

Via Satellite

The Access You Need. The Insights You Require.

EMPOWERING PARTNER SUCCESS

SINCE 1986

The landscape is complex, and the competition is fierce. That's why Via Satellite helps you stay informed and ahead—serving as the leading source of satellite industry intelligence. With 40 years at the forefront, we provide direct access to the space and satellite community through trusted news, exclusive interviews, and sharp analysis.

Via Satellite delivers the access you need and the insights you require to inform decisions, drive opportunity, and lead with confidence.

Via Satellite

The Leader in Global Connectivity Coverage

March 2025



VIA SATELLITE MAGAZINE

Distributed digitally and in print at select industry events, *Via Satellite* magazine delves deep into the most pressing industry needs, highlights the trailblazers driving change, and showcases the innovations shaping the future of our industry.

Via Satellite Daily News Feed

TOP STORY



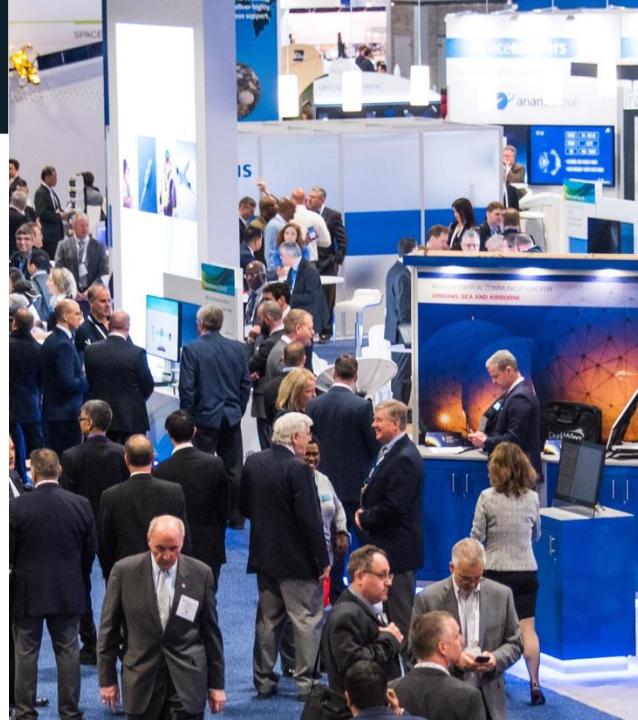
Firefly and Northrop Grumman's New Rocket Gets a Name, and \$50M Investment

Firefly Aerospace and Northrop Grumman revealed the name of their co-developed rocket as Eclipse, alongside a \$50 million investment by Northrop Grumman to advance production.

The companies have been working together since 2022 to develop an American-built first-stage upgrade for Northrop Grumman's Antares 330

VIA SATELLITE DAILY NEWS FEED

Via's daily newsletter delivers the industry's most relevant news and exclusive content, offering satellite and space professionals key insights and trends to stay informed and engaged with developments impacting business and day-to-day decisions.



SATSHOW WEEK

SATSHOW WEEK, anchored by the flagship SATELLITE event and featuring the growing GovMilSpace experience, unites commercial innovators, government and military decision makers, and end users from 110+ countries for critical conversations and business in Washington, D.C.



CYBERSAT

Now in its 10th year, CyberSat is the premier satellite security event merging satellite, space, cyber, and government sectors to educate on threats and deliver concrete, technical strategies to counter attacks in both Classified and Unclassified sessions.



Access Intelligence is a **global leader in information and marketing**, offering a diverse portfolio of events, digital media, and data solutions.

Our team of experts nationwide combines unmatched skills in **content creation, marketing, analytics and event execution**.

Empowered by a strong parent company, our brands harness scale, innovation, and credibility to deliver unparalleled value to every industry we serve.

CRITICAL INFRASTRUCTURE

— DIVISION —

Access Intelligence's Critical Infrastructure Division serves markets spanning **aviation, defense, energy, healthcare, chemical, power, and more**.

At the nexus of security, resilience and technology, our trusted media and event platforms connect industry leaders around topics such as **AI, 5G, cybersecurity, and data management**.

Powered by the strength of Access Intelligence, **we deliver influential platforms that drive growth and innovation across critical sectors**.

