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 THE Leader in Global Connectivity Coverage THE LEAD HOLLESI STEEL ST

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 codeveloped 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 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

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 9th 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.



Experience starts here

Access Intelligence is a leading global information and marketing company with a portfolio spanning events, digital media, and data solutions. Our 200+ professionals across multiple U.S. offices bring together deep expertise in content, marketing, analytics, and event operations. Every product we deliver — from conferences to publications — benefits from the backing of a larger, multi-million-dollar organization, giving our brands the scale, technology, and trusted reputation to deliver unmatched value to the industries we serve.

CRITICAL INFRASTRUCTURE

- DIVISION-

The Critical Infrastructure Division of Access Intelligence serves markets that span aviation, defense, energy, healthcare, chemical, power, and beyond. At the crossroads of infrastructure, national security, emergency response, and **innovation**, our media products and live events connect clients with key decision makers and address cross-cutting topics such as AI, 5G, cybersecurity, and data centers. Backed by the scale and resources of Access Intelligence, we deliver trusted platforms that drive progress across these vital sectors.





CRITICAL INFRASTRUCTURE DIVISION

AEROSPACE

ENERGY & ENGINEERING

HEALTHCARE

Via Satellite DEFENSE DAILY























AVIATION TODAY





INFRASTRUCTURE





















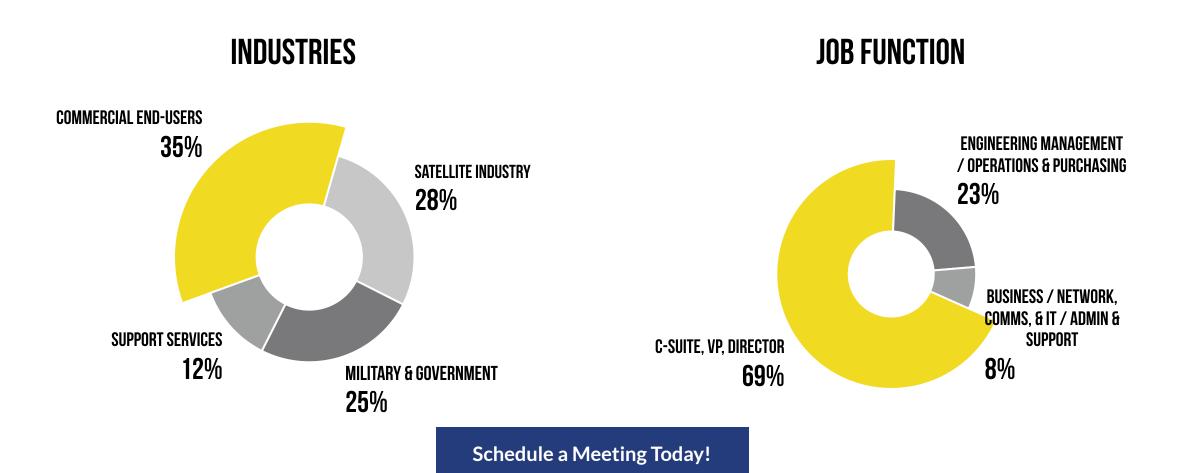






AUDIENCE PROFILE

Via Satellite reaches 142,000+ industry leaders—government policymakers, commercial innovators, and 45% international readers—ensuring your message impacts the decision-makers who matter most.



AUDIENCE PROFILE

MILITARY & GOVERNMENT

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

WFB

DIGITAL MAGAZINE SUBSCRIBERS

125K

WFB

SOCIAL FOLLOWERS

46.5K

WFB

ACTIVE & MARKETABLE EMAILS

142K

FMAII

NEWSLETTER SUBSCRIBERS

100K

FMAII

LIVE EVENT ATTENDEES

26K

EVENTS

INTERNATIONAL READERSHIP

45%

WEB

YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with Via Satellite

























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 twicemonthly 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.

riewett@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



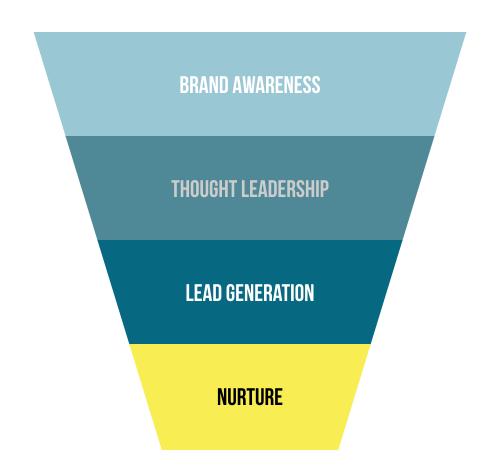
Download the 2026 Via Satellite Editorial Calendar to preview our magazine content and show distribution plan, including:

- 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?

