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SATELLITE
Evolution Group



Media Information 2023



QUALITY COUNTS...

If your focus is the global Satellite, Space, NewSpace or Military sectors - look no further! The Satellite Evolution Group, a division of DS Air Limited, is one of the leading digital content marketing platforms for these fast evolving sectors. For over twenty years we have served the global market with key market intelligence - delivering critical and informed analysis.

Our portfolio includes the digital magazines: Satellite Evolution Global and Global Military Communications; our online content platform satelliteevolution.com; the video news channel - SatTV; social media channels; and much much more.

'The key to a successful platform is must-read content.' Content is King and at the Satellite Evolution Group we have a reputation for delivering must-read content from a wide range of articles and editorials based on analysis, trends, technology, events, news, and products.

Our content is packaged and delivered in a number of different formats: From magazine format to video and storyboards. In fact, we still print some of our magazines for distribution to libraries and organizations around the world.

Publishing analysts have for some time been predicting that print magazines would disappear. In fact, almost 99 percent of our readers now request a digital copy.

However, in some cases print magazines still have an important role to play - particularly at exhibitions or conferences - where procurers, investors, experts, and end-users can pick up a copy of our world-class publications.

In an age when more clients are edging towards digital marketing options and lead generation – the Satellite Evolution Group is at the forefront of developing and delivering new and exciting options that span the entire spectrum from content delivery through to paid for social media campaigns.

Recognised internationally for our excellent industry coverage and value-added services, the Satellite Evolution Group is your route to market and can simplify your marketing decisions. Key to our success is a reputation for delivering must-read content and market intelligence and a first-class customer service.

"Hunting the Internet for information on markets, new technology and equipment, can be valuable, but there is no substitute for the collective benefits of reading about these things in one highly respected place. This is why the Satellite Evolution Group digital platform continues to attract new readers from around the world."

**ONE INDUSTRY...ONE PLATFORM...**

The Satellite Evolution Group delivers an all-encompassing marketing platform for the global Satellite, NewSpace, Military, and Space industries. From print through to video, the Satellite Evolution Group has a solution to meet your company's corporate or product marketing plans.

Magazines

- Satellite Evolution Global - page 6
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Website

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Newsletter

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Surveys & Polls

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- Competitor Analysis
- Digital Forensics Report
- HTML Storyboards
- SEO-Optimized Copywriting





BUYERS...

The Satellite Evolution Group can deliver your information, whether it be product, corporate or financial services to over 25,000 industry personnel each month.

Our readers hold the following positions:

- President/CEO/COO/CTO
- VP Sales/Marketing/Engineering
- Senior Engineer
- VSAT Technician
- Broadcast Engineer
- Audiovisual Engineer
- Country Manager
- IT Manager
- Space Engineer
- Analyst
- Researcher
- Scientist
- Government Advisor
- Consultant
- Data Manager
- Telecoms Engineer
- Contracts Manager



READERSHIP COUNTS...

The most important aspect for any content provider is its readership. Not just any readership, but the top industry decision makers. Without a quality, up-to-date readership you have no audience or reach. And in turn, by providing our dedicated readership with the best information about the satellite, military and space sectors, we provide advertisers with the best possible reach of the top satellite, military and space professionals. The satellite, military and space sectors are like most other high tech industries—staff come and go. Therefore job titles, departments and email addresses are constantly changing. To combat this the Satellite Evolution Group uses a bespoke auditing system to make sure all mailing lists are updated on a mailer-by-mailer basis.

Guaranteed Circulation Quality

To receive a digital copy of the magazine or product and technology content a subscriber must provide a defined number of details including a legitimate email address. The online database (GDPR compliant) system enables us to ensure that every single copy of a digital mailer is received by a reader who has specifically requested it and checked and approved their contact details.

This is achieved in two steps:

Step 1: All readers subscribe to different types of content via the website—satelliteevolution.com — and the system generates a confirmation email back to them. Subscribers must have a valid email address to receive digital content. All new email addresses are verified on a quarterly basis using EmailListVerify.

Step 2: The subscribers' details are then held in a file and checked to ensure they conform to our terms and conditions. Suitable readers are then entered into our main database as subscribers.

GDPR

We have updated our User/Subscription Privacy Notice to reflect changes we've made to strengthen your privacy rights. This is our commitment to how we use your data and keep it safe. We have made changes to address the new standards introduced by the European data protection law - known as the General Data Protection Regulation (GDPR).





QUALITY CONTENT COUNTS...

In a world where a competitive edge is all important - quality content is key to maintaining and enthusing a loyal industry audience. Content is King and at the Satellite Evolution Group we have a reputation for delivering must read content - content that delivers Thought Leadership, Brand Awareness, Education, Inspiration and Audience Engagement.

Executive Q&As

Each month we interview up to eight industry executives (Presidents, CEOs, CFOs, CMOs, Chief Engineers, Field Engineers, Consultants, Scientific Officers and Analysts) for the space, satellite and military sectors. We welcome topics such as thought leadership; outlook on market dynamics and trends; technological advances; problem-solving; competitive analysis; front-line experiences; sustainability; security and the like. We prefer to conduct our own interviews via Zoom, Skype, Teams, and similar platforms, but we will also accept written answers to our questions. Although we welcome company information, descriptions of technology, and opinions, these Q&As are not a platform for self-serving or overtly commercial commentary.

