annual subscription of Drones included)

Make an editorial contribution from the magazine freely available online for the drone economy and increase the level of awareness of your company or your products and services. With the digital coverage package, an article of your choice appears fully and freely accessible on the Drones website. Accompanying postings (including deep links) on LinkedIn, Twitter and Facebook provide additional reach. This package includes a free annual Drones subscription.

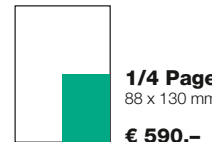
€ 799,-

All prices are net prices per issue plus 19% VAT.

### Available sizes



**1/2 Page**  
210 x 148 mm  
100 x 297 mm  
€ 990,-



**1/4 Page**  
88 x 130 mm  
€ 590,-

## JOB OFFERS

in Drones

Current studies show that up to 50% of all employees are willing to change, but only 20% are actively looking for opportunities. Job offers in Drones therefore are the perfect and affordable extension of your cross-media recruiting. Because no other brand reaches the German-speaking drone economy the way Drones does. Parallel to the publication in the magazine, your job offer will be published on [www.drones-magazin.de](http://www.drones-magazin.de), too. If requested, we can additionally post the ad online on LinkedIn. A link to a more detailed job description via QR code (printed magazine) or direct link (digital edition) is also included.

## MODERATION, KEYNOTES, AND LECTURES



### BOOK THE INDUSTRY VOICE: JAN SCHÖNBERG

Contents need faces. Benefit from in-depth industry knowledge and one of the most well-known journalists in the UxS industry. Book Drones Editor-in-Chief Jan Schönberg exclusively as a moderator for your trade show, event, or as a speaker for inspiring keynote addresses and in-depth keynote lectures.

Make your event a highlight in the industry. Whether it is a professional conference, trade show panel, customer event, or internal strategy meeting – Jan Schönberg translates complex topics into understandable messages and captivates your audience. Confident, knowledgeable, and always in tune with the industry – give your event the professionalism and depth of content it needs.

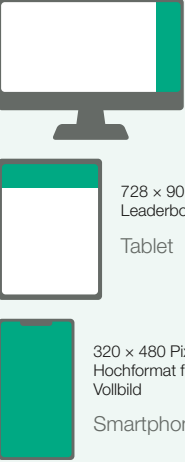
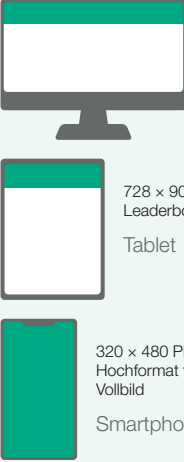
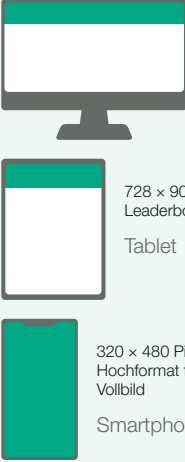
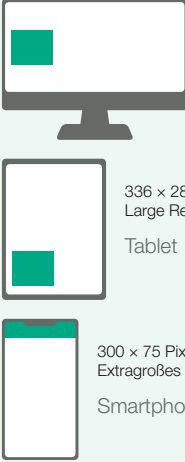

from € 2.400,-

(Plus 19% VAT & travel expenses)

# FORMATS & PRICES // SUBSCRIPTION PACKAGES

## Website

\* All prices are net prices plus 7% VAT per 1,000 ad impressions (banner displays)

SKYSCRAPER	SLIDER	LEADERBOARD	CONTENT	SIDEBAR
<p><b>€ 80,-*</b></p> <p>When booking 2 Skyscrapers: <b>€ 120,-*</b></p>  <p>120 x 600 Pixel Skyscraper Desktop</p> <p>728 x 90 Pixel Leaderboard Tablet</p> <p>320 x 480 Pixel Hochformat für Mobilgeräte, Vollbild Smartphone</p>	<p><b>€ 60,-*</b></p>  <p>970 x 90 Pixel Large Leaderboard Desktop</p> <p>728 x 90 Pixel Leaderboard Tablet</p> <p>320 x 480 Pixel Hochformat für Mobilgeräte, Vollbild Smartphone</p>	<p><b>€ 48,-*</b></p>  <p>970 x 90 Pixel Large Leaderboard Desktop</p> <p>728 x 90 Pixel Leaderboard Tablet</p> <p>320 x 480 Pixel Hochformat für Mobilgeräte, Vollbild Smartphone</p>	<p><b>€ 40,-*</b></p>  <p>336 x 280 Pixel Large Rectangle Desktop</p> <p>336 x 280 Pixel Large Rectangle Tablet</p> <p>300 x 75 Pixel Extragroßes MMA-Banner Smartphone</p>	<p><b>€ 32,-*</b></p>  <p>250 x 250 Pixel Square Desktop</p> <p>200 x 200 Pixel Small Square Tablet</p> <p>200 x 200 Pixel Small Square Smartphone</p>

## COMPANY SUBSCRIPTIONS

The subscription prices are net prices plus 7% VAT. The percentage discounts on advertising rates can be combined with other special rates.

For individual subscriptions, Drones cost € 89,- per year (international: € 99,-). Ensure your team is always up to date with a company subscription and benefit from our attractive savings plans.

<p><b>Business subscription</b></p> <ul style="list-style-type: none"> <li>• 2-4 subs</li> </ul> <p><b>€ 80,75 per sub</b></p>	<p><b>Business-Sub L</b></p> <ul style="list-style-type: none"> <li>• from 5 subs</li> <li>• 30% discount on all ad formats</li> </ul> <p><b>€ 78,04 per sub</b></p>	<p><b>Business-Sub XL</b></p> <ul style="list-style-type: none"> <li>• from 10 subs</li> <li>• 30% discount on all ad formats</li> <li>• industry leader ad inclusive</li> </ul> <p><b>€ 74,77 per sub</b></p>	<p><b>Business-Sub XXL</b></p> <ul style="list-style-type: none"> <li>• from 20 subs</li> <li>• 30% discount on all ad formats</li> <li>• industry leader ad inclusive</li> <li>• 1 digital coverage package per magazine year included</li> <li>• We provide your employees personally with a copy of Drones. You can choose between shipping to your company headquarters or direct shipping to your employees in the field or to the home office.</li> </ul> <p><b>€ 65,14 per sub</b></p>
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