

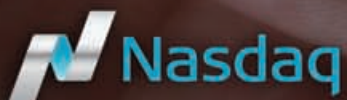


Linked in  YouTube

www.satellite-evolution.com

SATELLITE

Evolution Group



Member of the GlobeNewswire Distribution Network

Media Information 2022

QUALITY COUNTS

If your focus is the global satellite industry - look no further! The Satellite Evolution Group, a division of DS Air Limited, is one of the leading content marketing platforms for the industry. For over eighteen years we have served the global satellite market with information key to this evolving sector.

As the satellite industry becomes less regional and more global in its outlook, here at Satellite Evolution Group we have decided to make changes to our portfolio line-up. From January 2022 we will be merging Satellite Evolution Asia, Satellite evolution EMEA, Satellite Evolution Americas and NewSpace International into one magazine - Satellite Evolution Global.

This change will better serve the information needs of our readers and an ever-changing satellite sector. This change will also strengthen our, truly, global digital platform.

'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 - and we will continue to offer event distribution as part of our platform.

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. Our followers span the complete spectrum of the satellite industry.

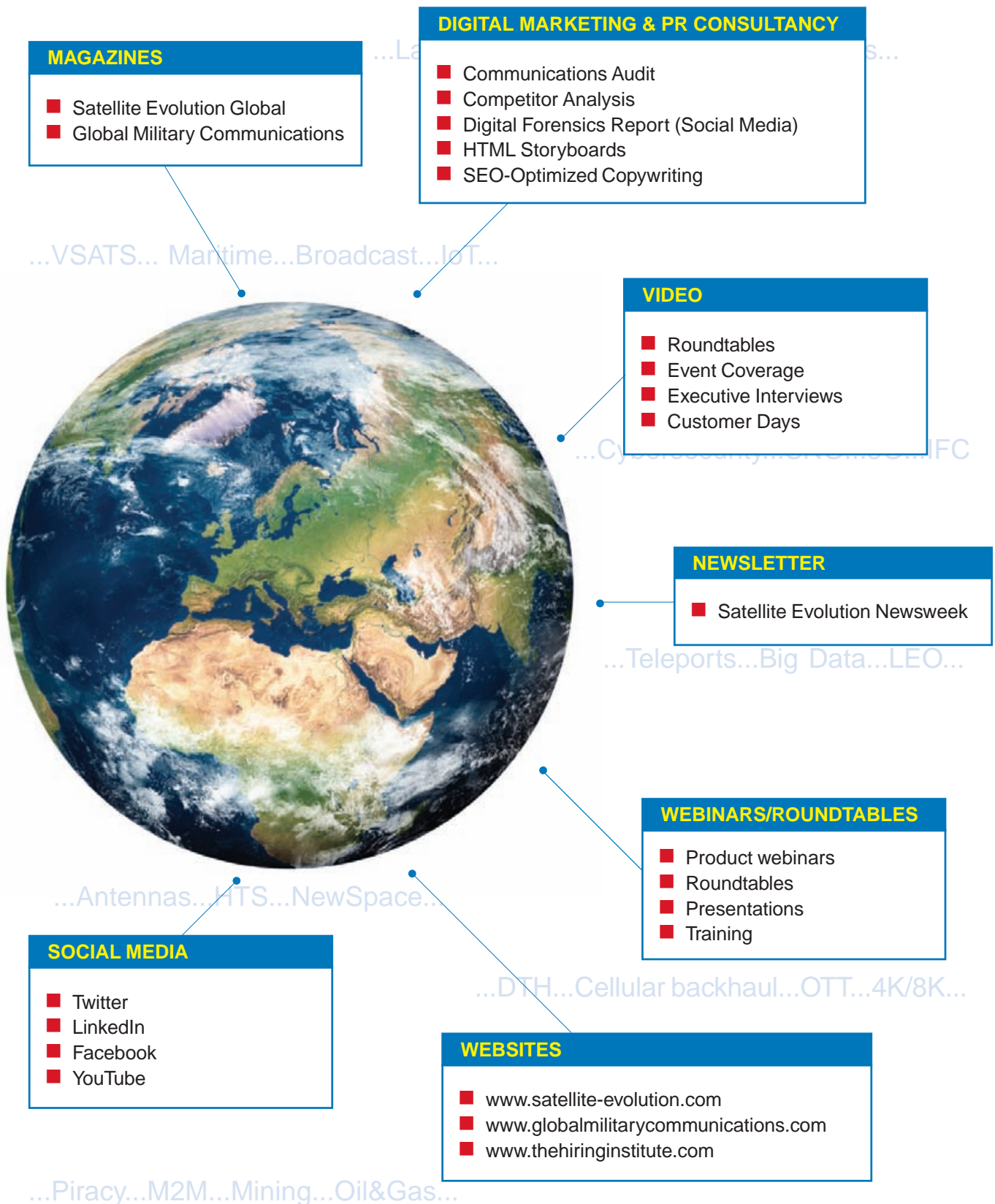
We are at the forefront of digital delivery & marketing and can deliver your marketing message quickly and efficiently.