AEROSPACE

Via Satellite



CYBERSAT



DEFENSE DAILY

DD Capitol Hill Report

DD Military Space Update

DD Weekly Digest

Aircraft Value
NEWS

AVIONICS
—INTERNATIONAL—

HEALTHCARE

OR Manager
Conference

OR Manager
Conference

OR Business
Management
Summit

INFRASTRUCTURE



P3 GOVERNMENT
CONFERENCE

P3 | Higher Education
Summit



HEALTHCARE
PROJECT DELIVERY
CONFERENCE

U.S. NUCLEAR ENTERPRISE

EXCHANGEMONITOR
PUBLICATIONS & FORUMS

RADWASTE / MONITOR

WEAPONS COMPLEX / MONITOR

WEAPONS COMPLEX / MORNING BRIEFING

THE ANNUAL
NUCLEAR DETERRENCE
SUMMIT

NUCLEAR SECURITY & DETERRENCE / MONITOR

ENERGY & ENGINEERING

POWER

Experience
POWER

Data Center
POWER eXchange

POWER
PLANT ID

CHEMICAL
ENGINEERING

LDC GAS FORUMS

NATGAS **POWER**
FORUM

GULF COAST
ENERGY FORUM

CLEAN
Gulf



Aerospace Group

UNIFYING COMMERCIAL & DEFENSE REACH

By integrating the Satellite Group, Defense Daily and Avionics, we now bring deeper, more cohesive coverage across the full government, military and commercial aerospace ecosystem.

KEY STRENGTHS & VALUE PROPOSITION

DEFENSE DAILY

Via Satellite



CYBERSAT

AVIONICS
— INTERNATIONAL —

Expanded Government & Military Footprint

- Access to DoW, intelligence and aerospace leadership
- Deeper reach across mission and acquisition audiences
- Stronger access to government and military decision-makers

Content & Thought Leadership

- From Via Satellite to Defense Daily, we deliver insights and analysis that resonate with both strategic and technical stakeholders
- Consistent, holistic coverage across commercial, defense and aerospace markets
- Differentiated positioning as a trusted partner across the ecosystem

Cross-Market Intelligence

- Coverage spans satcom, avionics, cyber & defense primes
- Enables clients to navigate interconnected opportunities

Integrated Engagement Platforms

- High-impact events, forums and digital summits that bring together commercial and government aerospace leaders
- Multi-channel opportunities to drive deeper relationships with these decision-makers
- Cross-promotional opportunities across multiple brands and platforms