Market Overview

A researched overview of a particular segment of the satellite or space market includes commentary from pertinent players or industry observers who have experience in that market. We interview between two and six people, asking similar or identical questions pertaining to that market. These informative and well researched overviews can be found in both Satellite Evolution Global and Global Military Communications.

Contributed Articles

We publish articles contributed by various companies, organizations and individuals. All contributed articles must adhere to our strict guidelines and will be edited for grammar, house style and clarity. We don't accept overtly commercial material and it must be exclusive to Satellite Evolution Group.

Regular Features

We publish a number of regular features/columns in Satellite Evolution Global and Global Military Communications.

- News Review
- Space Agency Spotlight
- Finance and Analysis
- Executive Movers and Shakers
- Prime Time (Prime Contractors Focus)



To discuss editorial or any aspect of our content strategy please contact:

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SATELLITE EVOLUTION GLOBAL...

Satellite Evolution Global is a digital magazine published 10 times per year. Covering all aspects of Satellite, Space and NewSpace, Satellite Evolution Global is at the forefront of these exciting and dynamic sectors.

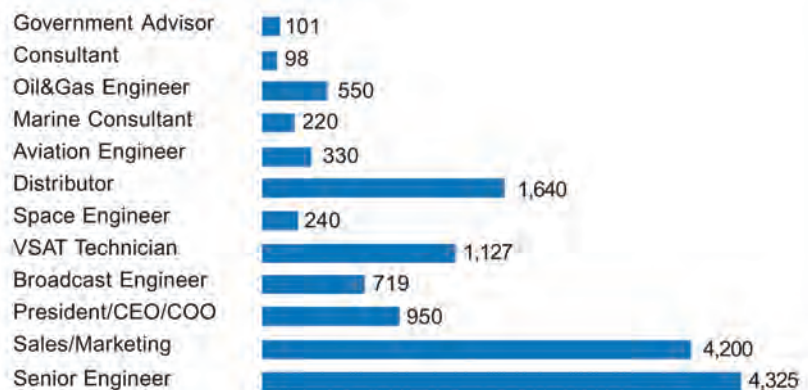
For over twenty years we have served the global market with key market intelligence - delivering critical and informed analysis.

Satellite Evolution Global is distributed to over 15,000 industry executives 10 times per year using our established digital channels:

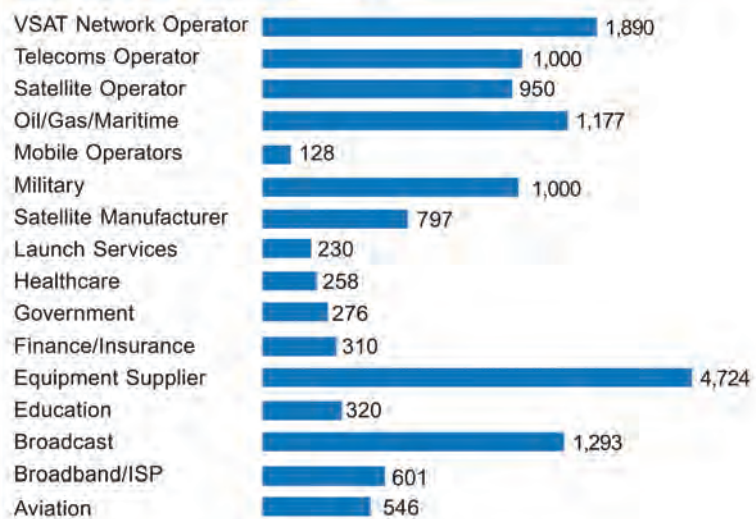
- Magazine eMailer;
- Twitter;
- LinkedIn;
- Facebook;
- ISSUU; and
- Website.



