



Image courtesy of Shutterstock



SATELLITE
Evolution Group

Media Information 2024

Photo courtesy Sergey Nivens/Shutterstock



QUALITY & REPUTATION COUNTS...

A relationship with the Satellite Evolution Group is a strategic choice for companies looking to make a significant impact in the satellite, military, and space technology sectors. With a formidable reputation for excellence and a global reach, partnering with us offers numerous advantages. Primarily, the Satellite Evolution Group boasts a dedicated, loyal, and highly specialized audience. By choosing us to deliver your marketing campaign, your company can effectively target professionals, decision-makers, and enthusiasts who

are deeply engaged with the satellite, space, and military sectors. This precision ensures that your message reaches the right people, maximizing the impact of your marketing efforts.

Satellite Evolution Group offers a multifaceted approach to advertising. From the widely read Satellite Evolution Global to its comprehensive online platforms and industry event filming, advertisers benefit from a diverse range of channels to convey their message. This versatility enables your company to tailor its advertising strategy to suit its specific goals and objectives, whether it's brand awareness, lead generation, or product promotion. The Satellite Evolution Group's experienced team also provides personalized support and guidance, ensuring that your advertising campaign aligns seamlessly with your business objectives.

Satellite Evolution Group has a strong track record of fostering meaningful connections within the satellite and space technology community. By advertising with us, your company gains access to a network of industry leaders, innovators, and experts. This not only opens doors to potential collaborations but also positions your brand as an active and influential player in the field. The Satellite Evolution Group's commitment to excellence and our ability to connect like-minded individuals and organizations make us a compelling choice for those seeking to thrive in the dynamic world of satellite technology.