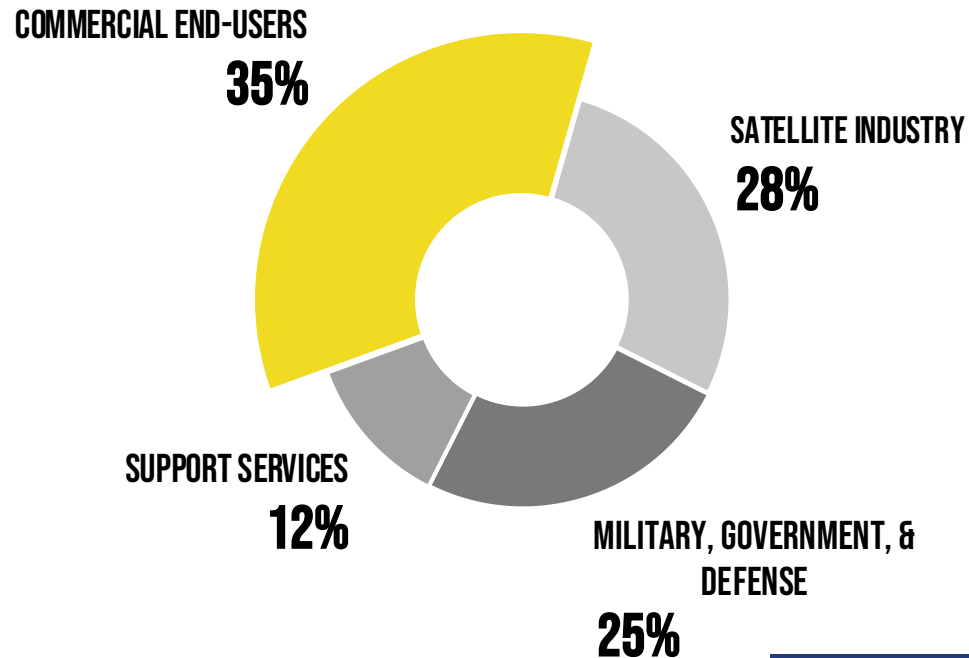
Access
Intelligence

CRITICAL
INFRASTRUCTURE
DIVISION

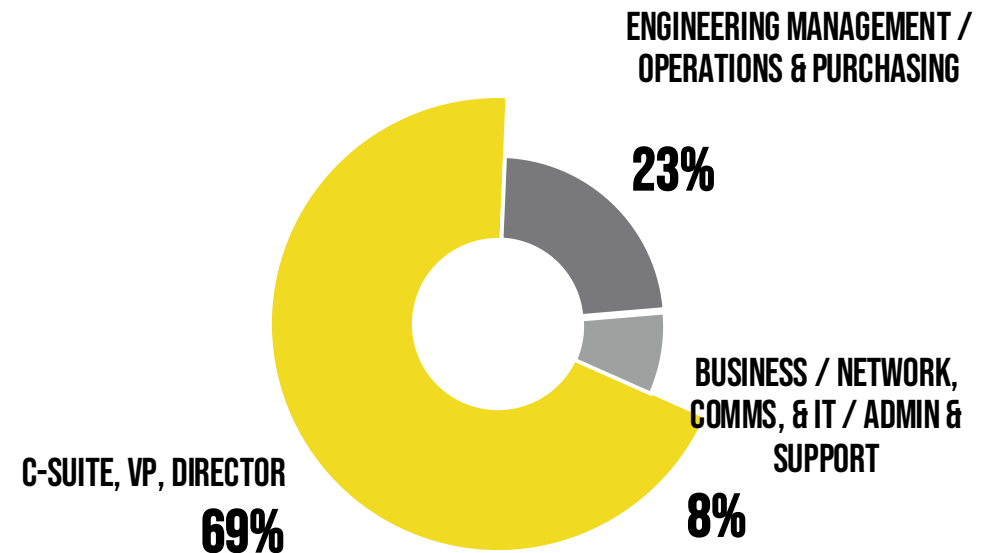
AUDIENCE PROFILE

Via Satellite reaches 294,000+ industry leaders—government policymakers, commercial innovators, and 33% international readers—ensuring your message impacts the decision-makers who matter most.

INDUSTRIES



JOB FUNCTION



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AUDIENCE PROFILE

- **MILITARY, GOVERNMENT, & DEFENSE**

- Civil Space Agency
 - Defense Contractor/Sub-contractor
 - Government Agency
 - Military & Defense
 - Public Safety

- **SATELLITE INDUSTRY**

- Ground Systems
 - Launch Services
 - Imagery & Sensing
 - Manufacturer
 - Operator
 - Software Developer
 - Systems Integrator

- **COMMERCIAL END-USERS**

- Aviation
 - Agriculture
 - Broadcast & Video
 - Energy
 - Ground Transportation
 - Maritime
 - Terrestrial Telco

- **SUPPORT SERVICES**

- Academic Research/University
 - Association/Non-Profit
 - Consulting
 - Cybersecurity
 - Finance/Investment
 - Insurance/Legal Services

AUDIENCE REACH

We leverage the breadth and depth of our database, along with a robust platform of high-quality content to position your brand for optimal impact. With the largest and most diverse audience of satellite and space professionals, Via Satellite ensures you reach and engage effectively.