Circulation by Job Function



Circulation by Industry Sector





SATELLITE EVOLUTION GLOBAL - Provisional Editorial Programme 2023

FEBRUARY 2023**LAUNCHERS SPECIAL ISSUE**

- NASA ARTEMIS
- RENEWABLE ROCKETS
- SMALL SAT SPACEPORTS
- PROPULSION

JULY 2023**NEWSPACE MARKETS SPECIAL ISSUE**

- STARTUPS
- SPACE TOURISM
- EARTH OBSERVATION
- CONSTELLATIONS

SHOW DISTRIBUTION

SMALL SATELLITE

MARCH 2023**NEW GROUND SPECIAL ISSUE**

- GROUND SEGMENT
- EARTH OBSERVATION
- LEGACY COMPANIES
- INVESTMENT OUTLOOK

SHOW DISTRIBUTION

SATELLITE 2023

SEPTEMBER 2023**BROADCAST SPECIAL ISSUE**

- FUTURE OF BROADCASTING
- METAVERSE
- PIRACY
- OTT

SHOW DISTRIBUTION

IBC | IAC

APRIL 2023**COLLABORATION SPECIAL ISSUE**

- EMEA EXPANSION
- EAST AND WEST
- ESA
- PARTNERSHIPS AND M&A

SHOW DISTRIBUTION

CABSAT

OCTOBER 2023**MANUFACTURING SPECIAL ISSUE**

- IN-ORBIT SERVICING
- ADDITIVE MANUFACTURING
- SPACE SERVICE STATIONS
- MOON MANUFACTURING

SHOW DISTRIBUTION

SPACE TECH EXPO EUROPE

MAY 2023**ASIA SPECIAL ISSUE**

- SOUTHEAST ASIA GROWTH
- JAXA AND ISRO
- DISASTER COMMUNICATIONS
- REMOTE CONNECTIVITY

SHOW DISTRIBUTION

COMMUNICASIA

NOVEMBER 2023**DIGITAL DIVIDE SPECIAL ISSUE**

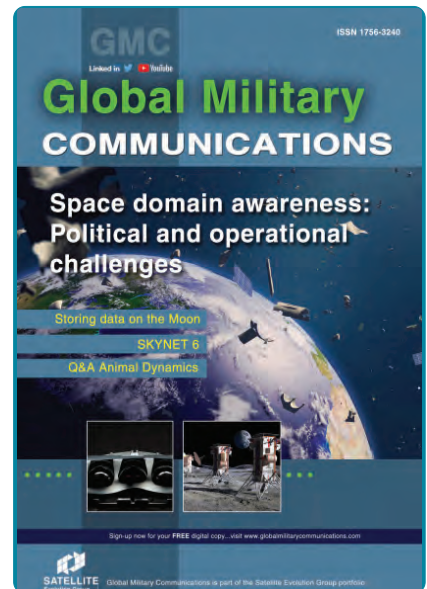
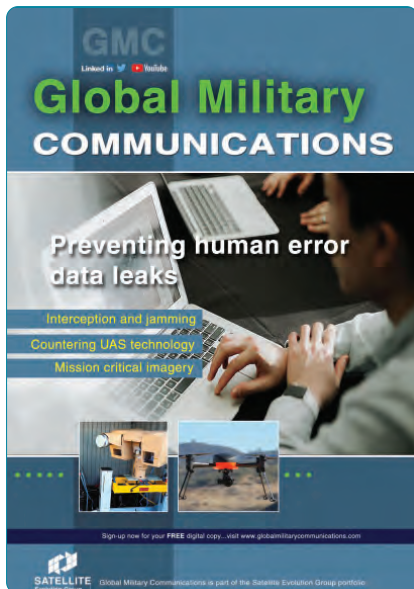
- BRIDGING THE DIVIDE
- BUILDING LOCAL OPERATORS
- REMOTE MEDICINE & EDUCATION
- MOBILITY

JUNE 2023**SUSTAINABILITY SPECIAL ISSUE**

- NET ZERO SPACEPORTS
- GREEN PROPULSION
- CLIMATE CHANGE
- SPACE DEBRIS

DECEMBER 2023**NEW FRONTIERS SPECIAL ISSUE**

- ISS SCIENCE
- ARTIFICIAL INTELLIGENCE
- SPACE COLONIZATION
- DEEP SPACE COMMUNICATIONS



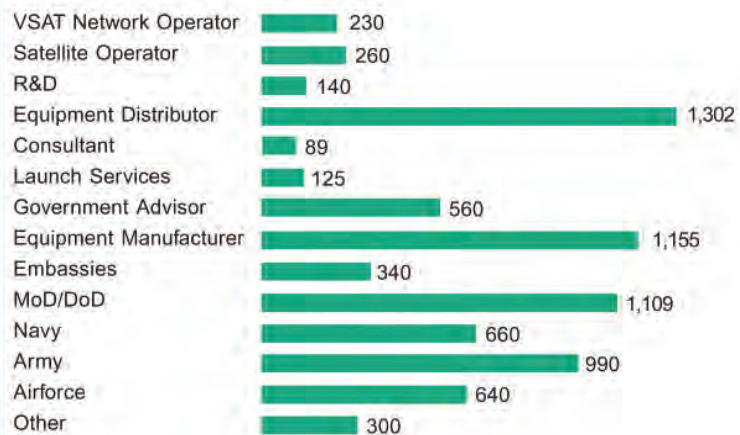
GLOBAL MILITARY COMMUNICATIONS...

Global Military Communications tracks the trends, drivers and technology that fuel the military communications sector. Communications continue to be the lynchpin of modern warfare and are crucial to any military campaign.

The comms sector is going through unprecedented change as militaries and governments across the world move towards a network centric approach to their communications. Today's connected battlefield is driving the demand for advanced high performance military communications and secure networking technologies.

As military equipment developers, worldwide, address this demand with a wide range of solutions that are purpose-built for challenging battlefield environments, Global Military Communications keeps you up-to date with the latest communications developments on land, sea, and in the air.

Circulation by Industry Sector



Published six times per year, Global Military Communications delivers must read editorial for this fast changing industry. In addition to the magazine, our content-rich website, regular news updates, twitter feed and video streaming have made www.globalmilitarycommunications.com a must-visit if you are interested in up-to-date military communications information. Global Military Communications is distributed to over 7,900 industry executives every two months using our established digital channels:

- Magazine eMailer;
- Twitter;
- LinkedIn;
- Facebook;
- ISSUU; and
- Website.





GLOBAL MILITARY COMMUNICATIONS - Provisional Editorial Programme 2023

FEBRUARY 2023**CYBERSECURITY SPECIAL ISSUE**

- PREVENTING ATTACKS
- SECURE COMMS
- GOVERNMENT NETWORKS
- LEO IS IT SAFE?

