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 print and digital marketing platforms for the industry. For over fifteen years we have served the global satellite market with information key to this evolving sector.

The portfolio including Satellite Evolution Asia, Satellite Evolution EMEA, NewSpace International, and Global Military Communications covers the entire spectrum of the industry from launch, ground segment and networks to space.

Satellite Evolution Asia, Satellite Evolution EMEA, NewSpace International, and Global Military Communications have a reputation for delivering high quality, and informed content to their readership. Available in Print, Flip Technology and PDF formats, the magazines are delivered in the formats requested by the subscribers who can choose what is most suitable for them.

Publishing analysts have for some time been predicting that print magazines would disappear. However, while the split is now about 80/20 in favour of electronic subscriptions, print magazines still have an important role to play.

As an example, print magazines are still, in some cases, the only option for exhibition floor promotion. Take IBC – a major regional technology event – it does not have a high speed Internet connection across the floor rendering digital magazine promotion limited.

In an age when more clients are edging towards lead generation – digital magazines offer certain advantages. Adverts can be tagged and tracked and clickthrough rates monitored. Adverts can be made interactive with audio, flash and video. The Satellite Evolution Group delivers digital magazines using the highly versatile E-page Creator software. The option of Print, Flip Technology and PDF gives you a platform to cover all your marketing options from corporate awareness to lead generation.

Booked advertising campaigns appear in all three formats.

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 loyal readership and web following. Our readers span the complete spectrum of the satellite industry.

Dedicated to delivering fast and easy access to information, our combination of print, web, email, mobile and video allows you to target the industry decision makers in a quick, easy and cost-effective fashion. Not just regionally but globally!

The satellite industry is going through great change and key to your success is reaching existing and new customers. At the Satellite Evolution Group we can deliver a route to market through our innovative marketing platform.

“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 digital and print platform continues to attract new readers from around the world.”
READERSHIP COUNTS
The most important aspect for any magazine is its readership. Not just any readership, but the top industry decision makers. Without a quality, up-to-date readership you have no magazine. 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
DS Air Limited carries out an address check, quarterly, on each subscriber for Satellite Evolution Asia, Satellite Evolution EMEA, NewSpace International, and Global Military Communications. The online database system enables us to ensure that every single copy of the magazine is received by a reader who has specifically requested the magazine and checked and approved their contact details.

This is achieved in two steps:

Step 1: All readers subscribe to the magazine via the website—www.satellite-evolution.com — and the system generates a confirmation email back to them. Magazine subscribers must have a valid email address to receive a copy of the magazine. 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/Subcription 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).
Launched in 2003, Satellite Evolution Asia quickly established itself as one of the leading satellite sector magazines for the Asia-Pacific. Its editorial independence, top quality content and its drive for supporting the industry has established it as the leading information resource in the region. With a circulation of 10,723 the magazine is available in Print, Online, PDF and Mobile formats.

Published six times per year

Circulation by Region

- Pacific 18%
- Southeast Asia 33%
- East Asia 19%
- South Asia 30%

Total Circulation: 10,723

Circulation by Industry Sector

- VSAT Network Operator: 890
- Telecoms Operator: 648
- Satellite Operator: 468
- Oil/Gas/Maritime: 1,400
- Mobile Operators: 128
- Military: 900
- Satellite Manufacturer: 797
- Launch Services: 230
- Healthcare: 258
- Government: 210
- Finance/Insurance: 310
- Equipment Supplier: 1,724
- Education: 1,293
- Broadcast: 601
- Broadband/ISP: 546
- Aviation: 220

Circulation by Job Function

- Government Advisor: 101
- Consultant: 98
- Oil&Gas Engineer: 550
- Marine Consultant: 220
- Aviation Engineer: 330
- Distributor: 640
- Space Engineer: 240
- VSAT Technician: 1,350
- Broadcast Engineer: 719
- President/CEO/COO: 950
- Sales/Marketing: 2,200
- Senior Engineer: 3,325

Circulation figures are based on a snapshot taken on 1st September 2018 of print, digital, web, social media and show copies.
## Editorial Programme 2019

<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY 2019</th>
<th>MARCH/APRIL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maritime</td>
<td>DTH</td>
</tr>
<tr>
<td>OTT</td>
<td>HTS</td>
</tr>
<tr>
<td>IoT/M2M</td>
<td>Teleports</td>
</tr>
<tr>
<td>Inflight connectivity</td>
<td>Antennas</td>
</tr>
<tr>
<td>Modem technology</td>
<td>e-health</td>
</tr>
<tr>
<td>Big Data</td>
<td>Cybersecurity</td>
</tr>
</tbody>
</table>