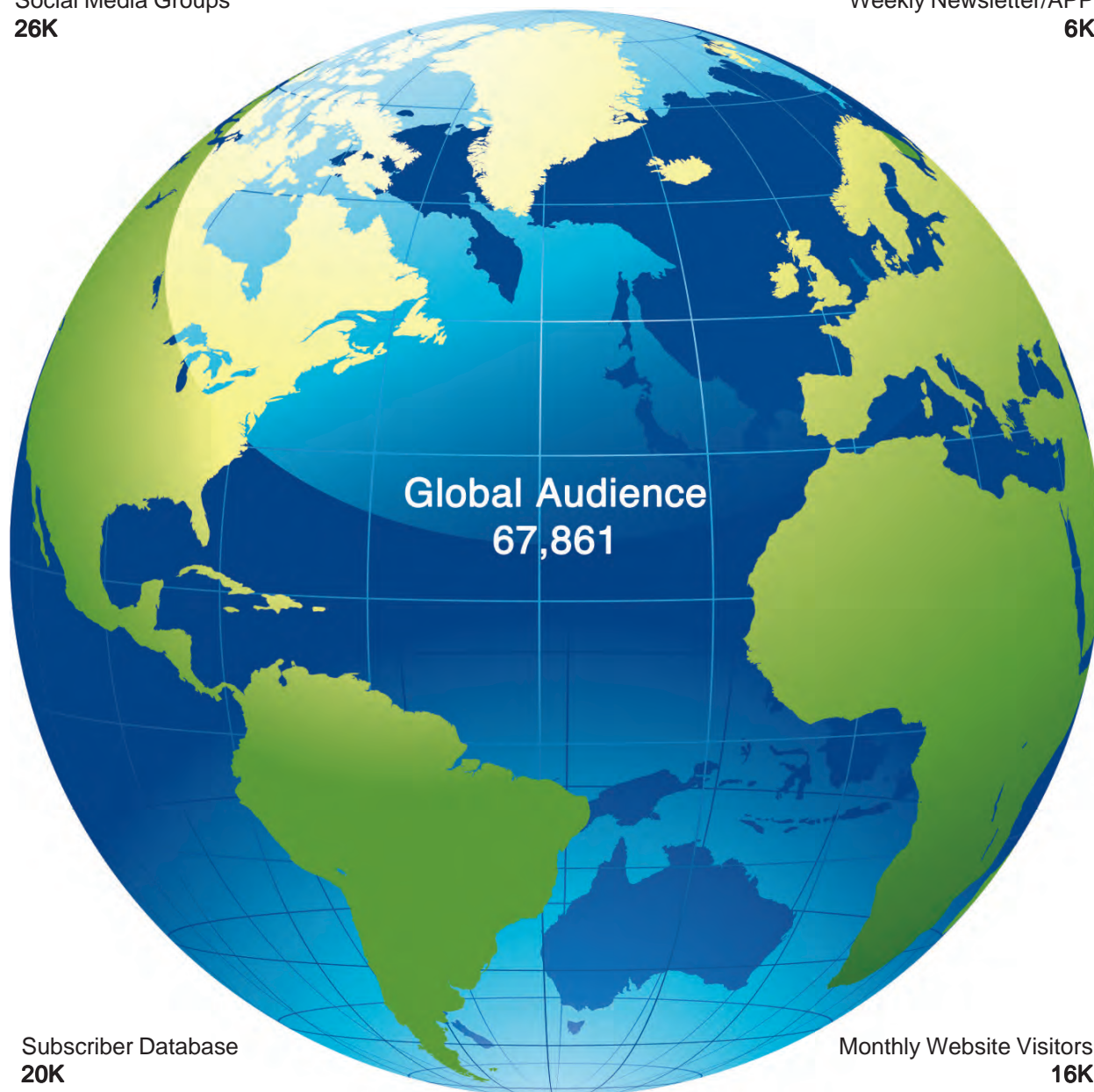


**ONE INDUSTRY...ONE PLATFORM...**

The Satellite Evolution Group delivers an all-encompassing marketing platform for the global Satellite, NewSpace, Military, and Space industries. Satellite Evolution Group has a strong track record and reputation for delivering high-quality marketing products for the satellite, space, and military communities. By using our platform, your company gains access to a network of industry leaders, innovators, and experts. The platform gives you access to six Print Magazines, Social Media, Branded APP, Weekly Newsletter, Website, Webinars and Video.

Social Media Groups
26K

Weekly Newsletter/APP
6K

**BREAKDOWN OF AUDIENCE BY REGION**

NORTH AMERICA 36%

EUROPE 27%

ASIA 18%

SOUTH AMERICA 5%

MIDDLE EAST 9%

AFRICA 5%

Please note Circulation Coverage will alter on a month-by-month basis. One of the key reasons for the fluctuation in digital circulation is the dynamic nature of online readership behaviors. Digital platforms provide readers with greater flexibility, enabling them to access content from various devices and locations, leading to fluctuations in readership patterns over time.



REACHING THE RIGHT BUYERS...

The Satellite Evolution Group can deliver your information, whether it be product, corporate or financial services to over 67,000 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).



GLOBAL REPUTATION & RESPECT...

Satellite Evolution Group content commands global respect for several compelling reasons. Firstly, the platform consistently delivers in-depth, authoritative, and up-to-date information on the satellite, space technology, and military sectors. With a team of experienced editors and contributors, our content is meticulously curated, offering valuable insights into the latest trends, innovations, and developments within this rapidly evolving sector. This commitment to high-quality content ensures that Satellite Evolution Global remains a trusted source of information for professionals and enthusiasts worldwide.

Satellite Evolution Group's reputation for impartiality and objectivity plays a pivotal role in earning global respect. Its content covers a wide spectrum of topics, from satellite communications and Earth observation to space exploration and government policy, without bias or favoritism. This dedication to providing balanced reporting fosters credibility and trust among a diverse international audience, including government agencies, corporations, academia, and individuals.

Channel Distribution

Our global platform enables us to deliver content through a number of channels. 24/7 we deliver up-to-date news and alerts using our web blog, branded app, social media, and weekly newsletter.

In addition we use the platform to deliver features, Q&As, technology reports and analysis.

[News](#)
[Articles](#)
[Magazines](#)
[SatTV](#)
[Events](#)
[Directory](#)
[Media Information 2023](#)
[Contact Us](#)

and deliver breaking news from remote and often hostile locations, making satellite a highly reliable solution.

10 September 2023

Alex Beach, Head of Media and Broadcast at ST Engineering iDirect

9 September 2023

Andrew Bond, Sales and Marketing Director at ETL Systems

internet service provision.