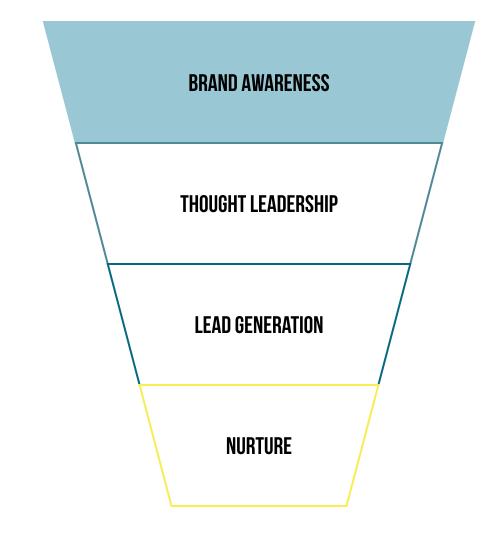
Whether your marketing goals include brand awareness, thought leadership, lead gen, or relationship management, Via Satellite offers custom packages to meet your needs.

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



BRAND AWARENESS

Partner with Via Satellite for powerful brand awareness campaigns. Boost your visibility, establish market penetration, and build trust. Our campaigns will elevate your market share and embed your brand in key industry decision-makers' minds for lasting impact.



BRAND AWARENESS SOLUTIONS



Learn More About All Brand Awareness Solutions With Pricing

WEBSITE ADVERTISING

Place your banner and native ads embedded within and alongside editorial content on ViaSatellite.com.

NEWSLETTER ADVERTISING

Share your messaging with our highly engaged global audience 5 days a week in the Daily News Feed, or be the exclusive sponsor of our Weekly Wrap-Up Edition, or our 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, share your message alongside our most in-depth content and maximize your reach through our key partnerships.

BRAND BOOST

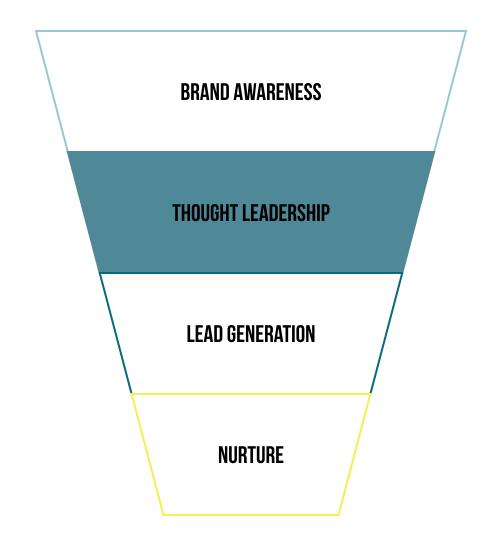
Leverage our first-party data to target your ideal audience on our site, through programmatic, and on Facebook and LinkedIn.

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 marketing campaign to extend brand visibility.

THOUGHT LEADERSHIP

Partner with Via Satellite for impactful thought leadership campaigns. Elevate your brand's authority, drive industry conversations, and showcase your expertise. These campaigns will enhance your reputation, attract high-value clients, and position your brand as a leading industry innovator.



THOUGHT LEADERSHIP SOLUTIONS



Learn More About All Thought Leadership Solutions With Pricing

TECH FOCUS REPORT

4-page report inserted into Via Satellite Magazine with co-branded front cover, 2 full pages of copy, and back cover ad.

BUILT-FOR-YOU EVENTS

From a sponsored happy hour to an invite-only executive dinner or roundtable, we build events that help you deepen relationships, accelerate deals, and elevate your brand.