### Event Distribution
![Satellite Forum](image1)

<table>
<thead>
<tr>
<th>MAY/JUNE 2019</th>
<th>JULY/AUGUST 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>VSAT</td>
<td>Mining networks</td>
</tr>
<tr>
<td>Launch sector</td>
<td>Space traffic management</td>
</tr>
<tr>
<td>IoT</td>
<td>FSS</td>
</tr>
<tr>
<td>Hosted payloads</td>
<td>Maritime technology</td>
</tr>
<tr>
<td>Cellular backhaul</td>
<td>Oil and gas</td>
</tr>
<tr>
<td>Enterprise sector</td>
<td>Military communications</td>
</tr>
</tbody>
</table>

### Event Distribution
![AVIA](image2)

<table>
<thead>
<tr>
<th>SEPTEMBER/OCTOBER 2019</th>
<th>NOVEMBER/DECEMBER 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>NewSpace</td>
<td>Disaster recovery</td>
</tr>
<tr>
<td>Teleports</td>
<td>Small satellites</td>
</tr>
<tr>
<td>5G</td>
<td>Broadband</td>
</tr>
<tr>
<td>4K/UHD</td>
<td>Amplifier technology</td>
</tr>
<tr>
<td>MSS</td>
<td>Satellite news gathering</td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>Distance learning</td>
</tr>
</tbody>
</table>

### Event Distribution
![APSCC](image3)

---

Simplify YOUR MARKETING with the Satellite Evolution Group
Satellite Evolution EMEA is your route to the European, African and Middle Eastern markets. The magazine keeps readers up-to-date with the latest developments as the industry continually transforms itself to keep pace with customer demands. With a circulation of 9,947 the magazine is available in Print, Online, PDF and Mobile formats.

Published six times per year

Circulation figures are based on a snapshot taken on 1st September 2018 of print, digital, web, social media and show copies
## Editorial Programme 2019

### JANUARY/FEBRUARY 2019
- Maritime technology
- Amplifiers
- Launch sector
- DTH
- Tactical communications
- Multimedia on the move

### MARCH/APRIL 2019
- Broadband
- MSS
- Small satellites
- Teleports
- Satellite news gathering
- Satellite manufacturing

### MAY/JUNE 2019
- Oil and gas
- LEO/MEO
- Modern technology
- On-orbit satellite servicing
- Inflight connectivity
- NewSpace

### JULY/AUGUST 2019
- 4K/UHD
- Homeland security
- Disaster recovery
- Utility market
- OTT
- Cybersecurity

### SEPTEMBER/OCTOBER 2019
- Cellular backhaul
- IoT/M2M
- HTS
- e-health
- Enterprise sector
- Emergency communications

### NOVEMBER/DECEMBER 2019
- Satellite tracking
- VSAT
- Interference
- Earth observation
- 5G
- Debris

---

Simplify **YOUR MARKETING** with the Satellite Evolution Group
GLOBAL MILITARY COMMUNICATIONS

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.

Published six times per year, Global Military Communications delivers must-read editorial for this fast changing industry. In addition to the magazine, the monthly newsletter and website deliver over 15,000 industry visitors each month. Our regular news updates, magazine, twitter feed and video streaming have made the site a must-visit if you are interested in up-to-date military communications information.

Available formats: Online Flip Technology | PDF | Mobile

Circulation by Industry Sector

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>VSAT Network Operator</td>
<td>230</td>
</tr>
<tr>
<td>Satellite Operator</td>
<td>140</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>89</td>
</tr>
<tr>
<td>Equipment Distributor</td>
<td>1,302</td>
</tr>
<tr>
<td>Government Advisor</td>
<td>125</td>
</tr>
<tr>
<td>Equipment Manufacturer</td>
<td>560</td>
</tr>
<tr>
<td>Embassies</td>
<td>340</td>
</tr>
<tr>
<td>MoD/DoD</td>
<td>300</td>
</tr>
<tr>
<td>Navy</td>
<td>660</td>
</tr>
<tr>
<td>Army</td>
<td>990</td>
</tr>
<tr>
<td>Airforce</td>
<td>640</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Total Circulation 8,345

Circulation by Region

- Asia: 22%
- North America: 13%
- L. America: 1%
- N. Africa: 3%
- Europe: 37%
- Middle East: 9%
- Africa: 15%

Media Information 2019 | www.satellite-evolution.com
## Editorial Programme 2019

### FEBRUARY 2019
- C4ISR
- Homeland security
- Blue force tracking
- COTS
- Wearable technology for the battlefield
- Tactical communications