5 September 2023

Dave Nicoll, Business Development Director, Milexia

Navigating cyber threats in space in the age of commercialization

The rapid commercialization of space has ushered in an era of unparalleled opportunities for technological advancement and innovation. Breakthroughs in lightweight composites and advanced materials have enabled the design and construction of more efficient spacecraft and satellites, while reduced costs have led to a significant surge in satellite deployment. However, amidst this significant progress lies a pressing challenge that demands our attention - the complex world of cybersecurity.

30 August 2023

Neil Sherwin-Peddie, Head of Space Security at BAE Systems Digital Intelligence

The emergence of Private 5G networks in US military bases for enhanced communications security

The need for secure and effective communication is paramount for military organizations, as the transfer of sensitive information and real-time data is crucial for their operations. With the advancement in technology, military bases are transitioning from traditional communication systems to more advanced networks. One such development is the adoption of Private 5G (PSG) networks in US military bases. Despite the assumption that military bases are already equipped with such advanced technology, many bases still rely on outdated equipment and methods for data transmission.

29 August 2023

Gregg Melanson - Chief Growth Officer, Illuminate

On-orbit satellite cybersecurity

SpiderOak has partnered with leading defense contractors including Northrop Grumman, Lockheed Martin, Raytheon, and Ball to test and tweak its software-based end-to-end cybersecurity and resiliency solutions for government, military, and commercial space operations. In June 2023, the company successfully demonstrated its OrbitSecure software in low Earth orbit on a Ball Aerospace payload aboard a Loft Orbital satellite. We interviewed SpiderOak's Senior Vice President for Space, John Moberly, to find out how SpiderOak intends to deliver a disruption-tolerant space networking future.

21 August 2023

Crispin Littlehales, Executive Editor, Satellite Evolution Group



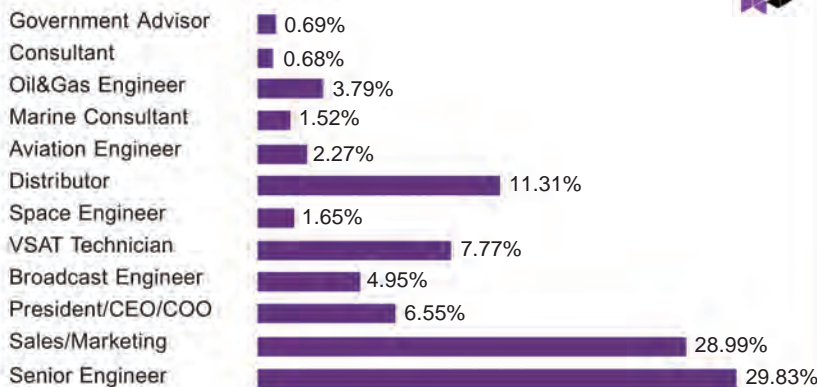
SATELLITE EVOLUTION GLOBAL...

Satellite Evolution Global magazine has garnered significant acclaim and recognition for its unparalleled coverage of the rapidly evolving satellite, space and military sectors. Offering a comprehensive and insightful perspective, the magazine serves as a pivotal resource for professionals, enthusiasts, and researchers alike. With its in-depth analysis of the latest technological advancements, regulatory developments, and market trends, Satellite Evolution Global stands as a beacon of reliable and cutting-edge information, fostering a deeper understanding of the complex and dynamic satellite, space, and military landscapes.

