



Via Satellite

Media Kit 2027

The Access You Need. The Insights You Require.

OUR AUDIENCE

Via Satellite reaches 276,000+ decision-makers in defense, government, and the global satellite & space industry, ensuring your message lands where it matters most.

MILITARY, GOVERNMENT, AND DEFENSE

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

SATELLITE INDUSTRY

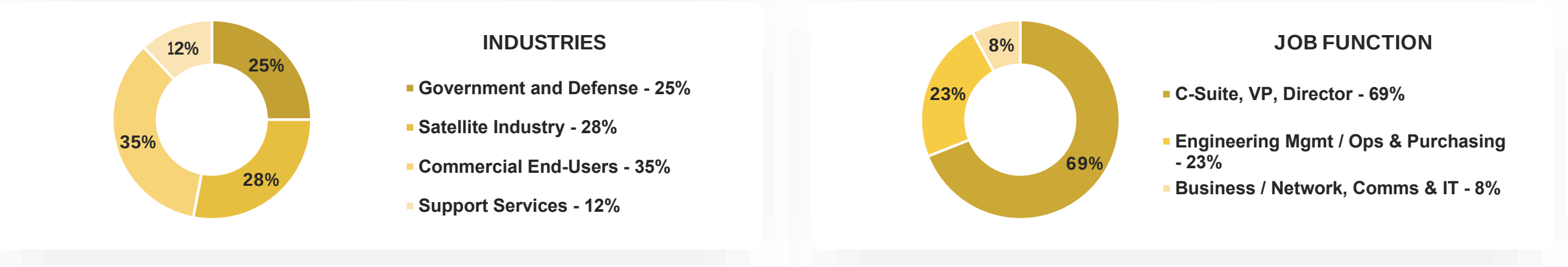
- Ground Systems
- Launch Services
- Imagery & Sensing
- Manufacturer
- Software Developers
- Systems Integrators

COMMERCIAL END-USERS

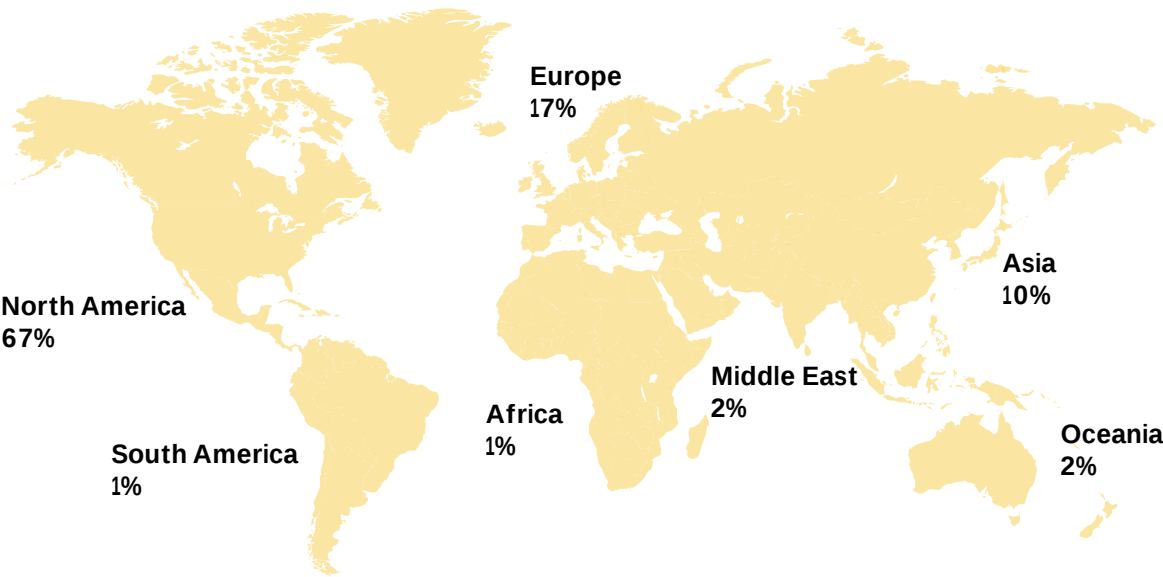
- Aviation
- Agriculture
- Broadcast & Video
- Energy
- Ground Transportation
- Maritime
- Terrestrial Telco

SUPPORT SERVICES

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



OUR 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.