'your global marketing platform'



ONE INDUSTRY...ONE PLATFORM...

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



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 industry, we provide advertisers with the best possible reach of the top satellite professionals. The satellite industry is 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—www.satellite-evolution.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).



REACHING THE RIGHT BUYERS

The Satellite Evolution Group can deliver your information, whether it be product, corporate or financial services to over 30,000 industry personnel each month using email, web and social media channels.

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



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 2021)

Views	11,424
Watch Time	355 hours
Impressions	141,144
CTR	2.5%

Traffic Source

External	38.1%
YouTube Search	29%
Suggested Videos	8.0%
Other	24.9%

Viewing Figures by Geography (Top 10)

USA	9.4%
United Kingdom	5.5%
Canada	1.1%
Sri Lanka	0.6%
Germany	0.3%
United Arab Emirates	0.2%
Philippines	0.2%
Russia	0.2%
Croatia	0.1%
Saudi Arabia	0.1%



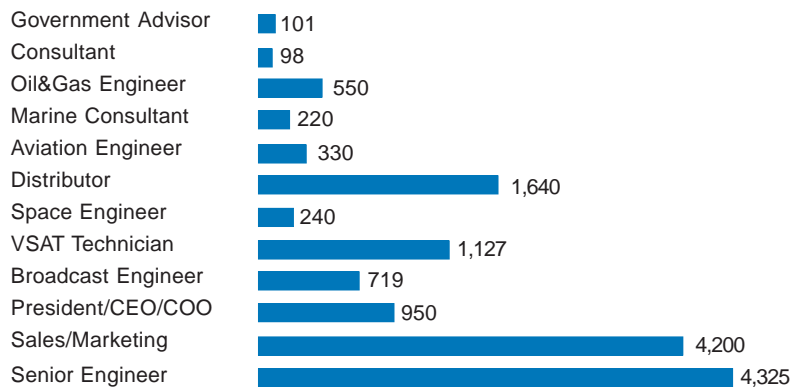
As the satellite industry becomes less regional and more global in its outlook, here at Satellite Evolution Group we are aligning our portfolio to accommodate the continuous growth of our global audience. From January 2022 we are pleased to announce that we are merging Satellite Evolution Asia, EMEA, Americas and NewSpace into one monthly magazine - Satellite Evolution Global.

This change will better serve the information needs of our readers and an ever-changing satellite sector. This change will also strengthen our truly global digital platform.