MONTHLY PAGEVIEWS

238K

WEB

DIGITAL MAGAZINE SUBSCRIBERS

125K

WEB

SOCIAL FOLLOWERS

46.5K

WEB

MARKETABLE EMAILS

294K

EMAIL

NEWSLETTER SUBSCRIBERS

100K

EMAIL

LIVE EVENT ATTENDEES

26K

EVENTS

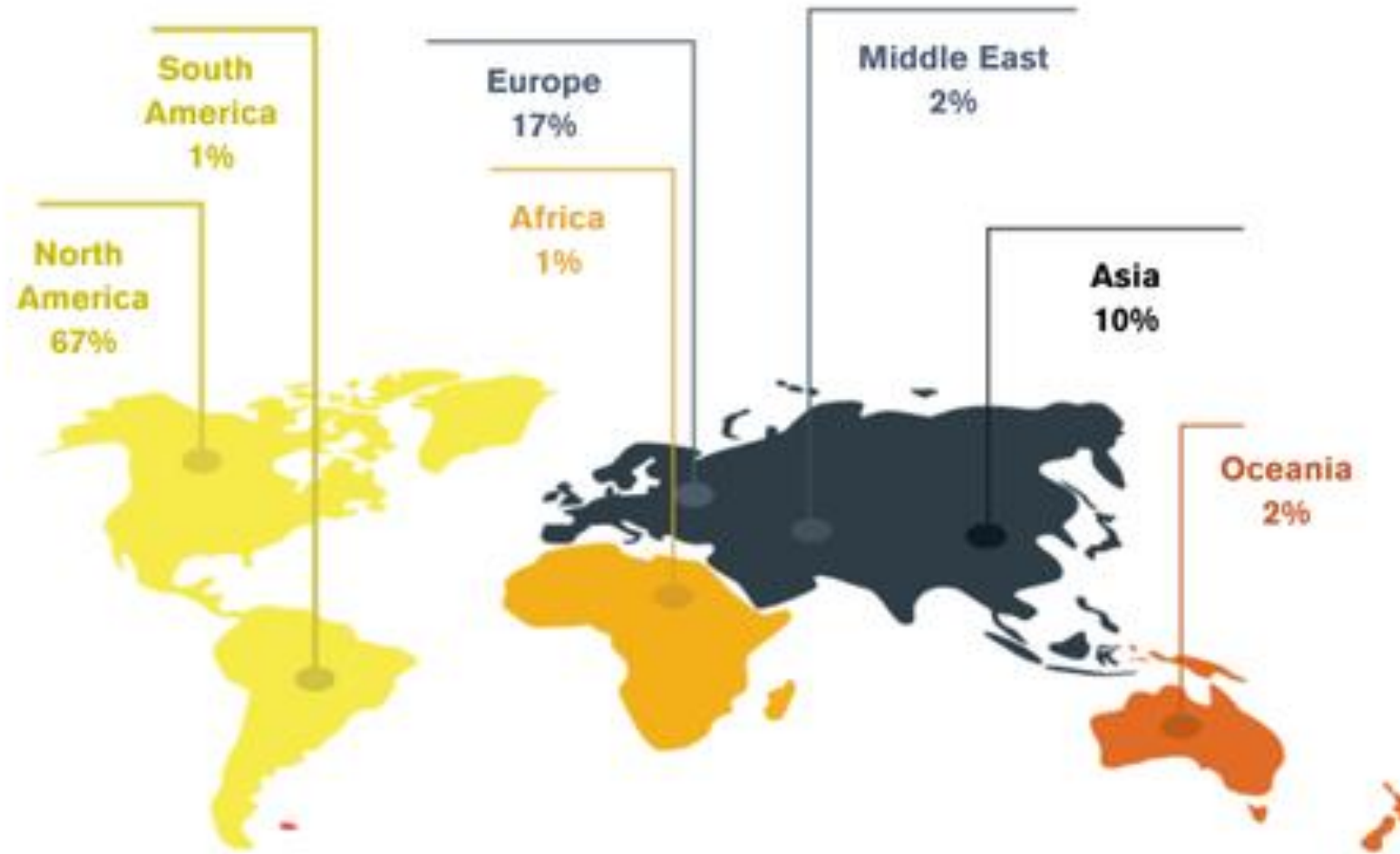
INTERNATIONAL READERSHIP

33%

SUBSCRIBERS

GEOGRAPHIC REACH

Via Satellite offers strong international reach with 33% of subscribers outside of North America



YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with Via Satellite

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MEET THE EDITORIAL TEAM



MARK HOLMES

As Senior Editorial Director, Mark drives the content that makes Via Satellite the industry's most respected publication. He's interviewed Jeff Bezos and Richard Branson, launched major events, and developed key programs for SATShow. A seasoned public speaker, he is known for his expertise on telecom, broadband, and satellite.

mholmes@accessintel.com



RACHEL JEWETT

As Senior Managing Editor, Rachel oversees all content and news, and hosts our twice-monthly On Orbit podcast. She manages the daily news feed, social media, and website, and secures high-profile interviews with industry CEOs and end-user markets. A Dow Jones News Fund alum, she holds a journalism degree from Ball State University.

rjewett@accessintel.com



JEFF HILL

Via's Executive Editor and Chairman of SATShow, Jeff also hosts our Future Space Economy webcast series. With over 15 years in the industry, he has interviewed leaders like Elon Musk and Charles Bolden Jr., and numerous policymakers and influencers. He enjoys collecting books and memorabilia from industry events.

jhill@accessintel.com

EDITORIAL CALENDAR

Place your important marketing message alongside the most relevant and in-depth content in the industry

SHOWCASES THE BROAD COVERAGE OF CONTENT AND IN-DEPTH INTERVIEWS
THAT KEEP OUR READERS ENGAGED AND RETURNING EACH MONTH.

2023	CONTENT COVERAGE	SHOWS	AD SPACE CLOSE	MATERIALS DUE
JANUARY/ FEBRUARY	The OGs of NewSpace: What Happened Next? 10 Defining Moments in Cybersecurity and Satellite 2024: A Defining Year of Big-Rocket Debuts?		11/20	11/27
MARCH	10 Hottest Companies in Satellite SEOTY Nominees STOTY Nominees Celebrating Women in Satellite	SATELLITE Conference and Exhibition	1/24	1/3
APRIL	Analyzing the Adoption and Rollout of Satellite-to-Cell Service Seeking Customers for the Future LEO Economy Ukraine Two Years On: Impact on U.S. MiSpace Strategy	Sea Air Space, NAB Show, Space Symposium	2/22	2/29
			3/22	3/29
			4/22	4/29
JULY	Earth Observation for Climate Monitoring and ESG The Holy Grail of Terminals: Examining What it Could Look Like High Interest Rates: The Impact on Startup Financing in a Post-SPAC World The Race to Secure Airline Connectivity Contracts Software Defined Satellites 2.0: Future Proofing your Next Satellite	TechNet Cyber	5/22	5/29
AUGUST	10 Smallsat Companies to Watch Via Satellite's 25 Under 25 (new nomination program) Latin America: Where does Satellite fit?	Small Satellite Conference	6/24	7/1
SEPTEMBER	The Future of GEO in a SmallSat World Focus on the European Start-Up Space Scene Examining the Issue of Spectrum Interference	World Satellite Business Week, IBC, Connected Aviation Intelligence	7/22	7/29
OCTOBER	Mining: Is This the Next Breakthrough Market for Satellite? U.S. Presidential Election: Space Policies Examined Sovereign Space: Five Countries to Keep an Eye On		8/22	8/29
NOVEMBER	Cybersecurity for Space Systems Goes Mainstream The LEO, MEO, and GEO: The Harmony of Multi-Orbit Service	CyberSat, GlobalMilSatCom, AfricaCom	9/23	9/30