AUGUST 2023**INTELLIGENCE SPECIAL ISSUE**

- HOSTED PAYLOADS
- SECURE COMMS
- SPECIAL FORCES CONNECTIVITY
- BORDER SECURITY

SHOW DISTRIBUTION

SPACE TECH EXPO EUROPE | DSEI
GLOBAL MILSATCOM

APRIL 2023**WARZONE COMMS SPECIAL ISSUE**

- NGO RELIEF
- DISASTER COMMUNICATIONS
- MOBILITY
- UAVS

SHOW DISTRIBUTION

CABSAT | COMMUNICASIA

OCTOBER 2023**SPACE DEFENCE SPECIAL ISSUE**

- SATELLITE MISSILE DEFENCE
- WEAPONIZING SPACE
- OFF WORLD BASES
- SURVEILLANCE SYSTEMS

SHOW DISTRIBUTION

SPACE TECH EXPO EUROPE | DSEI
GLOBAL MILSATCOM

JUNE 2023**AUTONOMOUS/AI SPECIAL ISSUE**

- AUTONOMOUS GROUND VEHICLES
- MILITARY ROBOTS
- 6TH GENERATION FIGHTERS
- DRONE SWARMS

SHOW DISTRIBUTION

SMALL SATELLITE CONFERENCE

DECEMBER 2023**NEW FRONTIERS SPECIAL ISSUE**

- LASER WEAPONS
- HYPERSONIC MISSILE TRACKING
- WEARABLE COMBAT COMMS
- NETWORK-CENTRIC WARFARE



**Visitor Demographics (Top 38)
Visitors (September 2022)**

UK	14.0%
USA	12.0%
France	7.0%
Sweden	4.6%
Germany	3.0%
Spain	2.4%
Netherlands	2.3%
India	2.1%
Turkey	2.1%
Belgium	2.1%
Portugal	1.9%
Australia	1.8%
Italy	1.5%
Japan	1.4%
Norway	1.4%
Taiwan	1.3%
Singapore	1.3%
Malaysia	1.3%
Switzerland	1.2%
Philippines	1.2%
Finland	1.2%
Canada	1.0%
Greece	0.9%
South Korea	0.9%
Mexico	0.7%
Brazil	0.6%
Luxembourg	0.6%
Saudi Arabia	0.6%
UAE	0.5%
South Africa	0.5%
Israel	0.5%
China PR	0.5%
Ireland	0.4%
Hungary	0.4%
Russia	0.3%
Romania	0.3%
Isle of Man	0.3%
Azerbaijan	0.3%

**SATELLITEEVOLUTION.COM...**

satelliteevolution.com is the online platform for the Satellite Evolution Group. A content-rich, responsive, platform with over 11,500 pages of information, it is open access and requires no login to access the content. Information on the online platform is delivered by our experienced group of editors and contributors, as well as those satellite sector companies contributing material directly.

Global platform

Our global platform reaches all parts of the world. Our quality content and wealth of industry information is the foundation of the platform. It is this content that attracts the right audience to our site, to engage with us and ultimately with our advertisers. According to Google Search Console-satelliteevolution.com site URLs appeared 289,000 times in search results in September alone.

Key Facts

Average Bounce Rate	49.60%
Average Daily Page Views per Visit	3.46
Daily Time on Site	9.7 minutes
Average Daily Visits	445
Server Uptime	99.98%

Traffic Source

Google	31%
Direct	26%
LinkedIn	16%
Twitter	14%
Facebook	8%
Unknown	5%

satelliteevolution.com uses Web-Stat to monitor site visitors and activity. Web-Stat's data is not derived from server logs which makes it more precise than traffic stats supplied by the web host which tend to overestimate traffic quotas.





CTR Rates

Numerous factors affect the CTR for display adverts. Size of advert, page position, message can all have an impact on your RoI. With all the banners that have flooded the Web in recent years, most display advertising campaigns now generally fall into a clickthrough rate (CTR) average of just 0.1 to 0.3 percent. That means only one to three visitors out of every 1,000 who see your banner ad click through to your website.

According to Display Benchmarks Tool the average clickthrough rate on ads across the whole Web is 0.05 percent of impressions (views).

Above average CTR

At the Satellite Evolution Group we deliver CTR above the global average. Using our platform, guarantees your display advert is seen, and improves your engagement with existing customers and potential customers. In recent months our client CTR rates have achieved over 0.7 percent and in some cases as high as 1.5 percent.

Satellite Evolution Weekly Newsletter

How do you get your message across to over 5,000 of the industry's leading decision makers on a weekly basis? Simple, with the Satellite Evolution NewsWeek newsletter. Distributed on the Thursday of each week, the newsletter has established itself as a leading industry information resource. The newsletter is produced in coded format and delivered directly to the reader's inbox.

Each issue is generated by our experienced team of journalists and provides news, video reviews, key articles and event information. The newsletter is distributed using the integrated marketing features of WebCRM.

Open rates

However, simply sending out a newsletter is not the whole answer. You have to take into account the time, day of the week, and format required to obtain the best open rate. Yes, it is true – not all subscribers open the product they have subscribed to. Achieving high levels of open rates is down to experience and quality of content.

Open rates for B2B publishers in the technology sector are fairly steady at around 15.1 percent. Satellite Evolution NewsWeek enjoys an open rate of around 25 - 31 percent.

Advertising Options

Satellite Evolution NewsWeek offers you a dynamic weekly marketing option. It is the ideal vehicle to deliver your message without any fuss in an efficient and timely manner. Each issue may be sponsored and in addition there are two leaderboard positions. Advertising positions are booked on a first come, first served basis.