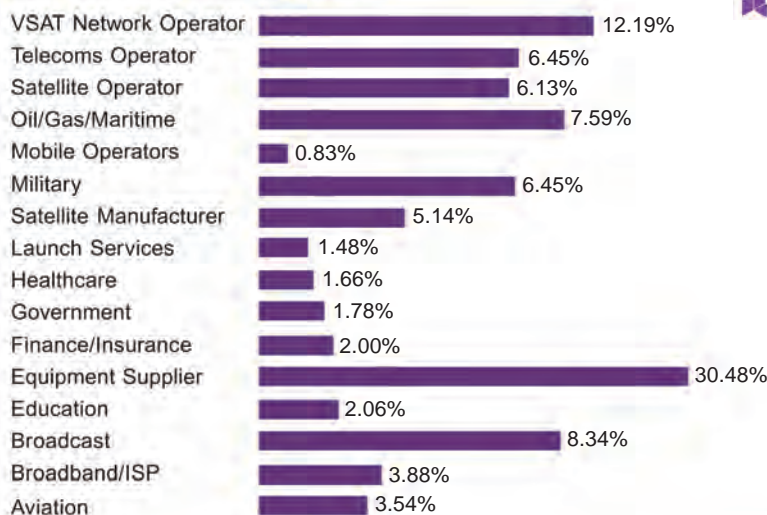
One of the notable aspects that sets Satellite Evolution Global apart is its commitment to delivering high-quality content from industry experts and thought leaders. By featuring exclusive interviews, thought-provoking opinion pieces, and meticulously researched articles, the magazine not only offers a comprehensive overview of the satellite, space, and military sectors but also presents diverse viewpoints and informed analyses that cater to a wide spectrum of readers. This multi-faceted approach

enhances the magazine's credibility and relevance, establishing it as an indispensable guide for staying abreast of the latest developments and innovations in the sectors it serves.

Circulation by Job Function



Circulation by Industry Sector





SATELLITE EVOLUTION GLOBAL - Editorial Programme 2024

Each issue contains: News | Movers and Shakers | Investment & Growth | Executive Q&As - Plus articles covering the following sectors: **Commercial (C)** | **Government (G)** | **Military (M)**