DOWNLOAD CALENDAR

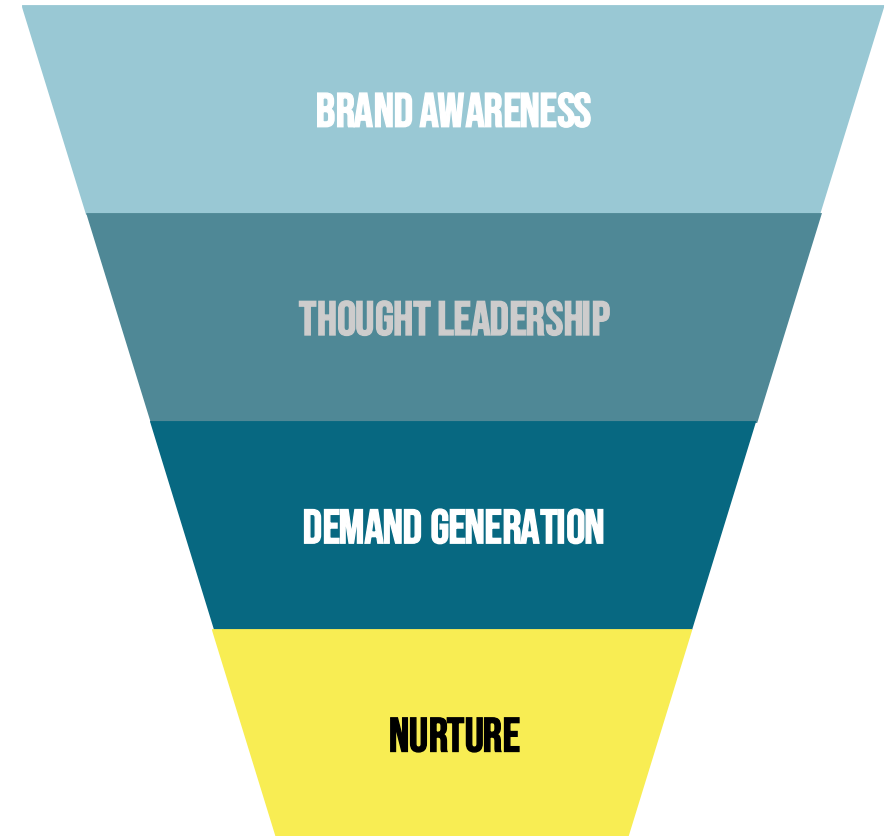
Download the 2026 Via Satellite Editorial Calendar to preview our magazine content and show distribution plan, including:

- Flagship March edition distributed at SATShow
- Two Cyber & Defense special editions
- Via Smallsat issue published in August
- Annual features like 10 Hottest Companies in Satellite, Celebrating Women in Satellite, and Via Satellite Rising Stars
- Upcoming deep-dives on sat-to-cell connectivity, government contracts, multi-orbit, and more

WHAT ARE YOUR GOALS?

Whether your marketing goals include brand awareness, thought leadership, lead gen, or relationship management, Via Satellite offers custom packages to meet your needs.

Explore how our strategic advertising opportunities can amplify your message and engage your brand with key decision-makers in the satellite and space industry.



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BRAND AWARENESS SOLUTIONS

WEBSITE ADVERTISING

Showcase your brand across ViaSatellite.com with exclusive, full-page visibility. Each editorial page features a single advertiser, delivering your message without distraction.

NEWSLETTER ADVERTISING

Share your messaging with our highly engaged global audience five days a week through the Daily News Feed, with exclusive placement in our Weekly Wrap-Up Edition, and in special topical newsletters on defense and cybersecurity.

TARGETED EBLASTS

Deploy your message to a target audience of 5,000 names from our database.