Newsletter Issue Options

■ Sponsorship	\$3,500
■ Leaderboard Top	\$2,900
■ Leaderboard Middle	\$2,600
■ Leaderboard Bottom	\$2,400
■ Standard Banner	\$1,500
■ Featured Post	\$1,500

Contact Jill Durfee or Belinda Bradford for further details





SOCIAL MEDIA...

With nearly half the global population using social media in some shape or form it makes perfect sense to exploit the social media arena to reach new and highly targeted potential customers.

No matter what your particular expertise or product niche - you have the opportunity to establish your brand as a thought leader - a great way to build trust. According to Hootsuite - 'About half of B2B marketers surveyed believed their thought leadership would build trust in their companies. However, more than 80 percent of buyers said thought leadership builds trust.'



Using Twitter to promote, connect and brand your company might sound easy. However, it is a marketing art. Every day, millions of people use Twitter to create, discover and share ideas with others. Twitter can be an effective way to reach out to businesses too. Twitter is the ideal way to communicate with your customers. It is now the new way to promote, connect and brand a company.

@satelliteevo prides itself on generating a buzz and helping to promote the brands of our Tier 1/2 clients and associates. With over 5,400 followers, @satelliteevo can generate in excess of 7K impressions for your message.

TWITTER STATS @satelliteevo

Month 2022	Tweets	New Followers	Mentions	Profile Visits	Impressions
September	224	64	11	3,467	21.9K
August	126	50	8	1,647	11.6K
July	106	76	15	2,444	10.4K
June	119	71	13	4,118	14.5K



LinkedIn serves a number of purposes - but perhaps the biggest is the 600 million professional profiles that creates one of the largest global networking platforms. From seeking a new work position to creating your work brand - LinkedIn plays a critical role.

LinkedIn also helps with your Google ranking. LinkedIn is a powerful network and Google is all over it! The Satellite Evolution Group can put your message out to over 20,000 industry professionals through its targeted industry groups and followers. Don't miss out - contact the sales team now!

Social Media Options

Sponsored News Post

Twitter	\$400
LinkedIn	\$500

Casestudy/Feature Post

Twitter	\$400
LinkedIn	\$500

Recruitment/Job Post

Twitter	\$400
LinkedIn	\$500

Scheduled Event Post

Twitter	\$400
LinkedIn	\$500





WEBINARS & ROUNDTABLES...

Many businesses and industries take the information age for granted and never really take full advantage of the marketing benefits. It is not until a disaster strikes or a pandemic hits your normal working practices, that you realise you had the solution at your fingertips.

That solution is a webinar or virtual event. Participating as a panellist or sponsoring the event builds brand awareness and thought leadership. Virtual events are also a fantastic way to generate content and leads. While not unique in any shape or form, a webinar/roundtable does remain a tried and tested online message delivery system and will deliver great results if done properly.



Virtual events have a unique benefit, in that they naturally filter out or qualify a lead - are you really going to sit through an hour long webinar if you are not interested? Whether you are a panellist or sponsor, we can put your message in front of a top level audience.

Sponsored Webinars

- A one hour webinar hosted by Satellite Evolution, featuring an up-to-the minute topic from one of the many industry vertical sectors.
- Content may include product launches/demonstrations, training or how-to educational presentations, company profiles or custom services.
- Satellite Evolution to provide the moderator. However, if you wish you can nominate your own moderator
- Promotion is carried out pre and post event using our global marketing platform. Post event videos are hosted on the Satellite Evolution site.
- Edited video files are provided to the sponsor for their own marketing use.
- The sponsor is provided with a list of registered attendees (subject to their authorized release of contact details).

Cost per Webinar: US\$4,500 - All-inclusive of pre-event marketing, event coordination, execution, professional rendering and post-event promotion of video, hosting on Satellite Evolution platform and copy supplied to the sponsor.

Video Roundtables

Video roundtables can be conducted live or be prerecorded. Like a webinar a live roundtable can interact with a viewing audience.

- One roundtable hosted and moderated by Satellite Evolution.
- Subject matter to be agreed upon by sponsor and Satellite Evolution. Participants may include company speaker, a customer, end user or supplier, third party analyst, etc.
- Roundtable will be run as Q&A session.
- Pre and post event promotion via direct mail, digital newsletters, the Satellite Evolution portal and social media, with roundtable video hosted on the Satellite Evolution site.
- Video files provided to sponsor for their own marketing use.
- Sponsor will be provided with a list of registered attendees (subject to their authorized release of contact details).

Cost per Roundtable: US\$6,000 - All-inclusive of pre-event marketing, event coordination, execution, professional rendering and post-event promotion of a professional broadcast, hosted on the Satellite Evolution platforms and supplied to the sponsor.



DIGITAL PR AND MARKETING CONSULTANCY

As part of the Satellite Evolution Group's desire to deliver an all-encompassing digital marketing platform – we are well aware that a number of companies in the industry do not have the resource or knowledge to join this new digital world. For this reason, our parent company, DS Air Limited, launched a PR & digital agency to provide services and knowledge to companies that require assistance to make the digital leap.

The division is able to deliver analysis of your existing digital marketing offering, providing advice and solutions to help you engage now and in the future. Digital marketing is all encompassing and can be a little bit scary to embrace. The new agency can advise on websites, content, SEO, social media and paid campaigns, email marketing and relevant regulations, competitor monitoring, mobile apps and branding. In addition, the agency can handle all your creative issues (design & production).