FEBRUARY 2024

SPECIAL FOCUS: NEW TECHNOLOGY

- **C:** LAUNCH
- **G:** SPACE AGENCIES & PRIMES
- **M:** RESILIENT MILSATCOM

SHOWS

Paris Spaceweek | Space Comm Expo UK

JULY 2024

SPECIAL FOCUS: SMALL SATELLITES

- **C:** EARTH OBSERVATION
- **G:** DISASTER PREPAREDNESS
- **M:** AUTONOMOUS SYSTEMS

SHOWS

Small Satellite Conference

MARCH 2024

SPECIAL FOCUS: NEW GROUND

- **C:** SOFTWARE - DEFINED GROUND SYSTEMS
- **G:** COLLABORATIONS WITH GOVERNMENT
- **M:** CYBERSECURITY

SHOWS

Satellite 2024 | Space Symposium

SEPTEMBER 2024

SPECIAL FOCUS: BROADCAST

- **C:** FUTURE OF BROADCASTING
- **G:** DIGITAL DIVIDE
- **M:** MILITARY AND COMMERCIAL COLLABORATIONS

SHOWS

IBC2024

MAY 2024

SPECIAL FOCUS: GLOBAL GROWTH

- **C:** MOBILITY
- **G:** SPACE PROGRAMS
- **M:** TACTICAL EDGE

SHOWS

Space Tech Expo USA | CABSAT | AngaCom
ConneCTechAsia

NOVEMBER 2024

SPECIAL FOCUS: SECURE COMMS

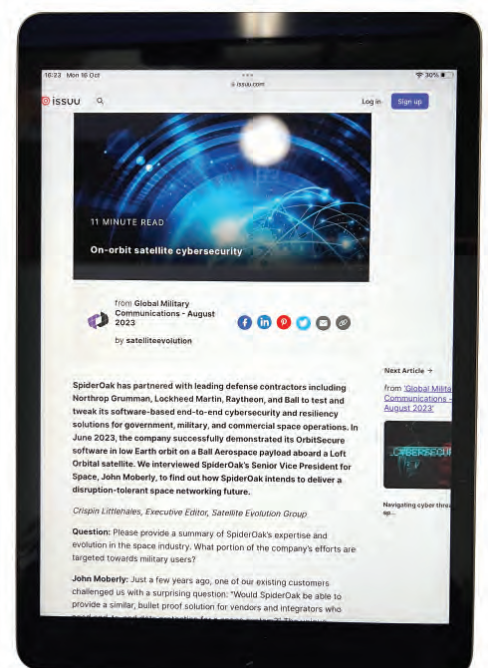
- **C:** MULTI-ORBITS
- **G:** PEACE ACCORDS FOR SPACE
- **M:** DEFENDING SPACE

SHOWS

SpaceTech Expo Europe | Global MilSatCom

Satellite Evolution Global excels in its ability to present complex technical concepts in an accessible and engaging manner. By balancing technical depth with clear explanations, the magazine ensures that even readers with limited prior knowledge can grasp the intricacies of satellite, space, and military technology. This accessibility fosters a wider readership and promotes a culture of continuous learning within the industry, making the magazine an indispensable tool for both seasoned professionals and newcomers looking to gain a comprehensive understanding of the satellite, space, and military domains. Satellite Evolution Global is distributed to over 67,000 industry executives six times per year using our established digital channels:

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





Visitor Demographics (Top 38) Visitors (September 2023)

USA	17.40%
UK	12.70%
India	8.60%
Germany	7.20%
France	6.90%
Philippines	4.10%
China PR	3.90%
Japan	2.60%
Netherlands	2.10%
Canada	1.90%
Singapore	1.90%
Italy	1.30%
Russia	1.30%
Spain	1.20%
Hong Kong	1.10%
Sweden	0.90%
UAE	0.90%
South Korea	0.90%
Thailand	0.90%
Belgium	0.90%
Australia	0.90%
Taiwan	0.90%
Saudi Arabia	0.90%
New Zealand	0.80%
Pakistan	0.80%
Czech Republic	0.80%
Malaysia	0.80%
Ukraine	0.80%
Norway	0.80%
Israel	0.80%
Ireland	0.80%
Austria	0.80%
Finland	0.80%
Portugal	0.80%
Egypt	0.80%
Luxembourg	0.80%
Switzerland	0.80%
Other	7.40%



SATELLITEEVOLUTION.COM...

satelliteevolution.com is the online platform for the Satellite Evolution Group. A content-rich, responsive, platform with over 20,500 pages of information, and 450,000 backlinks it is open access and requires no login to access the content. Information for the online platform is delivered by our experienced group of contributors, as well as those satellite, space, and military sector companies contributing material directly.

Global platform with influence

Satellite Evolution's reach and influence contribute to its widespread respect. Through its publication, events filming, and digital presence, Satellite Evolution connects industry stakeholders from every corner of the globe. This interconnectedness not only enhances its content's relevance but also facilitates collaboration and knowledge exchange on a global scale. Satellite Evolution's dedication to quality, objectivity, and its extensive reach make its content a respected and influential resource for anyone seeking to stay informed about the satellite, space, and military industries worldwide. According to Google Search Console-satelliteevolution.com site URLs appeared 300,000 times in search results in September alone.

Key Facts

Average Bounce Rate	51.20%
Average Daily Page Views per Visit	3.7
Daily Time on Site	6.8 minutes
Average Daily Visits	445
Server Uptime	99.98%

Traffic Source

Direct	33.8%
Google	29.0%
LinkedIn	14.9%
Newsnow	8.4%
X	5.7%
Bing	2.2%
Other	6.0%

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 0.8 percent and in some cases as high as 1.9 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.

