

# 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



## THE 10 HOTTEST SATELLITE COMPANIES IN 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



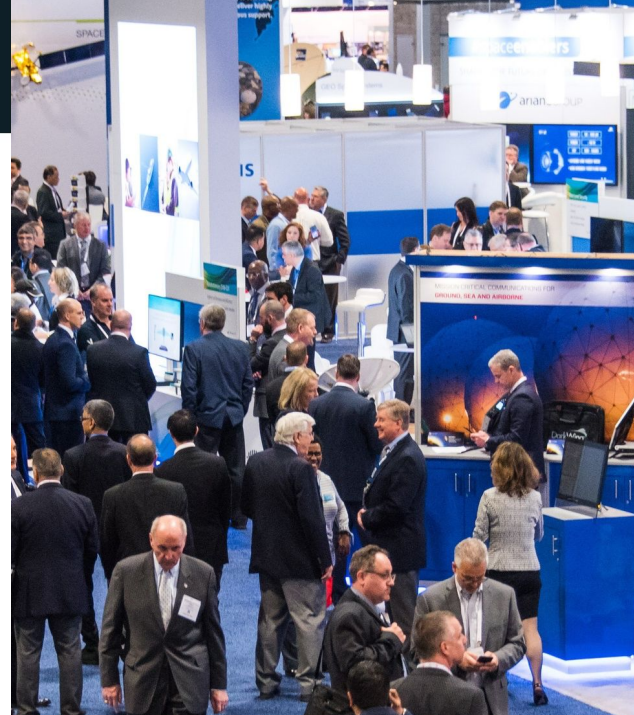
### Firefly and Northrop Grumman's New Rocket Gets a Name, and \$50M Investment