### JUNE 2019
- Remote vehicles
- The mobile battlefield
- UAS
- Air defence missile guidance systems
- Cybersecurity

### AUGUST 2019
- Ruggedized networks
- Training
- Hosted payloads
- Vehicle intracommunications
- Sub-sea communications

### OCTOBER 2019
- Maritime security
- VSAT
- Laser as a weapon
- Military grade modems and amplifiers
- Government networks

### DECEMBER 2019
- Inter-vehicle communications
- Antennas and terminals
- Border security
- Tactical communications
- Cognitive radios
As the entrepreneurial spirit becomes more and more relevant to this new space era, it is becoming increasingly difficult to predict where we’ll be in the years to come, let alone keep on top of the developments that are happening now.

A rapidly-changing space sector demands a platform that can keep pace, reporting on all the latest technical and commercial developments. We are happy to welcome you all to NewSpace International!

Published six times per year

NewSpace International is brought to you by the world-class information group - Satellite Evolution. Published six times per year, NewSpace International is available online and via email, direct to your desktop or mobile device.

NewSpace describes the move towards today’s emerging private spaceflight industry. Gone are the days when the satellite and space sectors were dominated by government organisations - today it is all about the commercial players who are looking to harness space in a completely new way.

Developing fast, better, and improved access to space and spaceflight technologies, we are entering an exciting new era for the global space community.

Available formats: Online  Flip Technology | PDF | Mobile

Circulation by Industry Sector - 4,754

- International Space Agencies: 130
- R&D: 160
- Satellite Operators: 110
- Satellite Manufacturers: 190
- Education: 360
- Launch Services: 105
- Government Advisor: 310
- Equipment Manufacturers: 240
- Consultants: 790
- MoD/DoD/Cybersecurity: 630
- Space Mining: 89
- Space Tourism: 590
- Earth Imaging: 340
- Space Engineers/Technicians: 710
## Editorial Programme 2019

### JANUARY 2019
- Space tourism
- Small satellites
- Launch sector
- Asteroid mining

### MARCH 2019
- Earth observation
- Off-world settlement
- On-orbit satellite servicing
- Manufacturing in space

### MAY 2019
- Space commercialisation
- Lunar exploration
- Propulsion technologies
- IoT

### JULY 2019
- Off-world connectivity
- Constellations
- Ground segment technology
- Big data

### SEPTEMBER 2019
- Mars exploration
- Deep space crew health
- Commercial spaceflight
- Quantum communications

### NOVEMBER 2019
- Space farming
- Debris
- Cybersecurity
- In-air launch vehicles

Simplify **YOUR MARKETING** with the Satellite Evolution Group
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 html 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 21.57 percent. Satellite Evolution NewsWeek enjoys an open rate of around 21-29 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.
DIGITAL BROCHURES

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, print and online.

A digital brochure is compiled using your material; using a white paper, product datasheet, company profile or case study; designing it to your specification and then converting it into a stunning digital brochure—turning your information into a much richer browsing experience.

Most importantly, with the brochure the content is totally flexible. The brochure can be hosted at Satellite-Evolution or alternatively supplied to you for hosting on your own site.

To engage with the customer the brochure can be designed around video content and audio. 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.

The finished brochure can be emailed to your client base, circulated on Twitter and other social media, uploaded to your website and linked to your corporate collateral. The brochure is constructed to be mobile friendly and will work across most platforms including iPhone and Android.

Promotion

If you need us to promote the brochure for you we will include it in with our weekly newsletter for a 3-6 month period. In addition the brochure will be placed on the satellite-evolution.com site.

Some examples of how brochures can be utilised are:

- New product/service launch
- Company profile/corporate brochure
- Profile of an existing range of products/services
- Customer survey
- Case studies and testimonials
- Financial results
www.satellite-evolution.com is the online platform for the Satellite Evolution Group. A content-rich platform with over 3,500 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.

The platform is underpinned by the high-quality and reputable magazines:

- Satellite Evolution Asia
- Satellite Evolution EMEA
- Global Military Communications
- NewSpace International

**Global platform**
The platform is not regional but global in its coverage. With up to 743 visits per day and a bounce rate of 51 percent the platform is clearly the ultimate source of satellite sector information.