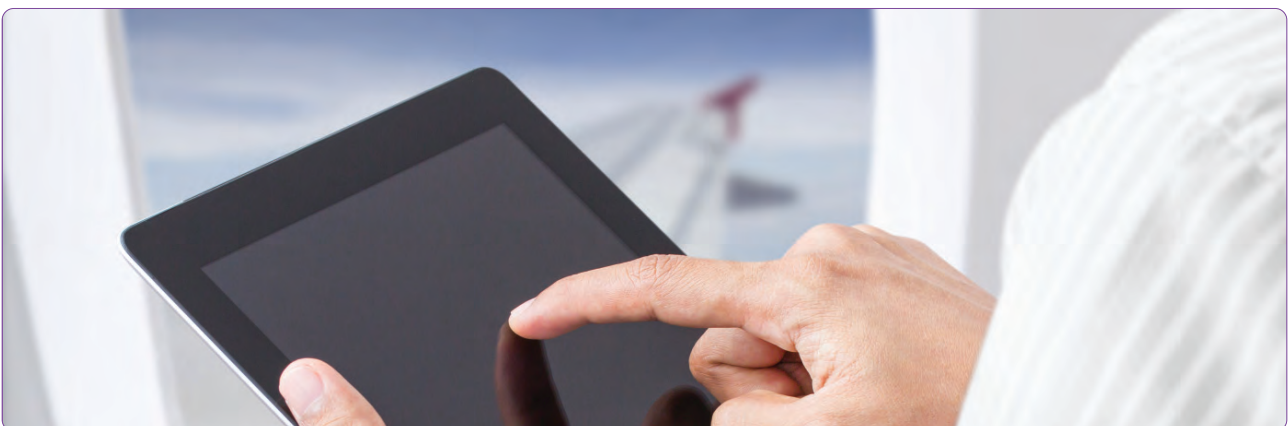
Open rates

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 16 percent. Satellite Evolution NewsWeek enjoys an open rate of around 28 - 40 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.





SOCIAL MEDIA...

Social media marketing offers businesses the opportunity to connect with their target audience on a more personal level, understand their preferences, and build long-term relationships. When used effectively, social media can be a powerful tool for brand building, customer engagement, and overall business growth. Social media platforms provide an excellent opportunity to increase brand visibility and reach a broader audience. Regularly sharing content and engaging with users can help businesses establish a strong online presence and make their brand more recognizable.



Using X to promote, connect and brand your company might sound easy. However, it is a marketing art. Through regular tweets and interactions, businesses can enhance their brand visibility and create awareness about their products, services, and initiatives. Consistent engagement with followers helps in establishing a strong brand presence on the platform.

@satelliteevo prides itself on generating a buzz and helping to promote the brands of our Tier 1/2 clients and associates. With over 5,900 followers, @satelliteevo we can help you deliver your message.

X @satelliteevo

Month 2023	Tweets	New Followers	Mentions	Profile Visits	Impressions
September	71	23	11	3,467	10.4K
August	73	34	12	2,647	11.6K
July	68	33	10	1,871	12.8K
June	132	3	15	4,209	18.6K

LinkedIn

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!

Paid Social Media Posts

Paid social media posts offer businesses a targeted and effective way to reach their desired audience, enabling them to amplify their brand's visibility and engagement. By leveraging precise targeting tools and sponsored content, companies can strategically promote their products or services, enhancing their overall marketing efforts and maximizing their return on investment.

See pricing on page 17

Page posts

The screenshot displays two LinkedIn posts from the 'Satellite Evolution Group' page. The left post, dated 3 weeks ago, promotes a newsletter sign-up with a thumbnail showing a newsletter cover. The right post, dated 6 hours ago, features an article titled 'Advancing survivability for army aircrews - A generational leap in threat...' with a thumbnail image of a person in a cockpit. Both posts show engagement metrics such as followers and reposts.



WEBINARS & ROUNDTABLES...

Webinars have become an indispensable tool in the modern business and educational landscape due to their versatility and effectiveness. Firstly, webinars serve as powerful knowledge-sharing platforms. They enable experts, thought leaders, and educators to reach a wide and often global audience in real-time. This accessibility breaks down geographical barriers, making it possible for participants to engage with valuable content and expertise from the comfort of their own homes or offices. Whether it's sharing industry insights, providing training, or presenting research findings, webinars facilitate the dissemination of knowledge like never before.

Secondly, webinars offer unparalleled interactivity. Unlike traditional lectures or presentations, webinars provide opportunities for immediate engagement and interaction between presenters and attendees. Through features like live chat, polls, and Q&A sessions, participants can ask questions, share opinions, and collaborate with one another in real-time. This two-way communication fosters a sense of community and engagement, creating a more immersive and memorable learning or networking experience.

Lastly, webinars are highly cost-effective. Organizing and attending physical events can be expensive, considering travel, accommodation, venue rental, and catering costs. In contrast, webinars significantly reduce these expenses. Businesses and organizations can host webinars at a fraction of the cost of traditional events, and attendees can participate without incurring travel-related expenses. This cost-effectiveness makes webinars an attractive option for both hosts and participants, ensuring that valuable information and experiences are more accessible to a broader 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.