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



## HEALTHCARE



## INFRASTRUCTURE



## U.S. NUCLEAR ENTERPRISE



## ENERGY & ENGINEERING

POWER





# Aerospace Group

## UNIFYING COMMERCIAL & DEFENSE REACH

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

### DEFENSE DAILY

#### Via Satellite



#### CYBERSAT



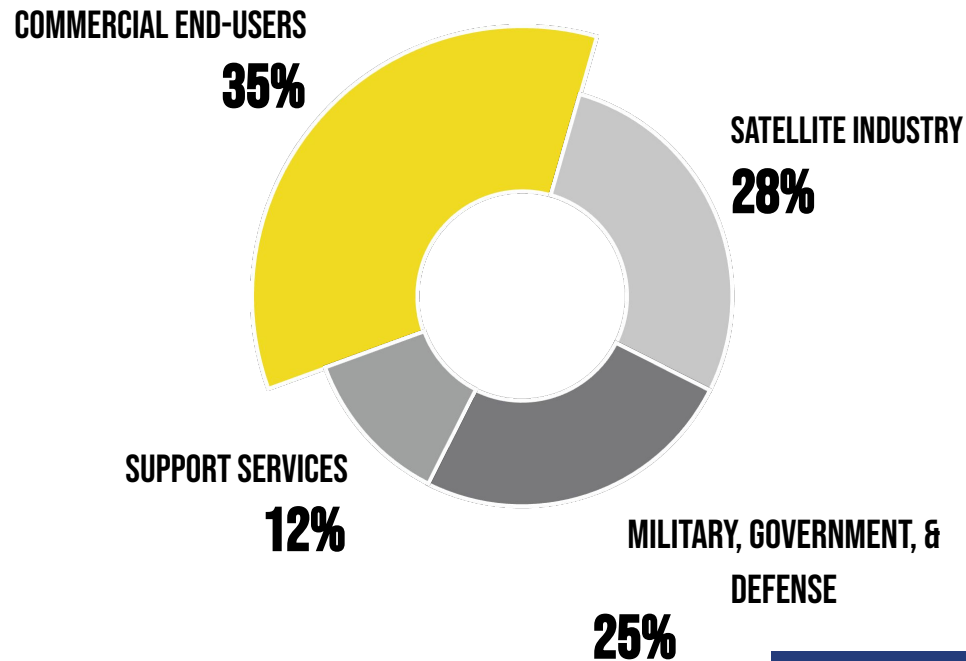
## KEY STRENGTHS & VALUE PROPOSITION

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

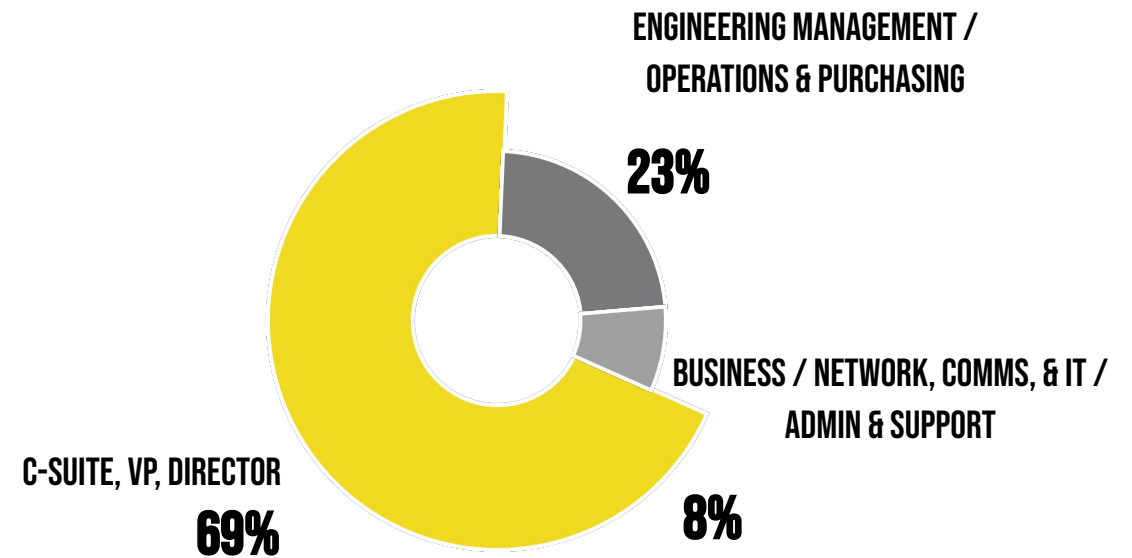
# AUDIENCE PROFILE

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.