VIA SATELLITE MAGAZINE

Distributed digitally and in print at select industry shows, align your brand messaging alongside our most in-depth content and maximize your reach through our key industry partnerships.

ACCESS: AMPLIFICATION

Extend your brand visibility and engagement with priority accounts through a 3-month, targeted, omnichannel campaign using display advertising, email, and social promotion to drive qualified traffic back to your site.

INDUSTRY EVENT VIDEO INTERVIEWS

Spotlight your executive in an exclusive video interview with a Via Satellite editor at major industry events—promoted in our Daily News Feed alongside live coverage & amplified by a marketing campaign to extend brand visibility.

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THOUGHT LEADERSHIP SOLUTIONS

TECH FOCUS REPORT

Showcase your technical expertise and strategic perspective through a co-branded 4-page insert in *Via Satellite* magazine, combining long-form storytelling with premium print visibility at key industry tradeshows.

BUILT-FOR-YOU EVENTS

From curated receptions to private dinners, we create events that build relationships and elevate your brand — including Via's 40th Anniversary Celebration at SATELLITE 2026, where leaders gather to connect and celebrate.

SPONSORED CONTENT & EXECUTIVE INTERVIEWS

Showcase your leaders and expertise with a sponsored article, a written Q&A, or a video interview in our Thursday Morning Conversation series—each with a marketing campaign to drive engagement.

ON-ORBIT PODCAST

Sponsor an episode of our bi-weekly podcast where our host Rachel Jewett interviews your leaders. Includes a dedicated landing page on ViaSatellite.com and distribution as the lead article in the Daily News Feed.

FUTURE SPACE ECONOMY

Sponsor this quarterly webcast to help shape the conversation on building the infrastructure needed to bring people, businesses, heavy industry, and the global economy into space.

ACCESS: LITE

Build credibility and discoverability by positioning your content alongside trusted editorial coverage, supported by promotion across high-performing digital placements to drive targeted engagement.

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DEMAND GENERATION SOLUTIONS

WEBINARS

Engage our audience through three distinct webinar models—roundtable panel, client-driven, or editorial webinars—all expertly moderated, fully promoted, and designed to elevate thought leadership while delivering high-quality leads.

PRODUCT SPOTLIGHT EMAIL

Feature your product in our Product Spotlight monthly newsletter and drive leads from decision-makers actively seeking innovative solutions. Each click results in a lead with full contact details.

LEAD GENERATION PACKAGES

Generate qualified leads from in-market buyers through flexible, CPL-based programs that support multiple stages of the funnel, including Knowledge Guide sponsorships. These offerings combine audience intelligence, high-interest content, multi-touch nurturing, and customizable targeting to deliver leads aligned with your ICP and pipeline goals.

ACCESS: PIPELINE

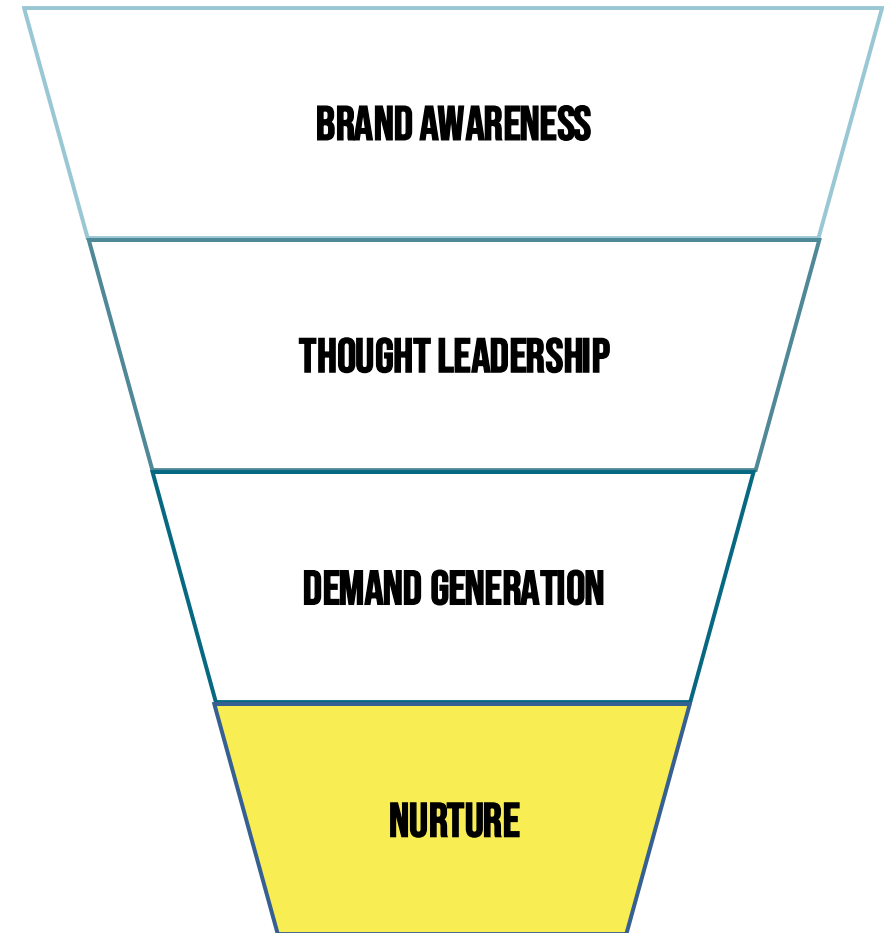
A 3-month, targeted, multi-channel demand gen program that activates in-market buyers using intent data and account-level intelligence. Through co-branded display, email, social, and dedicated landing pages, the program drives sustained account engagement and generates high-quality leads from priority accounts aligned with your ICP.