On average registration levels for Webinars are 150 - 250. Attendance levels are often 25% lower



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 agency - Proactive International PR 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 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 manage all your creative issues (design & production).

If you would like further information or pricing please contact Jade Hush, Marketing Director. Visit www.proactivepr.com and book an appointment.

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

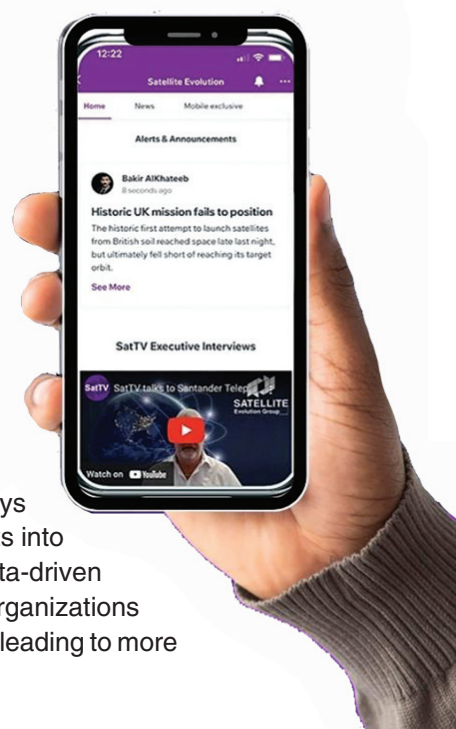
Similar to a product mailer but focused more on the technology. Send us your whitepaper or casestudy and we will dispatch an alert to our global audience to suggest they download a useful and interesting piece of company research. If you want to generate leads we can host the information on a download 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. Surveys are a valuable tool as they provide businesses with direct insights into customer preferences, needs, and satisfaction levels, enabling them to make data-driven decisions. They facilitate the collection of quantitative and qualitative data, helping organizations understand market trends, customer behavior, and areas for improvement, ultimately leading to more informed strategies and improved customer experiences.

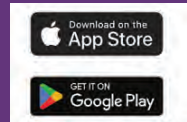




Mobile APP

The Satellite Evolution Group branded mobile APP has revolutionized the way subscribers engage with the latest developments in the satellite industry. Offering unparalleled convenience and accessibility, the APP serves as a comprehensive hub for satellite enthusiasts and professionals, providing a seamless and user-friendly platform for accessing premium content on the go. With its intuitive interface and robust features, the APP enables subscribers to stay informed about the dynamic satellite landscape in real-time, ensuring that they never miss out on crucial updates, industry insights, or breaking news.

One of the standout features of the Satellite Evolution Group branded mobile APP is the speed at which you can receive news updates and alerts. Only content that is relevant to our audience is delivered through the APP. In addition, you can access exclusive content that is not available on our web platform. This approach not only enhances user engagement but also fosters a deeper connection between subscribers and the Satellite Evolution Group community, establishing the APP as an indispensable tool for staying at the forefront of satellite, space, and military developments. Don't miss out, SIGN UP NOW!



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.

Strategic Content is priced at \$9,500





ONLINE ADVERTISING POSITIONS...