DIGITAL MAGAZINE SUBSCRIBERS

**125K**

WEB

SOCIAL FOLLOWERS

**46.5K**

WEB

MARKETABLE EMAILS

**294K**

EMAIL

NEWSLETTER SUBSCRIBERS

**100K**

EMAIL

LIVE EVENT ATTENDEES

**26K**

EVENTS

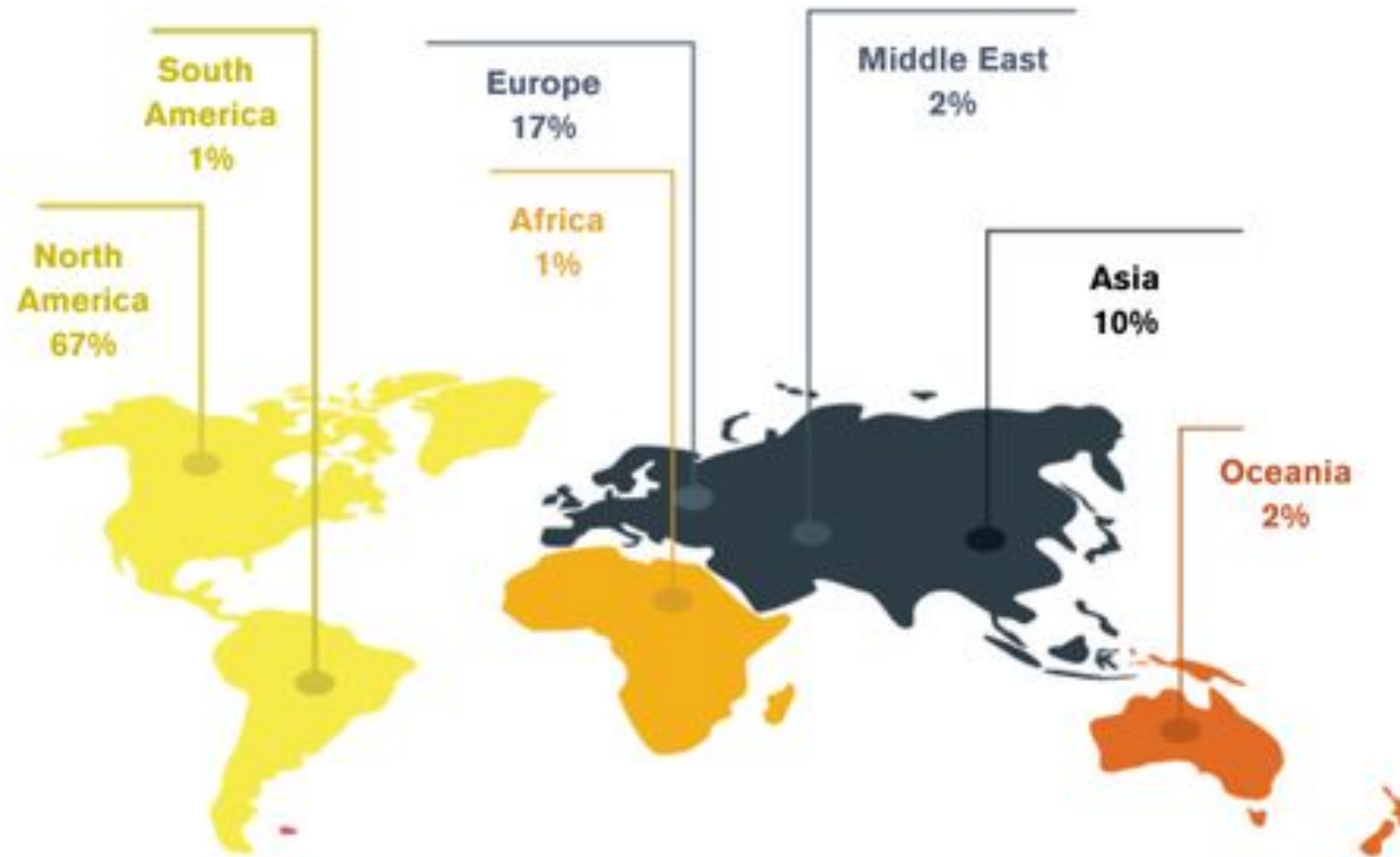
INTERNATIONAL READERSHIP

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



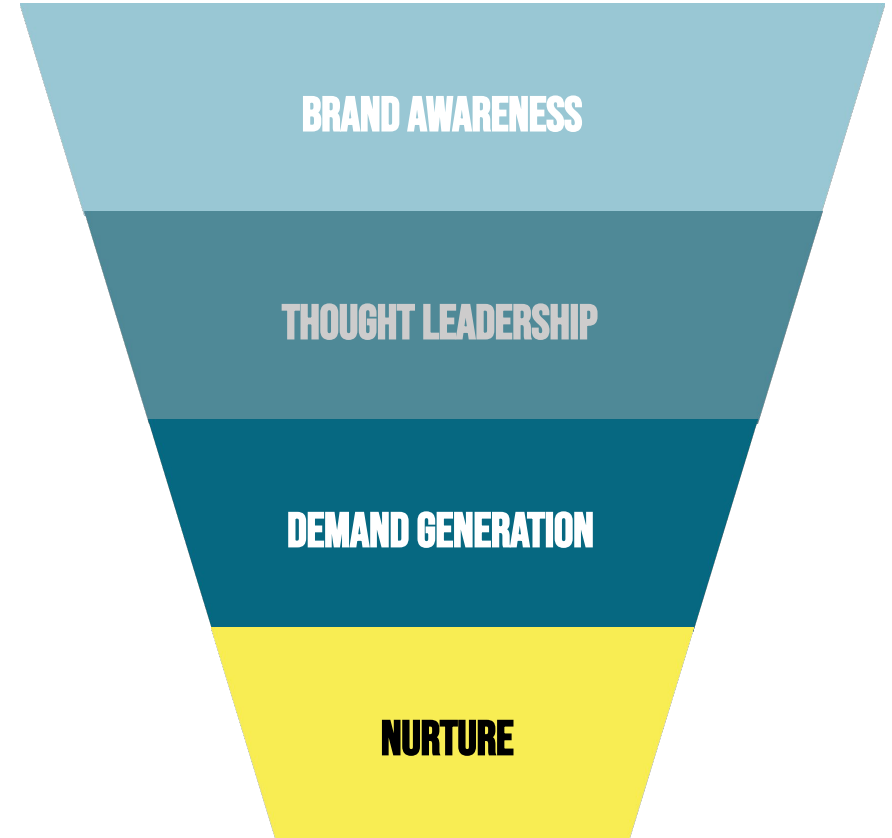
**DOWNLOAD CALENDAR**

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 one advertiser, delivering your message without distraction.

## 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.

## ACCESS: AMPLIFICATION

A three-month, targeted omnichannel campaign using display advertising, email, and social promotion to increase awareness, engage priority accounts, and drive targeted traffic to your site, reaching 20-50K individuals with measurable performance via a custom insights dashboard.