Total Marketable Emails 276K+

International Readership 44%

Newsletter Subscribers 115K+

Digital Magazine Subscribers 118K+

AEROSPACE GROUP

UNIFYING COMMERCIAL & DEFENSE REACH

Our brands provide authoritative coverage across the entire government, military, and commercial aerospace ecosystem—from policy to procurement to operations.

Via Satellite

CYBERSAT



DEFENSE DAILY

EXPANDED GOVERNMENT & MILITARY FOOTPRINT

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

CROSS-MARKET INTELLIGENCE

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

CONTENT AND THOUGHT LEADERSHIP

- Insights and analysis that resonate with both strategic and technical stakeholders
- Consistent, holistic coverage across commercial, defense and space markets
- Differentiated positioning as a trusted partner across the ecosystem

YOU'RE IN GOOD COMPANY

A SAMPLE OF THE ORGANIZATIONS THAT PARTNER WITH VIA SATELLITE



SHOW IMPACT

[Learn More](#)

Turn Your Event Presence Into Industry Influence

Show Impact is *Via Satellite's* integrated visibility package designed to extend your presence before, during, and after key industry events – reaching satellite and space professionals across trusted editorial environments and high-visibility digital placements.

We position your company as part of the industry conversation when attention is at its peak.

SPONSORSHIPS

- On-site video interviews
- Digital Show Dailies
- Website Takeovers
- Geofencing
- Networking Events
- Magazine Advertising

KEY EVENT COVERAGE

- SATShow Week
- Space Symposium
- Small Satellite Conference
- World Space Business Week
- Space Tech Expo Europe
- Space Power



WEBSITE BANNER – PAGE TAKEOVER

Dominate the web page with ads in all ad units including the native ad position, giving readers a unified message from your brand. Each article page features one exclusive advertiser, creating a cohesive, high-impact experience that drives stronger recall and engagement.

- Limited to no more than 4 advertisers per month for 25% SOV
- Ads appear across all desktop and mobile ad units
- Leaderboard 970X250, Left Rail 300X600, Center Banner 728X90, Native Ad (in article)
- Unified creative ensures a clean, high-impact reader experience
- [See example here](#)

Price: \$6,000/month (+20% in March)

The screenshot shows the Via Satellite website with a page takeover for Millennium Space Systems. The takeover includes a large banner at the top with the text "BUILT FOR ORBIT" and a satellite image. Below the banner is a headline "Amazon Leo Files for 5,105 Satellites in Globalstar Spectrum for D2D" by Rachel Jewett. The main image shows a person camping under a starry sky with a dog. The Millennium Space Systems logo is visible in the bottom left corner of the page.