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

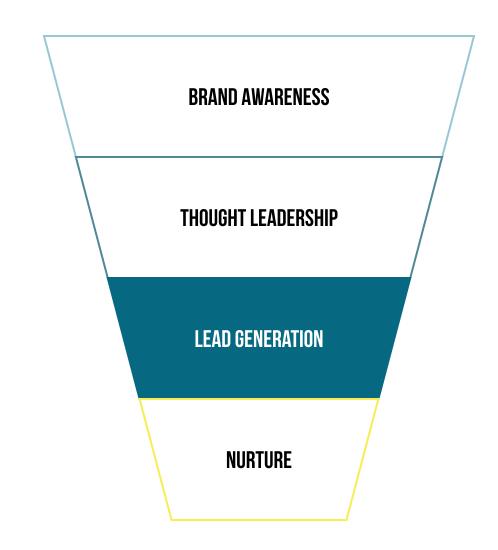
Sponsor this quarterly webcast to help shape the conversation on building the infrastructure needed to bring people, businesses, heavy industry, and the global economy into space.

BRAND CONNECT

Syndicate your top-of-funnel content on ViaSatellite.com and drive traffic to your asset using our most effective marketing tactics.

LEAD GENERATION

Boost your lead generation efforts with Via Satellite's targeted campaigns. By engaging prospects at multiple touchpoints, we ensure high-quality leads and effective qualification, driving sustained growth and maximizing your business opportunities.



LEAD GENERATION SOLUTIONS

Description Learn More About All Lead Generation Solutions With Pricing

LIVE WEBINARS

Present a live, interactive webinar to our highly engaged audience. Our editorial team moderates and hosts while our marketing team manages all webinar promotion, registration and lead generation.

PIPELINE

Host gated, downloadable content on our site to generate leads. Each Pipeline campaign comes with a strategic marketing package to reach your target audience.

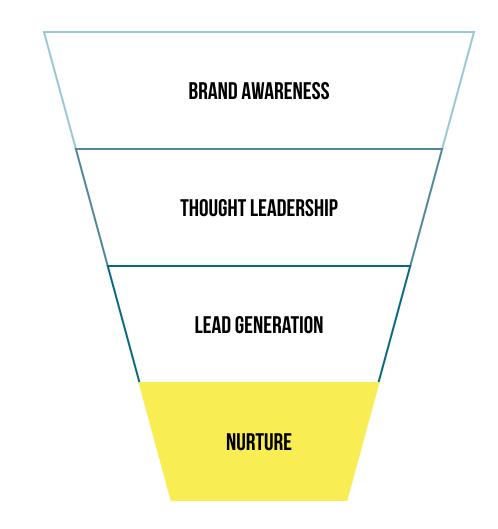
PRODUCT SPOTLIGHT EMAIL

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

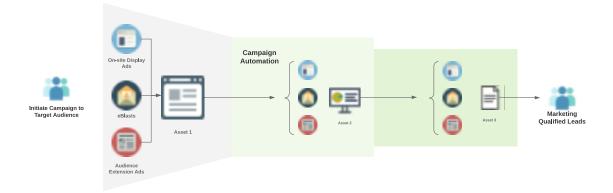
NURTURE

Learn More About Our Flow Solution

Strengthen client and prospect relationships using Via Satellite's Flow solution. These longer-term, multi-asset targeted content marketing campaigns are designed to engage your audience at every stage, fostering meaningful connections and ongoing dialogue.



Dynamic Communication Experience Powered by Engagemer



FLOW IS MARKETING ORCHESTRATION

WHY FLOW?

- GENERATE WARMER, SALES-READY LEADS
- BETTER RESPONSE TO CAMPAIGNS DUE TO TARGETING/RELEVANCE
- MOVE LEADS THROUGH THE FUNNEL FASTER
- HIGHER ACCEPTANCE OF LEADS FROM SALES
- CONTRIBUTE GREATER VALUE TO SALES PIPELINE

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: Flow Campaign

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

QOPVO.

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 a 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 indepth 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



Publisher, Via Satellite 215-439-1708

Email Schedule a Meeting



ISABEL BURNHAMGroup Marketing
Director, Satellite



MILES FARNSWORTH
Senior Manager,
Digital Strategy



Assistant
Marketing
Manager, Satellite