## 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**

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 curated receptions to private dinners, we create events that build relationships and elevate your brand – bringing industry leaders together to connect in meaningful ways, wherever and whenever it matters most.

## **SPONSORED CONTENT & EXECUTIVE INTERVIEW**

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**

A streamlined ACCESS solution that boosts credibility and discoverability by placing your content alongside trusted editorial coverage. ACCESS: Lite delivers guaranteed promotion across top digital placements, extending reach beyond a single placement to drive engagement with a targeted audience.

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# DEMAND GENERATION SOLUTIONS

## LEAD GENERATION PACKAGES

Target in-market buyers with flexible, CPL-based programs designed to support every stage of the funnel, including our Knowledge Guide sponsorships. We combine audience intelligence, curated Knowledge Guide content, multi-touch nurturing, and customizable targeting to deliver qualified leads that align with your ICP and pipeline goals.

## ACCESS: PIPELINE

A three-month, targeted, multi-channel program that drives top-of-funnel engagement by leveraging intent data to capture the attention of in-market buyers. Through co-branded display, email, social, and landing pages, the program increases account engagement, enhances topic alignment, and generates high-quality brand leads from priority accounts.

## 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

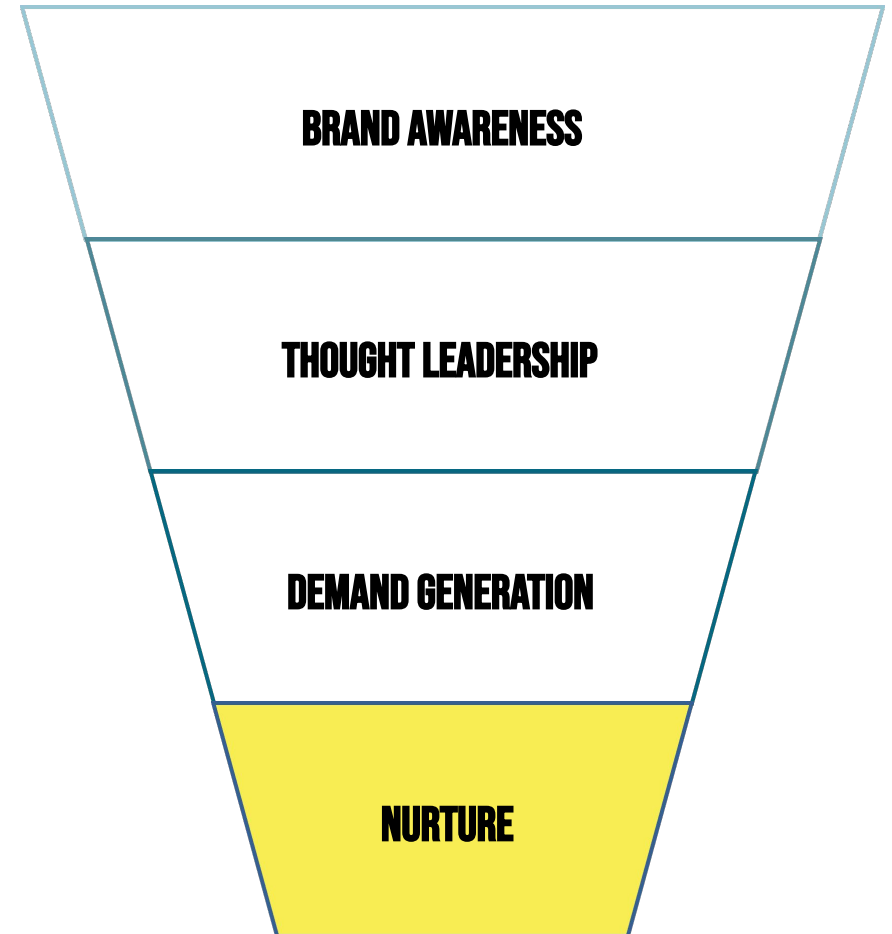
Feature your product in this monthly newsletter and drive leads from decision-makers actively seeking innovative solutions. Each click results in a lead with full contact details.

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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.



# 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 & Healthcare



**KIM MATEUS**

Brand Director, Aerospace Group



**JOE MILROY**

Publisher, Via Satellite  
215-439-1708

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[Schedule a Meeting](#)



**ISABEL BURNHAM**

Group Marketing Director, Satellite & Healthcare



**MILES FARNSWORTH**

Senior Manager, Digital Strategy



**LAUREN MCCAFFREY**

Marketing Manager, Satellite Group