If you would like further information or pricing please contact Jill Durfee, Publisher. See contact details on page 20.

DIRECT E-MAILERS...

Email

According to MailJet: 'There's nothing we hate more than seeing great email go to waste. Currently, one in every seven messages sent worldwide fails to land in the inbox, a number that can vary greatly by industry, country, and inbox. Email marketers are increasingly citing deliverability as one of their main barriers to effective marketing with 37 percent of marketers citing it as a top concern.'

There's no point spending time crafting great content if your messages never reach your subscribers' eyes. The Satellite Evolution Group has a wealth of experience in dispatching e-mailers. It is not as simple as just pressing the send button. You have to take into account the time, day of the week, and format required to obtain the best open rate. Achieving high levels of open rates is down to experience and quality of content. In short you need to know and understand your audience.

The Satellite Evolution Group will create your mailer for you and dispatch it at the scheduled time and on the required day. The package includes all tracking parameters. We offer a number of options:

Product Mailshot

Wanting to announce the launch of a new product? We can bring that to attention of our global audience. Send us the images and text and we will create and dispatch your product announcement.

Technology Update

Similar to a product mailer but focused more on the technology. Send us your whitepaper or casestudy and we will dispatch an alert to our global audience to suggest they download a useful and interesting piece of company research. If you want to generate leads we can host the information on a download page, along with a subscription form and opt-in function to comply with GDPR.

Magazine Mailer

Each issue of our magazines is dispatched to the subscriber base in a PDF or FlipTechnology format. Attach your message to the mailer in the form of a standard banner, MPU or logo.

Survey

Satellite Evolution Group uses the established SmartSurvey program to run surveys and polls. Online surveys are a great way to reach and engage with your target audience.

Mailer Options (rates per mailer)

Product Mailshot	\$3,500
Technology Update	\$3,500
Magazine Mailer	\$3,500
Survey	\$4,500

We can conduct your market research at a fraction of the usual cost and achieve real-time results for quick and easy analysis.



Mobile APP

From January 2023, Satellite Evolution Group will be introducing its very own Mobile App that will be available in Android and Apple formats. Statistics show that the average adult spends on average more than 4 hours on their mobile device and industry professionals are no different.

New
for 2023

Our new Mobile App will deliver Daily News Updates, Dedicated Features, Market Analysis and Push Notifications relating to relevant industry developments. The App will also deliver content not available on our general web platform.

Via Push Notifications we are getting closer to a direct interaction with our loyal readership and audience and will be able to deliver industry updates and news in a split second.

For further information on how you can benefit from using the App please contact Jill Durfee or Belinda Bradford. See contact details on page 20.

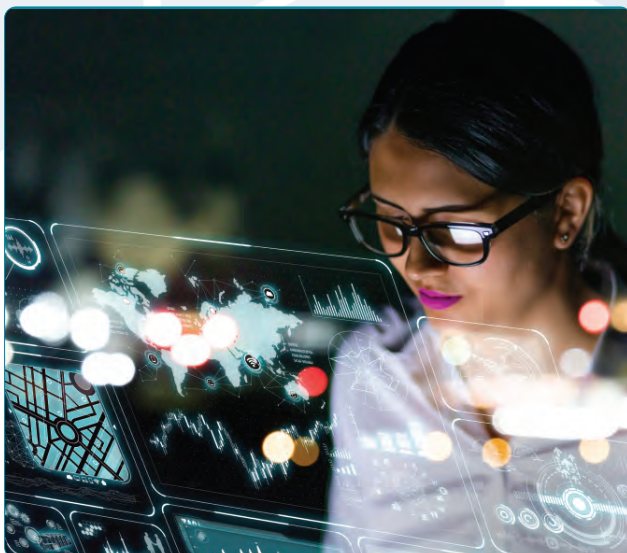
ADVERTORIAL & STRATEGIC CONTENT OPPORTUNITIES...

Unlike traditional advertising, sponsored content can effectively deliver your message in a readable, interesting and eye catching way. We create the content following discussion with the client - advising on the tone, illustrations and most suitable distribution channel.

Options

- **Case Study/Customer Application** – a self-contained story about how your customer accomplished their job, met challenges, and solved problems using your products or services.
- **Company Profile** – this is an introduction to your company, its history, the brand's positioning, accomplishments, products and services.
- **Profile of an Outstanding Contributor to the Company** – spotlight the accomplishments of a particular individual within the company.
- **Knowledge Base** – instruct the audience on how to use a product effectively - provide them with a technology tutorial, a how-to-guide, and link it to a frequently asked questions document.
- **Comparative Review** – compares your product or technology to one of your competitor's – these can be useful for newcomers who have little or no brand awareness.
- **Advertorials** – these look and read very much like regular content and may not directly promote your product but it will be mentioned in the context of an interesting story or topic relevant to the target audience.
- **Advocacy Advertorials** – content is created about an issue that you care about so that your product or services can be associated with it.

For pricing please contact Jill Durfee or Belinda Bradford. See contact details on page 20.





ONLINE ADVERTISING POSITIONS...