Millennium Space Systems
A Boeing Company

BUILT FOR ORBIT

Amazon Leo Files for 5,105 Satellites in Globalstar Spectrum for D2D

By Rachel Jewett

MONDAY, JULY 27, 2020

Amazon Leo files for a direct-to-device constellation. Photo: Amazon Leo

Millennium Space Systems
A Boeing Company

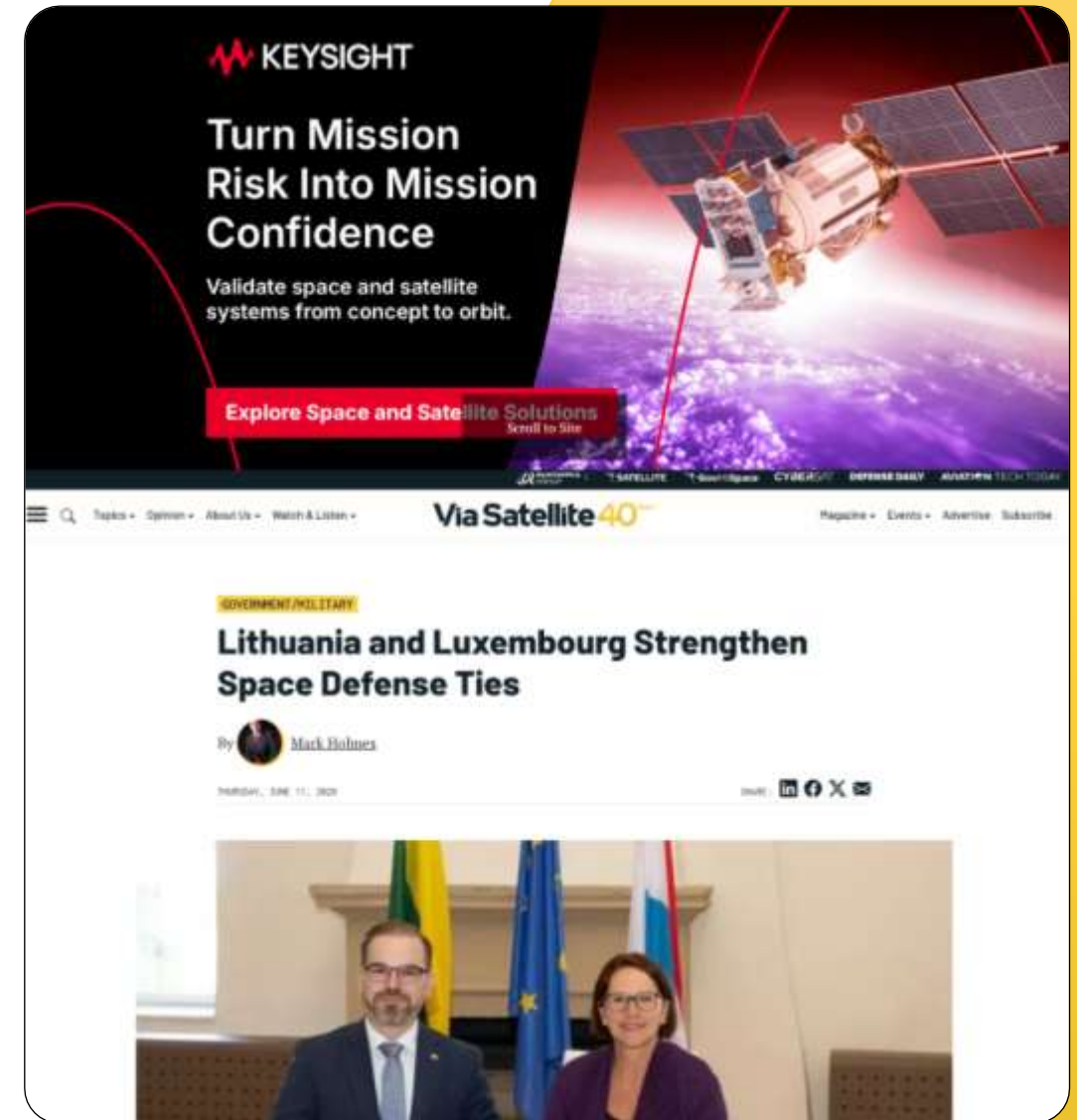
Amazon has filed with the FCC to launch an Amazon Leo Direct to Device constellation of up to 5,105 satellites, in spectrum to be acquired in the Globalstar deal.

WEBSITE BANNER – FLUID BANNER

Own the first impression on ViaSatellite.com with our full-screen takeover Fluid Banner. This ad unit occupies the entire screen on a user's initial visit to the website. As they scroll, a portion of the ad sticks to the top for constant exposure during their pageview.