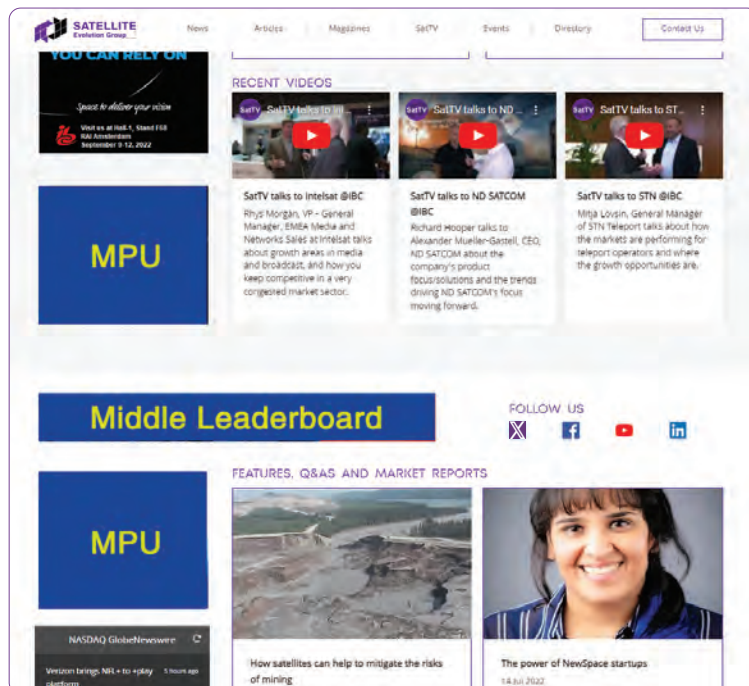
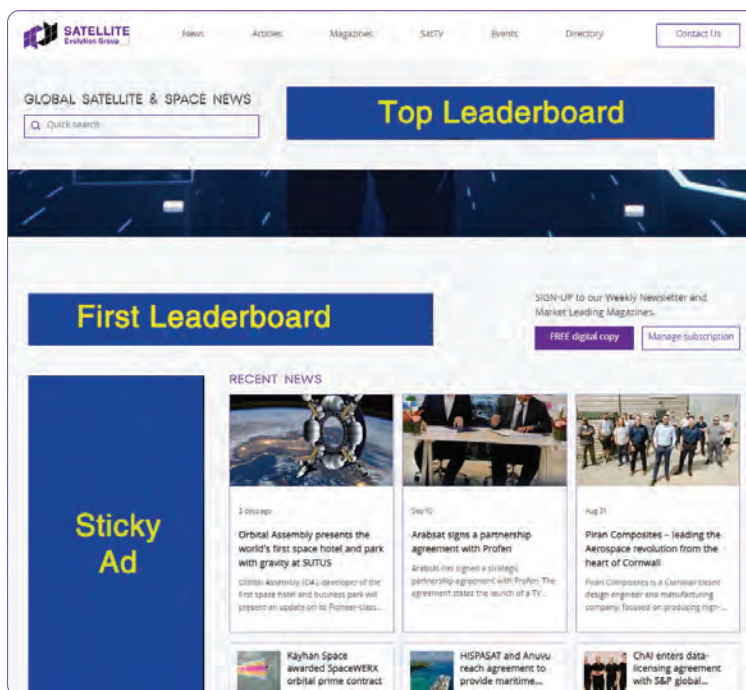
satelliteevolution.com is a mobile-friendly, responsive, content-rich information portal. Designed to be the No.1. information resource for the satellite, space and military sectors, visitors have access to a wealth of information all in one place.

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 Global magazine is 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\$2,500

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\$2,500 (price includes promotion of the video across the Satellite Evolution Group platform). Zoom interviews are priced at US\$2,000.

Analytics (January - September 2023)

Views	5,700
Watch Time	202 hours
Impressions	65,800
CTR	2.7%

Traffic Source

External	38.3%
YouTube Search	21.4%
Direct	18.5%
Browse	9.4%

Viewing Figures by Geography (Top 10)

United Kingdom	7.2%
USA	7.1%
India	2.1%
Sweden	1.6%
Russia	1.0%
Germany	0.7%
Israel	0.7%
UAE	0.5%
Canada	0.4%
France	0.3%

**MAGAZINE ADVERTISING RATES** - All rates effective October 2023

All prices in US\$

All rates 4col

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



Please note - advertising booked in the printed magazine automatically appears in the digital edition.

DIGITAL WEB 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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Newspage

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

DIGITAL MARKETING OPTIONS

Newsletter (rates per issue)

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

Social Media Posts (rates per post)

■ Sponsored News Post	\$500
■ Casestudy/Feature Post	\$500
■ Recruitment/Job Post	\$500
■ Scheduled Event Post	\$500

eMailer (rates per mailer)

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

SatTV (rates per broadcast)

■ Case Study	\$3,500
■ Technology Update	\$2,500
■ Executive Interview	\$2,500

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.

Colors: All colors are reproduced using process 4 color. 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 site, some email systems will not allow them.



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