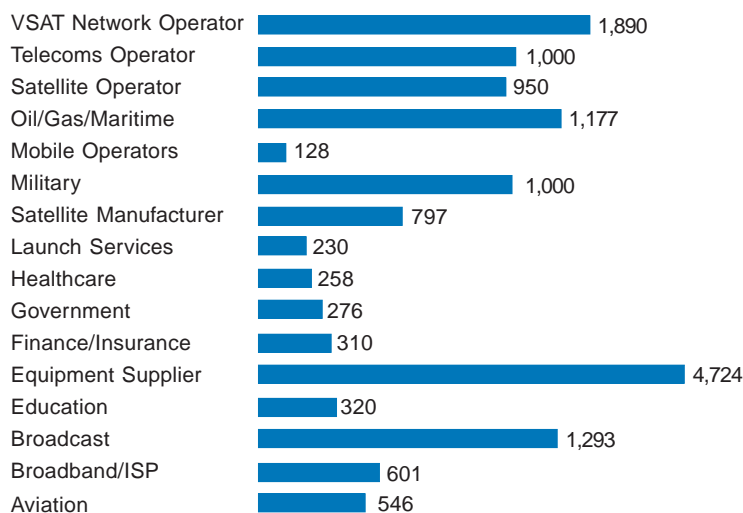
Satellite Evolution Global will be produced monthly and distributed by email, web and social media. Each issue will be produced by our expert editorial team - led by Dr Amy Saunders with a mission to inform, educate and provide key marketing data for a high-level, industry, audience.

Circulation 15,500

Circulation by Job Function



Circulation by Industry Sector



Satellite Evolution Global is distributed to over 15,000 industry executives on a monthly basis using our established digital channels including: Digital Magazine (subscribers); Twitter; LinkedIn; Facebook; and Website.

SATELLITE EVOLUTION GLOBAL - Editorial Programme 2022

JANUARY 2022**NEW FRONTIERS SPECIAL ISSUE**

- 5G/6G
- LAUNCHERS
- EARTH OBSERVATION
- SATELLITE TECHNOLOGY
- OFF-WORLD DEVELOPMENTS

JULY 2022

- OIL AND GAS
- INTERFERENCE
- SATELLITE TRACKING
- DEBRIS REMOVAL
- CELLULAR BACKHAUL
- SPACE TOURISM

FEBRUARY 2022

- IFC
- MARITIME
- CYBERSECURITY
- VSAT
- MEO
- HTS/VHTS

AUGUST 2022

- SATELLITE MANUFACTURING
- CYBERSECURITY
- MARITIME
- MULTIMEDIA ON THE MOVE
- 5G
- MINING

MARCH 2022**TECHNOLOGIES SPECIAL ISSUE**

- ANTENNAS
- LAUNCHERS
- AMPLIFIERS
- TELEPORTS
- PROPULSION
- CONSTELLATIONS

SEPTEMBER 2022**BROADCAST SPECIAL ISSUE**

- 4K/8K
- OTT
- PIRACY
- MOBILE VIEWERS
- FUTURE OF BROADCASTING
- GAMING

APRIL 2022

- BIG DATA
- DTH
- DISASTER RECOVERY
- TELEPORTS
- E-HEALTH
- IOT

OCTOBER 2022

- NETWORKS
- METEOROLOGY
- M2M
- UTILITIES
- ENTERPRISE
- FLAT PANEL ANTENNAS

MAY 2022

- SMALL SATELLITES
- HOSTED PAYLOADS
- SNG
- MULTIMEDIA ON THE MOVE
- EMERGENCY COMMS
- OFF-WORLD CONNECTIVITY

NOVEMBER 2022

- MOBILITY SPECIAL ISSUE
- IFC
- MARITIME
- CONNECTED CARS
- ANTENNAS
- RAILWAYS

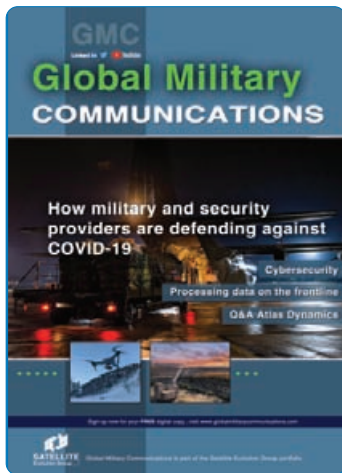
JUNE 2022**COMMUNICATIONS SPECIAL ISSUE**