- Best performing ad unit on ViaSatellite.com
- 1.70% Average CTR
- [See example here](#)

Price: \$5,000/week



DAILY NEWSFEED NEWSLETTER

Share your message in the leading source for news and insights that shape the satellite and space industry.

Delivered to 100k+ global inboxes 5 days a week, this premier newsletter offers a prime opportunity to engage your brand with our most active and loyal subscribers.

- 25% Share Of Voice for 3 Months
- Choose Banner or Native Ads
- Average 500,000 Impressions Over 3 Months

Price: \$14,400 / 3 Months

[Learn More](#)

July 30, 2026

SIGN UP • VIEW ONLINE

Via Satellite ⁴⁰Years Daily News Feed

TOP STORY



10 Smallsat Startups to Watch in 2026

The annual Via Satellite 10 Smallsat Startups to Watch list highlights companies from around the world in the early stages of funding (Series A or earlier) that are on the rise. These companies may have piqued investors' interest, secured key contract wins, or reached a technology milestone. This year's list features a range of startups focused on defense capabilities, satellite data relay, space domain awareness (SDA), interesting applications of AI, and in-orbit computing. Now in its fifth year, 10 Smallsat Startups to Watch has highlighted 50 companies since it began in 2022...[continued]



ADDITIONAL VIA SATELLITE NEWSLETTERS

WEEKEND WRAP-UP EDITION

The Saturday Weekend Wrap-Up Edition highlights the week's biggest stories. This edition reaches even more subscribers than our daily with a distribution of 115k+, while maintaining the same high engagement rates.

[See Example](#)

FOCUS ON DEFENSE MONTHLY NEWSLETTER

Focus on Defense reaches 35k+ defense professionals biweekly - launched in response to surging reader demand for dedicated defense coverage.

[See Example](#)

SPONSORSHIP INCLUDES

- 100% Share-of-Voice
- Prominent Logo Placement
- Long-Form Native Ad
- Display Ad

PRICE

- \$5,000 for 1 Edition
- \$4,500 for 4 Editions
- \$4,000 for 8 Editions

MAGAZINE ADVERTISING

For 40 years, *Via Satellite* magazine has provided essential news and expert business analysis on the global satellite industry, including current and evolving applications, infrastructure issues, technology, and business and regulatory developments. Top satellite executives from 160 countries read *Via Satellite* to fully understand the industry and maximize their companies' profits.

Magazine Advertising Features:

- Distributed digitally to 1k+ subscribers around the globe, with trade show copies printed and distributed onsite at global events.

[Download Ad Specs](#)

[View Editorial Calendar](#)



SIZE	PRICING
2-Page Spread	\$13,125
Full Page / 970x250	\$8,750 (+15% for Premium Positions)
2/3 Page	\$7,170
1/2 Page	\$6,125
1/3 Page	\$3,950
1/4 Page	\$3,350

EMAIL BLASTS

Showcase your expertise, share your latest case studies, or announce new products directly to 5,000 targeted professionals from our premium database.

Features:

- You supply an HTML file and a subject line
- Select a target audience
- After one week, we follow up with a report including full deployment analytics

Price: \$4,500 for one email



INTUITION foresight

ST Engineering

iDIRECT

ST Engineering iDirect Launches Intuition Foresight to Automate Network Management and Service Provisioning

Introducing ST Engineering iDirect's advanced network management suite designed to deliver AI-driven, predictive intelligence and automation.

Ready to support increasingly complex environments, Intuition Foresight brings unified control across multi-network, multi-platform, and multi-vendor architectures.

- Modernize at your own pace with centralized operations, automation and analytics
- Manage platforms, networks, and connectivity services through a unified interface
- Turn real-time data into predictive, actionable intelligence
- Apply AI to optimize configuration, provisioning, and security
- Progress toward autonomous, self-healing networks

[Learn more](#)

See how a unified framework transforms network data into actionable intelligence in this Q&A with CEO Sridhar Kuppanna.