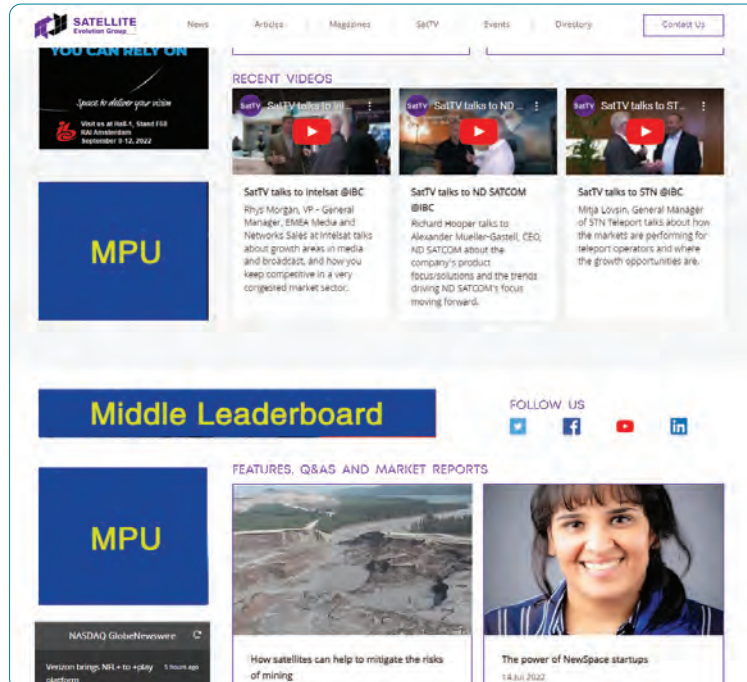
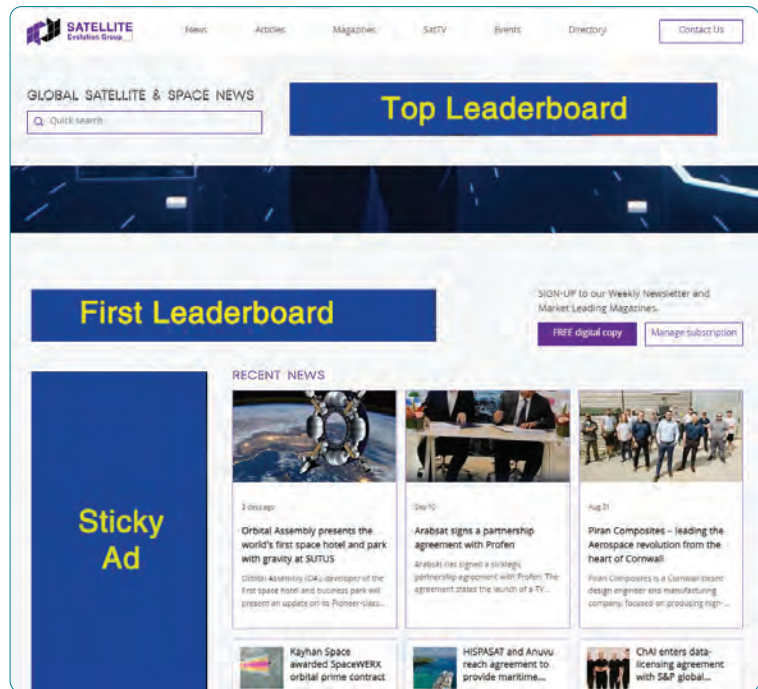
satelliteevolution.com is a mobile-friendly, responsive, content-rich information portal. Designed to be the No.1. information resource for the satellite, space and military sectors, visitors have access to a wealth of information all in one place.

The site has been designed to maximize your advertising exposure. Positions include leaderboards, sticky ads, MPUs, featured products and videos. To guarantee your company in one of these prime locations please book early.

Online Tips

About 30 percent of B2B marketing managers evaluate the performance of their online campaigns by the clickthrough rate. Please remember - clicks aren't a useful measure of performance though in many cases. However, before you book your online advertising you should take into account the following:

- Ad Position
- Type of Online Ad
- Target Audience
- Creative



Clickthrough rates are affected by all the above parameters. With B2B clickthrough rates at the lowest point for 12 years - think carefully about the type of online ad and the creative - as it can affect results by as much as 50 percent. If in doubt speak to your sales contact.

As a general rule the following ad sizes generate the best results:

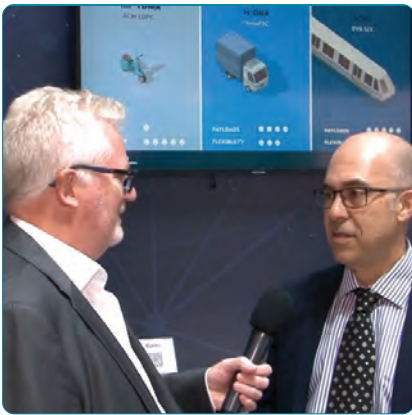
- Leaderboard
- Sticky Ad
- MPU

Creative

In today's world of multiple online ads - getting noticed immediately is the key. Having a good product that excites people is not enough. Create an ad that catches the attention and regularly refresh its message.

Digital Magazine Sponsorship

The Satellite Evolution digital magazines are produced using the cloud-based ISSUU publishing program. Several thousand visitors to our website download each issue due to its compatibility to mobile devices and its ease of use. Add this to our usual circulation and our digital publications offer a fantastic level of exposure to all sectors of the satellite industry.



SATTV...