- ANTENNAS
- IFC
- COMMS ON THE MOVE
- HTS/VHTS
- SUBSEA COMMUNICATIONS
- OFF-WORLD COMMS

DECEMBER 2022

- MONETIZING TV TECHNOLOGY
- LEO
- GROUND SEGMENT TECHNOLOGY
- SATELLITE OF THE FUTURE
- GREEN INDUSTRY CREDENTIALS
- GROUND SEGMENT POWER

Please note features are subject to change. Please check with the Editor or Publisher to confirm details of a particular issue.



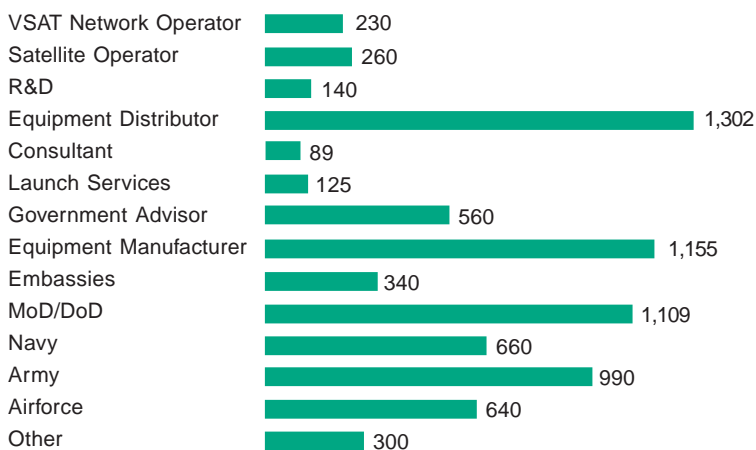
Global Military Communications is a publication that tracks the trends, drivers and technology that fuel the military communications sector. Communications continue to be the lynchpin of modern warfare and are crucial to any military campaign.

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 7,900

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.

Circulation by Industry Sector



Global Military Communications is distributed through our established media channels:

- Digital Magazine Subscribers
- Twitter
- LinkedIn Groups
- Web



GLOBAL MILITARY COMMUNICATIONS - Editorial Programme 2022

FEBRUARY 2022

- EARTH OBSERVATION
- DIGITIZATION
- WEARABLES
- INTERFERENCE
- PERSONAL ROLE RADIOS
- UAS

APRIL 2022

TECHNOLOGIES SPECIAL ISSUE

- VSATS
- COMMS ON THE MOVE
- RUGGEDIZATION
- AMPLIFIERS
- RADIOS
- WEARABLES

JUNE 2022

- AI/MACHINE LEARNING
- BLUE FORCE TRACKING
- LASERS
- TACTICAL COMMS
- C4ISR
- COTS VERSUS CUSTOM

AUGUST 2022

- AIR DEFENCE MISSILES
- HOMELAND SECURITY
- COMMS ON THE MOVE
- HOSTED PAYLOADS
- DEBRIS
- SUBSEA COMMS

OCTOBER 2022

- FLAT PANEL ANTENNAS
- INTERFERENCE
- VEHICLE COMMUNICATIONS
- COMMS SECURITY
- EMERGENCY COMMS
- EARTH OBSERVATION

DECEMBER 2022

SECURITIES SPECIAL ISSUE

- BORDER SECURITY
- CYBERSECURITY
- GOVERNMENT NETWORKS
- COGNITIVE RADIOS
- EMERGENCY COMMS
- REMOTE VEHICLES





WWW.SATELLITE-EVOLUTION.COM

www.satellite-evolution.com is the online platform for the Satellite Evolution Group. A content-rich platform with over 8,500 pages of information, it is open access and requires no login to access the content. Information for 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

The platform is not regional but global in its coverage. The key to a successful site 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.