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NURTURE

A six-month, targeted, multi-channel program that nurtures buyers and influencers within key accounts using high-value content across multiple touchpoints.

ACCESS: Buyer's Journey engages prospects at every stage of the buying process to increase account engagement, generate leads, and deepen penetration within priority accounts.



ACCESS: Buyer's Journey

Dashboard
Demo

OVERVIEW

This ACCESS: Buyer's Journey program is designed to nurture buyers and influencers in key accounts with high-value content through multiple touchpoints. This program will engage prospects through all phases of the buying journey.

Objectives

Increased account engagement & intelligence
Generate leads from all stages of the buying journey
Deepen sponsor's penetration with each core account & buyer collective

Tactics

Co-branded Display Banner Ads, Email, Social Posts, Landing Pages

Strategy, setup, management and optimization by Access Intelligence

Timing & Reach*

6-months
30-60k individuals in target accounts

Assets Needed

4-5 gated assets per month

Investment

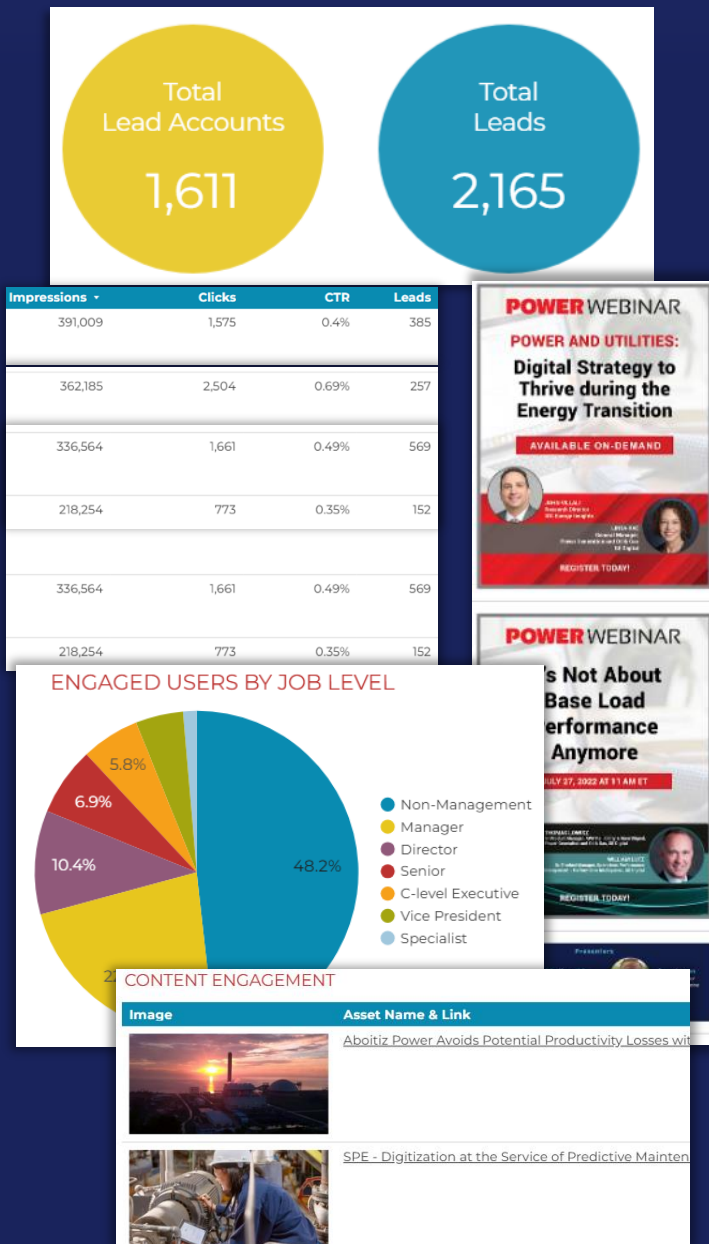
\$124,930

Outcomes*

300k impressions
6 email sends (10k each)
Leads for every stage: **
• 100 1-touch leads
• 200 2-touch leads
• 250 3-touch leads
Custom Insights Dashboard