[Read the full Q&A](#)

BRAND BOOST / VIDEO BOOST

Expand the reach of your advertising or video content with *Via Satellite*'s multi-channel Boost programs. Using our first-party audience data, your message or video reaches a targeted audience of your choosing from our active database of readers.

BRAND BOOST

Channels:

- On-site Website Ads
- Facebook
- LinkedIn
- Programmatic

Impressions

- 50,000/Month

VIDEO BOOST

Channels:

- Facebook
- LinkedIn
- YouTube
- Programmatic

Impressions

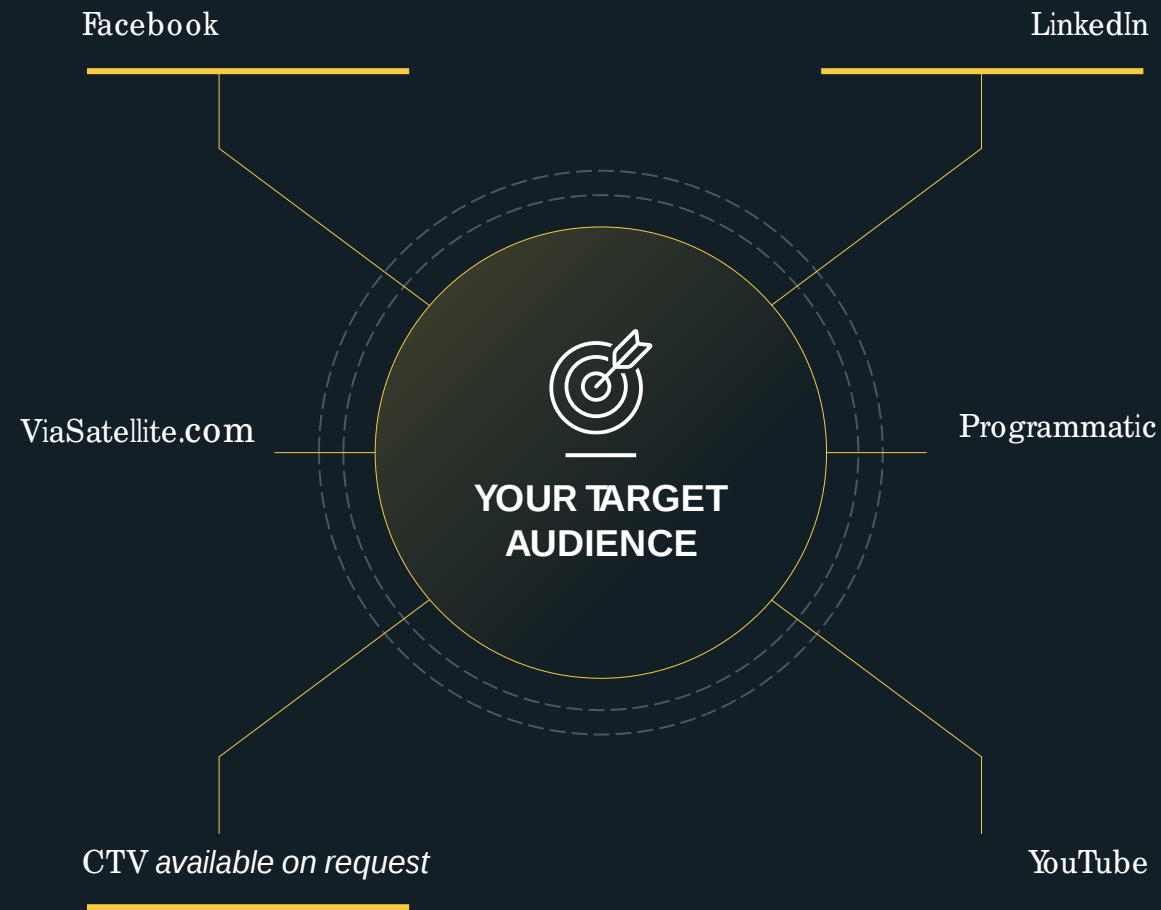
- 50,000/Month

Price:

\$7,000 / 1 Month

\$13,000 / 2 Months

\$18,000 / 3 Months



CONVERSATIONAL THOUGHT LEADERSHIP

ON ORBIT PODCAST

Our podcast features interviews with thought leaders, tech experts, creators, policymakers, executives, and investors discussing the future of space.

Be the exclusive sponsor of a tailored episode featuring your chosen topic.



THURSDAY MORNING CONVERSATION

Showcase your thought leadership and increase brand awareness with a one-on-one video interview between one of your leaders and Mark Holmes, Senior Editorial Director, to discuss the latest trends, technology, and news impacting the satellite and space industry.



MARKETING CAMPAIGN

- Podcast/Video lives on custom landing page on ViaSatellite.com
- Distributed as lead story in Daily News Feed newsletter
- 500 average views/downloads

PRICE

- \$5,250
- [See Podcast Example](#)
- [See Thursday Morning Conversation Example](#)

THOUGHT LEADERSHIP CONTENT

BRAND CONNECT

Expand the reach of your content asset to generate brand awareness among the most desired audience in the satellite and space industry.

Content can include embedded video, infographics, and downloadable materials like brochures, reports, and more.

Price: \$11,500

[See Example](#)

EXECUTIVE Q&A

Shape perception among industry peers, customers, investors and partners with an executive Q&A interview with one of our editors.

This platform provides a powerful way to communicate strategic priorities, innovations and unique value propositions.

Price: \$13,750

[See Example](#)

SPONSORED ARTICLE

Reinforce your market positioning by leveraging this long-form article format written by our editorial team.

Designed to strengthen brand awareness and recognition, this is a powerful way to differentiate your brand from the competition with third-party validation.

Price: \$15,500

[See Example](#)

MARKETING CAMPAIGN

- Article included on ViaSatellite.com home page
- Distribution in Daily News Feed (2x)
- Dedicated email promoting the article (5k targeted contacts)
- Social media promotions
- 1,000 – 3,000 Pageviews on Average

SPONSORED VIDEO INTERVIEWS

Stand out at busy trade shows with a 3–5-minute video interview featuring your executive and a *Via Satellite* editor. These conversations showcase your expertise, position your brand as a thought leader, and extend visibility through our website, newsletters, social media, and event coverage.

- Video featured in Daily News Feed event coverage
- Post-event social media promotion with a 30-second highlight clip
- Full video file provided for your own marketing use
- Three ad placements in the Daily News Feed

Price: \$7500

[See Example](#)



TECH FOCUS REPORTS

Distributed in our magazine at key industry events, the Tech Focus Report gives your company the unique advantage of thought leadership and high visibility. Paired with your display ad on the back cover, it's a high-impact, multi-purpose sales and marketing tool.

- 4-page report inserted into *Via Satellite* Magazine
- Includes co-branded front cover, 2 full pages of copy inside, and back cover with copy and ad
- PDF and 500 print copies provided for your own distribution

Digital Edition and Tradeshow: \$12,500

Digital Edition Only: \$8,000

[See Example](#)



BUILT-FOR-YOU EVENTS

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

Each event includes a tailored media package designed to maximize visibility before, during, and after the event. Depending on the format, this may include branding across signage and promotional materials, social media promotion, newsletter, website, and magazine advertising, and even custom content to showcase your thought leadership.

Pricing: Custom



WEBINARS

SPONSORED EXCLUSIVE WEBINARS

Align your company as an industry thought leader through a turnkey sponsored webinar. Moderated by *Via Satellite*, our webinars provide an ideal platform for your executives and/or SMEs to showcase the value proposition of your solution.