Key Facts (August 2021)

Average Bounce Rate	61.50%
Average Page Views per Visit	2.9
Daily Time on Site	2.7 minutes
Average Daily Visits	583
Repeat Visits	54%
First Time Visits	46%
Server Uptime	100%

VISITOR DEMOGRAPHICS (TOP 27) (Data from August 2021 - 18,073 visits)

USA	28.6%	Denmark	2.2%	Sweden	0.8%
UK	16.8%	Netherlands	1.6%	Turkey	0.7%
France	7.9%	Italy	1.6%	Taiwan	0.7%
Israel	5.7%	UAE	1.6%	Pakistan	0.7%
Germany	5.4%	Hong Kong	1.6%	Ukraine	0.7%
Luxembourg	3.8%	Belgium	1.6%	Nepal	0.7%
Canada	3.5%	South Africa	1.6%	Iran	0.7%
Philippines	3.2%	Switzerland	1.3%	Nigeria	0.6%
India	3.1%	Jordan	0.9%	Mexico	0.5%

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 1.0 percent and in some cases as high as 4.0 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 41-51 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



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.'

Twitter

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 4,600 followers, @satelliteevo can generate in excess of 7K impressions for your message.



TWITTER STATS @satelliteevo

4,600 followers

Month 2021	Tweets	New Followers	Mentions	Profile Visits	Impressions
August	119	51	8	857	39K
July	151	36	16	1,800	41K
June	164	44	12	2,412	51K
May	128	25	10	1,081	41K

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 14,000 industry professionals through its targeted industry groups and followers. Don't miss out - contact the sales team now!

Social Media Options (rates per post)

Sponsored News Post

Twitter	\$350
LinkedIn	\$350

Casestudy/Feature Post

Twitter	\$450
LinkedIn	\$450

Recruitment/Job Post

Twitter	\$500
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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 plus post-event meeting rooms

- 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 plus post event networking rooms

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, is launching a digital agency to provide services and knowledge to companies that require assistance to make the digital leap.

The new division will be 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 will advise on websites, content, SEO, social media and paid campaigns, email marketing and relevant regulations, competitor monitoring, mobile apps and branding.

If you would like further information or pricing please contact Jill Durfee, Publisher

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. From 2018 to 2019, it has surged by over 12 percent, 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 Mailshots

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 Updates

Similar to a product mailer but focussed 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 Mailers

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

Want to run a survey? Satellite Evolution Group will take your questions, create the survey and landing pages for data collection. The 'Request to Participate' is then dispatched to our subscriber base.

With any new product or corporate information the marketing needs to be delivered in a dynamic way to catch the eye of potential customers. One way of doing this is to blend a range of options such as video, animation and downloads.

Mailer Options (rates per mailer)

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

ONLINE ADVERTISING POSITIONS

In January 2022 satellite-evolution.com will launch its new mobile-friendly, responsive, content-rich information portal. Designed to be the No.1. information resource for the satellite, space and military industries, visitors will have access to a wealth of information all in one place.

The site has been designed to maximise your advertising exposure. Positions include leaderboards, Sticky Ads, MPU, featured posts and search page advertising. To guarantee your company in one of these prime locations please book early.