*Higher outcomes and/or longer campaign duration available at increased investment level

**Leads will be "open targeted" by BRAND; add'l targeting available with a custom quote



VIA SATELLITE AT SATSHOW WEEK 2026

Real-Time Daily Coverage + Sponsorship Integration = Maximum Audience Impact

All SATShow Week Coverage Flows into One Central Hub

Monday - Saturday Coverage

- **Mon:** Show Daily - Opening Day
 - Kick off Preview
 - Distributed onsite, online, and in Daily News Feed
- **Mon-Fri:** Show Daily - Live from SATShow Week
 - Daily coverage through the Daily News Feed
 - Breaking news, sessions, videos, podcasts
- **Sat:** Show Daily - SATShow Week in Review
 - Best-of wrap-up, highlights, and content

Optional Add-ons:

- Pre-Show Webinar for Brand Awareness
- Meeting Facilitation during SATShow Week



CASE STUDIES



COMTECH SHINES A LIGHT ON COMPANY INITIATIVES WITH CUSTOM CONTENT

Comtech partnered with Via Satellite's editorial team to produce a series of interviews, podcasts, and videos, giving their executive leadership a platform to share the company's vision and strategic direction with the market.

Results

Product: Pipeline Pro

- Over 1 Million impressions
- 9,000 Clicks
- Most downloaded podcast episode and SATELLITE interview of 2025



QORVO DRIVES LEADS BY BREAKING DOWN A HOT TOPIC

In their ebook on Low Earth Orbit Satellites, Qorvo delivered market forecasts, technical insights, and real-world applications that spoke to every level of the decision-making chain. We marketed the ebook to an engaged audience segment and helped Qorvo generate contacts going into a major industry event.

Results

Product: Pipeline Pro

- 121 leads generated
- 40% C-Level Leads, 16% Engineering
- Global response with over 30 countries in the lead list

CASE STUDIES



WOLFSSL DRIVES TRAFFIC WITH STRATEGIC NEWSLETTER PLACEMENTS

WolfSSL has long been an advertiser in Via Satellite's Daily News Feed. When we launched our new native ad format in 2025, WolfSSL jumped at the chance to give it a shot. With more real estate to work with and a stronger callout in the newsletter, the results speak for themselves.

Results

Product: Daily News Feed

- 2x improvement on clicks per deployment with new ad format
- 2,196 newsletter ad clicks since 2024

WHAT INDUSTRY LEADERS SAY ABOUT US

Via Satellite is a leader in the space industry when it comes to storytelling, news and market intelligence.

It provides decision makers with everything from timely news, compelling interviews and interesting features on key industry topics. I regularly read the publication and consider it an important source of information for me and my colleagues as we track what is unfolding in our industry.



Dan Goldberg, CEO, Telesat

Via Satellite is the trusted source for breaking news and deep analysis on the complex and ever-evolving state of the space industry. Anyone who needs to be in the know on space should be staying across their coverage.



Peter Beck, CEO, Rocket Lab

WHAT INDUSTRY LEADERS SAY ABOUT US

Via Satellite has become an essential resource for staying informed on the latest developments in the space industry. Their coverage provides key information that help our team with valuable insights that help shape strategic decisions. It's a trusted platform that delivers everything from breaking news to expert commentary, ensuring we remain ahead in this competitive landscape.



Chris Johnson, CEO, Maxar Space Systems

Via Satellite continues to be my daily go-to news platform for key satellite, space and defense related news. The coverage across the board on daily news as well as the in-depth features and editorials addressing key topics are well-researched. The diversity in medium across the online stories, podcasts, conferences supports the needs of those of us that need to remain engaged with customers, partners and suppliers globally. Keeping up with industry news is key and Via Satellite certainly delivers the relevant content in a timely, informative manner.



**Tina Ghataore, Group CSRO Aerospacelab,
CEO Aerospacelab North America**

MEET THE **VIA SATELLITE** BUSINESS TEAM



LINDSEY FULLER

SVP, Aerospace
Group



KIM MATEUS

Brand Director,
Aerospace Group



JOE MILROY

Publisher, Via
Satellite
215-439-1708



ISABEL BURNHAM

Group Marketing
Director, Satellite &
Healthcare



MILES FARNSWORTH

Senior Manager,
Digital Strategy



LAUREN MCCAFFREY

Marketing
Manager, Satellite

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