**Key Facts**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Bounce Rate</td>
<td>51.60%</td>
</tr>
<tr>
<td>Average Daily Page Views per Visit</td>
<td>2.8</td>
</tr>
<tr>
<td>Daily Time on Site</td>
<td>10.4 minutes</td>
</tr>
<tr>
<td>Average Daily Visits</td>
<td>743</td>
</tr>
<tr>
<td>Server Uptime</td>
<td>99.91%</td>
</tr>
</tbody>
</table>

**Mobile Visits by Platform Type**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>53.4%</td>
</tr>
<tr>
<td>Android</td>
<td>43.3%</td>
</tr>
<tr>
<td>Blackberry</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other</td>
<td>1.4%</td>
</tr>
<tr>
<td>Symbian</td>
<td>0.6%</td>
</tr>
<tr>
<td>Windows</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

*Satellite-evolution.com uses Alexa Internet to monitor its global web presence and rating. Since October 2016, the Satellite Evolution Group has been using Web-Stat to monitor site visitors and activity.*
**WEBSITE STATS**

<table>
<thead>
<tr>
<th>Month 2018</th>
<th>Visitors</th>
<th>Pages</th>
<th>Time on Site</th>
<th>Bounce Rate</th>
<th>New Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>22,430</td>
<td>40,630</td>
<td>10.90</td>
<td>47.8%</td>
<td>58.56%</td>
</tr>
<tr>
<td>July</td>
<td>23,620</td>
<td>52,930</td>
<td>10.10</td>
<td>51.3%</td>
<td>51.65%</td>
</tr>
<tr>
<td>June</td>
<td>24,810</td>
<td>48,370</td>
<td>9.50</td>
<td>52.8%</td>
<td>43.67%</td>
</tr>
<tr>
<td>May</td>
<td>21,770</td>
<td>52,770</td>
<td>9.90</td>
<td>54.0%</td>
<td>53.16%</td>
</tr>
<tr>
<td>April</td>
<td>22,950</td>
<td>43,390</td>
<td>9.30</td>
<td>52.3%</td>
<td>43.40%</td>
</tr>
</tbody>
</table>

**Visitors by Job Function**

- Hardware Developer 18%
- Network Engineer 16%
- Broadcast Engineer 15%
- VSAT Technician 12%
- Maritime/Oil/Gas Engineer 10%
- CEO/COO/CTO/CMO 7%
- Distributors 6%
- IT Managers 4%
- NGOs 3%
- Government Advisor 2%
- Consultant 2%
- Researcher 1%
- Student 1%
- R&D 1%
- Scientist 1%
- Military Officer 1%

**Preferred Browser used by Visitors**

- Chrome 69.2%
- Firefox 11.9%
- Internet Explorer 10.4%
- Safari 4.7%
- Edge 2.5%
- Opera 0.7%
- Other 0.5%

**Browser Device used by Visitors**

- Desktop 79.20%
- Mobile 18.58%
- Tablet 2.22%

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**Content-rich**

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. Satellite-evolution.com ensures that the site is relevant and constantly populated with new quality content – resulting in high levels of visitor loyalty. In addition, our top search engine ranking guarantees high levels of new visitors.

**Visitor Demographics**

What do we know about our visitors to satellite-evolution.com? We know where they come from in terms of geography. We also know their areas of interest in terms of sectors - such as launch, ground segment, maritime etc. Because we drive traffic to the site from our established portfolio of products (magazines, newsletters, twitter and video feeds), we have an excellent grasp of their job function.

**Content is King**

The content available on the satellite-evolution.com platform dictates to a greater extent the type of visitor we are reaching. Our content is diverse from ground segment to space and everything in between. Our coverage of vertical markets is also in-depth. Content on the platform covers the following market sectors:

- Banking
- Broadcast (4K/DTH/SNG/OTT)
- Cellular Backhaul
- Disaster Recovery
- Enterprise Sector
- Government Services
- Healthcare
- Homeland Security
- In-flight Connectivity
- LEO/MEO/GEO
- M2M/IoT
- Maritime
- Medical
- Military
- Mining
- Modem/Amplifier Technology
- Oil & Gas
- Operators
- Satellite Insurance
- SCADA
- Teleports
- Utility Sector
- VSATs
ONLINE ADVERTISING POSITIONS

In October 2016 satellite-evolution.com launched its new content-rich information portal. Designed to be the No.1. information resource for the satellite industry, visitors have access to a wealth of information all in one place.

The site has been designed to maximise your advertising exposure. Positions include leaderboards, skyscrapers, MPU, 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 ten 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
- Skyscraper
- 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.

Target Your Potential Customers Using Video

According to Cisco, by the end of 2020 video will account for 79 percent of all Internet traffic. Video will be the future of content marketing. Don’t miss out - engage with SatTV now!
Digital Magazine Sponsorship

The Satellite Evolution digital magazines are produced using our established 3D technology 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.