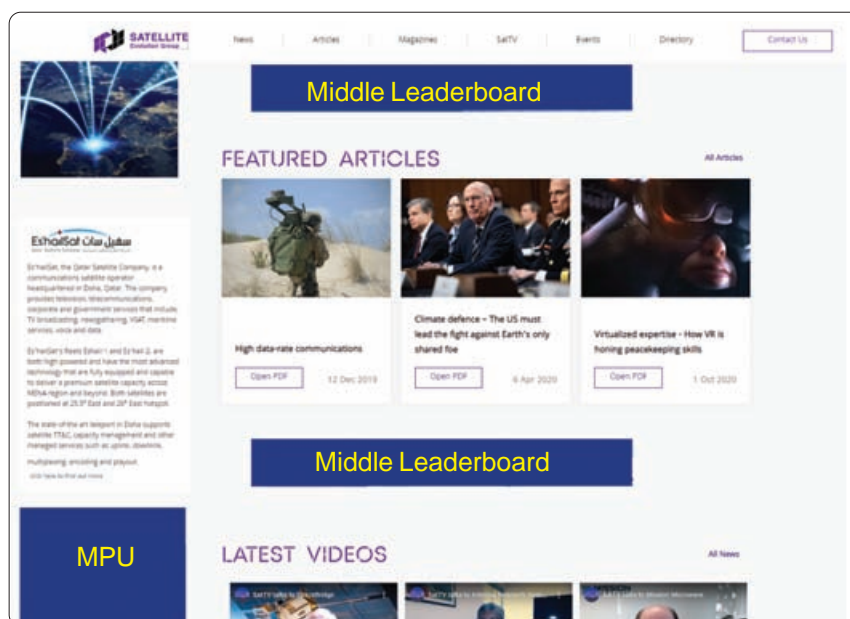
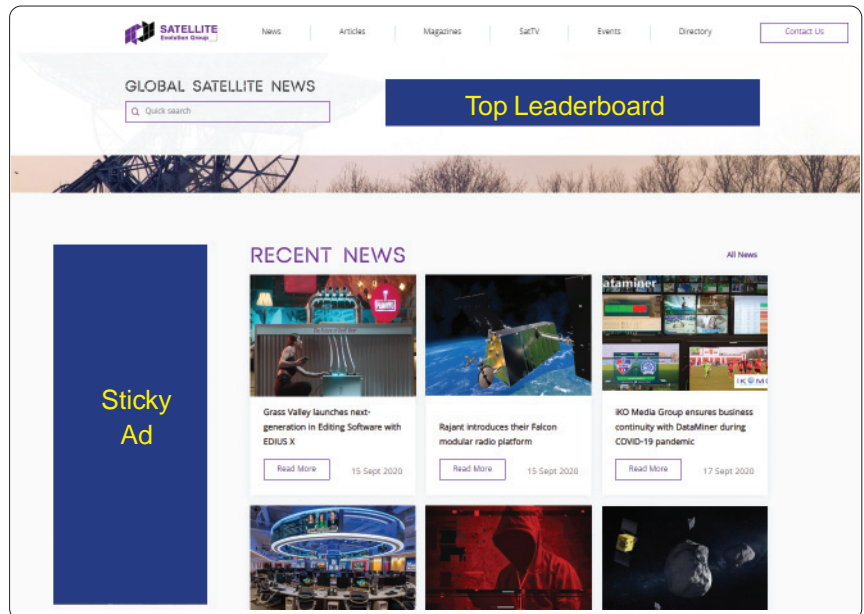
Online Tips

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 global B2B clickthrough rates averaging 0.05 percent - think carefully about the type of online ad and the creative - as it can affect your online campaign. 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.

According to *Display Benchmarks Tool* the average clickthrough rate on ads across the whole Web is 0.05 percent of impressions (views). Online ads do help increase brand awareness and purchase intent, particularly when combined with offline media.

MAGAZINE ADVERTISING RATES - All rates effective August 2021. 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 online and PDF editions. To book in digital issues only please contact the sales team.

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

Leaderboard Top	Non Rotating, 1 available	\$2,900
Premium Sticky Advert	Non Rotating, 1 available	\$3,500
Featured Post	Non Rotating, 1 available	\$2,000
Leaderboard Middle	Rotating, 2 available	\$1,500
MPU Middle	Rotating, 2 available	\$1,000
Leaderboard Bottom	Rotating, 1 available	\$750

Newspage Positions

Leaderboard	Rotating, 1 available	\$2,500
News Item Sticky Ad	Rotating, 1 available	\$2,500

Magazine Page and Issue Sponsorship

Leaderboard	Non Rotating, 1 available	\$3,500
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Search Results

Sticky Ad	Rotating, 1 available	\$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

**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 site, some email systems will not allow them.



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