Why Our Clients Value Our Webinars :

- Third party credibility with *Via Satellite* moderation and branding
- Reach and penetration into the market
- Comprehensive marketing campaign
- High-quality lead generation

Sponsorship details:

- Sponsor provides content, speakers and subject matter expert(s)
- *Via Satellite* provides moderator
- Sponsor receives complete post-event report
- Two models to choose from:
 - **60 minutes** \$15,500
 - **30 minutes** \$8,500

EDITORIAL WEBINARS

Via Satellite's multi-sponsor editorial webinars align with a key article/theme from each of our eight magazine issues throughout the year. Produced by our editors, sponsors receive a speaking slot on the webinar, shared lead list, as well as your logo on all the webinar and marketing materials.

Topics:

- January: Launch Was Set to Take Off in 2026 – What Happened?
- March: SATShow Week Takeaways
- April/May: How the Golden Dome is Taking Shape
- June/July: Will Hyperscalers and Cloud Players Embrace Orbital Data Centers?
- August: Small Satellite Tech Trends
- September: What's at Stake for the Satellite Industry + WRC-27
- October/November: Germany's Space & Defense Ramp Up
- December: 10 Tech Trends to Impact the Space Industry in 2028

Price: \$7,500 Webinar Only
\$12,500 Webinar + Magazine Bundle

LEAD GENERATION

[See Example](#)

Generate qualified leads through our Cost Per Lead program. Hand us your targeting criteria and content, we handle everything else.

How it works:

1. **You Define the Audience** – Share your target titles, industry segments, and geography.
2. **You Provide the Content** – Send your asset(s) in PDF format, plus your logo and a featured image.
3. **We Build the Campaign** – We develop the promotional strategy and landing page; you simply review and approve.
4. **We Drive the Traffic** – Prospects land on a custom asset page, complete a registration form, and download your content.
5. **You Receive the Leads** – Delivered as a scrubbed, timestamped spreadsheet on a regular cadence – no manual cleanup required.

Price: \$95/CPL *75 lead minimum

Multi-touch and ABM targeting available upon request

Topics • Opinion • About Us • Watch & Listen • **Via Satellite 40™** Magazine • Events • Advertise • Subscribe

Testing 5G Non-Terrestrial Networks in the Lab: A Practical Approach to Innovation

5G Non-Terrestrial Networks (NTNs), are essentially satellite base stations or 'cell towers in space' and are being designed to overcome some of the limitations of terrestrial networks.

Download this white paper to learn about the evolution of NTNs, some of the supported use cases, standardization and why it's crucial to test in the lab prior to deployment to ensure the overall reliability, stability and performance of NTNs.

Please complete the form to download:

Email *

First Name *

Last Name *

Company Name *

Job Title *

Phone *

Company Type *

By filling out this form, I understand and agree that my information will be used for marketing purposes only and will not be shared with third parties.

Download Now

Join the Via Satellite Community JOIN NOW

WHAT INDUSTRY LEADERS SAY ABOUT VIA SATELLITE

Dan Goldberg
CEO, Telesat



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.

Chris Johnson
President, Lantaris Space
Systems at Intuitive Machines



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.

Tina Ghataore
CEO, Aerospacelab North
America



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.

EDITORIAL STAFF



Mark Holmes

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 Week. A seasoned public speaker, he is known for his expertise on telecom, broadband, and satellite.



Rachel Jewett

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.



Jeff Hill

**Executive Editor and
Chairman of SATShow**

With over 15 years in the industry, Jeff has interviewed leaders like Elon Musk and Charles Bolden Jr., and numerous policymakers and influencers. He enjoys collecting books and memorabilia from industry events.

Via Satellite

THANK YOU



[Schedule a Meeting](#)

Joe Milroy, Publisher



<https://viasatellite.com/>



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