Sponsorship of the digital magazines involves two elements. Firstly, a banner advertisement at the top of our magazine emailer. Secondly, a leaderboard-sized banner positioned at the top of the digital magazine itself. The leaderboard is visible the entire time the publication is being viewed (every page), maximising the opportunity to grab the reader’s attention.

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. However, 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.

@satelliteevo has over 3,100 followers generating up to 56,000 tweet impressions per month.

*In August* @satelliteevo helped Keith Frost @Arqiva earn a top tweet of 2,331 impressions for: discussing the forces driving increased demand for #Cloud capabilities, the requirements for cloud provision and the competitive advantages to gain within the satellite sector.
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 Week 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 Week Sponsor**
At the heart of SatTV Week is our extensive coverage of companies involved in the industry and interviews with some of the sector’s top executives. Sponsorship includes opening and closing branding credits on each broadcast plus a logo on the SatTV channel.

**Price:** 6 months minimum contract - US$8,500

**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 the newsletter and the web.

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

**Option 3 - Commercials**
Include a short 12 second commercial in our SatTV Week broadcast and get your product, corporate or event message across to our global viewers.

**Price:** Price per commercial - US$750 (price includes production by our designers—placement for one calendar month).
GVF DIRECTORY AND SATELLITE RESOURCE GUIDE 2019

GVF serves as the unified voice and advocate of the international satellite industry. Established in 1997, the GVF is celebrating over 20-years as a non-profit and non-partisan association that was founded by 27 companies from throughout the world, and has grown to a community of nearly 200 commercial organisations in every major region of the world.

Published every year since 1999, the GVF Directory & Satellite Resource Guide has come to be regarded by the satcom industry as an essential buyers’ guide, with corporate listings of manufacturers and suppliers, market reports, and case studies on vertical and horizontal market applications. Many public and private-sector purchasing offices use the Directory as an internal reference for acquisitions.

The GVF Directory & Satellite Resource Guide 2019 will be produced in print, CD and web formats. Over 5,000 copies of the Directory will be distributed directly to a targeted audience of satellite industry professionals, and distributed at key industry events around the world. Copies will also be available at GVF conferences and workshops.

The full-colour, glossy format provides a professional platform to strengthen corporate branding with targeted advertisements. These can be displayed as a complement to your company’s listing, logo and case study.

Also available in digital formats, the electronic versions provide ease of use when travelling or searching for a particular company. The web-based version is available by visiting the Satellite Evolution Group website. View the 2018 edition at http://bit.ly/2IlL2Px

Published annually, the GVF Directory & Satellite Resource Guide gives you a targeted marketing platform for your company and products.

**GVF Circulation by Region**

- Latin America: 550
- Africa: 600
- Europe: 850
- Middle East: 750
- North Africa: 470
- Asia-Pacific: 950
- North America: 1,100

**Event Distribution**

- Satellite 2019
- CABSAT 2019
- NAB 2019
- CommunicAsia 2019
- IBC 2019
- AfricaCom 2019
- PTC 2019

**Advertising Rates US$**

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### MAGAZINE ADVERTISING RATES

All rates 4col - All rates effective October 2018. All prices in US$

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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

**Satellite Evolution Portal**
- Pop-up MPU: $3,500
- Leaderboard: $2,900
- Skyscraper: $2,600
- MPU: $1,500
- Logo Button: $500

**Satellite Evolution Newsletter**
- Sponsorship: $3,500
- Leaderboard Top: $2,900
- Leaderboard Middle: $2,600
- Leaderboard Bottom: $2,400
- Banner: $1,500

Please note - all prices quoted are per calendar month.

- Webinars: Starting at $6,500
- SatTV News Sponsor: $8,500 for 6 months
- Video Commercial: $1,200 for 12 seconds
- Video Technology Update: $3,500 per broadcast
- Film Day: $1,450 per day/one camera/plus expenses

Please note - all prices quoted are per calendar month. The only exception is the Digital Issue Mailer which is charged on an issue-by-issue basis.
ONLINE MATERIAL SPECIFICATIONS
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.

FLASH SPECIFICATIONS
SWF files must be published in version 11 or lower. The linking URL must be embedded. Files must not exceed 100k.

For expanding files please contact the Publisher.

PRINT AND ONLINE SPECIFICATIONS
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. It is recommended that material is prepared to the Recommended Standards for Advertising Material for Web Offset Publications (SWOP). Conversion of all other material will be charged at cost.

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 SPECIFICATIONS

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PRINT SPECIFICATIONS

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