The use of video to deliver a comprehensive marketing message is not in dispute. Video is now the medium that smart businesses use as a tactic to improve consumer engagement. Video usage is growing – it is now a viable marketing channel and allows companies to create and share remarkable content with their audience in a way that plain text will never match.

SatTV is the ideal marketing vehicle to enable you to reach the global satellite industry through the power and reach of video broadcasting. Get your message across using the Internet and the latest streaming technology to a highly specialized audience.

Not only can we broadcast your message across the web, we can promote it across our entire media platform. In addition, we can supply you with a copy of the production for your own marketing activities.

Option 1 - SatTV Case Study

Supply the brief - we will write the script and then produce a video case study. As an added bonus we will distribute it across our entire platform.

Price: Price per study - US\$3,500

Option 2 - SatTV Technology Update

SatTV Technology Update is a new way of getting your technology or product/system message across to your potential customers. Send us the information and we will turn it into an easily understandable broadcast and promote it through our newsletter and social media channels.

Price: Price per broadcast - US\$1,500

Option 3 - SatTV Executive Interview

A 4-5 minute video interview - professionally edited to deliver your product, corporate or event message to our global viewers.

Price: Price per interview - US\$1,500 (price includes promotion of the video across the Satellite Evolution Group platform).

Analytics (January - August 2022)

Views	5,900
Watch Time	205 hours
Impressions	43,300
CTR	3.1%

Traffic Source

External	39.1%
YouTube Search	23.3%
Direct	19.5%
Browse	6.3%

Viewing Figures by Geography (Top 10)

United Kingdom	4.5%
USA	3.3%
Russia	3.1%
Germany	1.6%
France	1.2%
Turkey	1.0%
Ukraine	0.7%
Belarus	0.5%
UAE	0.4%
Canada	0.4%

**MAGAZINE ADVERTISING RATES** - All rates effective October 2022 All prices in US\$

All rates 4col

Number of Insertions	1x	3x	6x	8x	10x	12x
Issue Coverwrap	8,500					
News Page Earpiece	2,500	2,300	2,100	1,900	1,700	1,500
Double Page Spread	9,500	8,900	8,000	7,100	6,500	5,900
Full Page	6,200	5,800	5,500	5,200	4,800	4,200
Half Page	3,960	3,560	3,360	3,160	2,940	2,720
Quarter Page	3,560	3,160	2,960	2,560	2,160	1,760
Outside Back Cover	7,800	7,300	6,800	6,300	5,800	5,300
Inside Front Cover	7,400	6,900	6,400	5,900	5,400	4,900
Inside Back Cover	7,400	6,900	6,400	5,900	5,400	4,900

Please note - advertising booked in the printed magazine automatically appears in the digital edition. To book in digital issues only please contact the sales team.

DIGITAL MARKETING OPTIONS/POSITIONS (rates per month unless otherwise stated)**Satellite Evolution Portal****Homepage**

Leaderboard Top	Non Rotating	\$2,900
Leaderboard First	Rotating	\$2,500
Leaderboard Second	Rotating	\$2,500
Leaderboard Third	Rotating	\$2,500
Leaderboard Fourth	Rotating	\$2,500
Premium Sticky Advert	Non Rotating	\$3,500
Featured Post	Non Rotating	\$2,000
MPU 1	Rotating	\$1,000
MPU 2	Rotating	\$1,000
Leaderboard Bottom	Rotating	\$750

Articles

Leaderboard	Rotating	\$2,500
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News page

Leaderboard	Rotating	\$2,500
News Item Sticky Ad	Rotating	\$2,500

Magazine Page and Issue Sponsorship

Leaderboard	Non Rotating	\$3,500
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Directory

Leaderboard	Rotating	\$2,500
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Search Results

Sticky Ad	Rotating	\$2,500
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PRINT SPECIFICATIONS

Advertising sizes (mm)

	Width	Height
Double Page Spread Bleed	425	286
Double Page Spread Trim	420	280
Full Page Bleed	216	286
Full Page Trim	210	280
Full Page (type area)	180	250
Half Page Island	124	178
Half Page Vertical	86	254
Half Page Horizontal	178	124
Quarter Page Vertical	86	124
Quarter Page Horizontal	178	60
Earpieces	40	15

Please make sure that you leave at least 15mm between live text and trim edge.

ONLINE SPECIFICATIONS

Sizes in pixels

	Width	Height
Leaderboard	728	90
Sticky Ad	300	700
MPU	300	250
Banner	468	60
Button/Logo	100	100

Please note: For a featured post please supply a logo (jpeg) plus 180 words

PRINT & ONLINE ARTWORKS

Print: Press optimized high resolution PDF files should be supplied. Files should be composite CMYK, include registration marks and be a minimum 300dpi. Files supplied to a lower resolution will result in inferior print quality. Essential matter must be kept at least 15mm from trim edges on bleed advertisements.

Colours: All colours are reproduced using process 4 colour. Special and matched colours and metallic inks

can be used only by special arrangement and will incur additional charges.

Printing and binding: Issues are printed using web offset. Binding method may be wire stitched or perfect bound. Please check with Production Manager for issue detail.

Online: GIFs should be sent at 72dpi (not exceeding 56K). Please do not exceed pixel dimensions as this causes distortion. Pictures for use online should be supplied in GIF or JPEG format. URL links should be clearly marked. Please note that, while we accept flash files for the Satellite Evolution website, some email systems will not allow them.





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