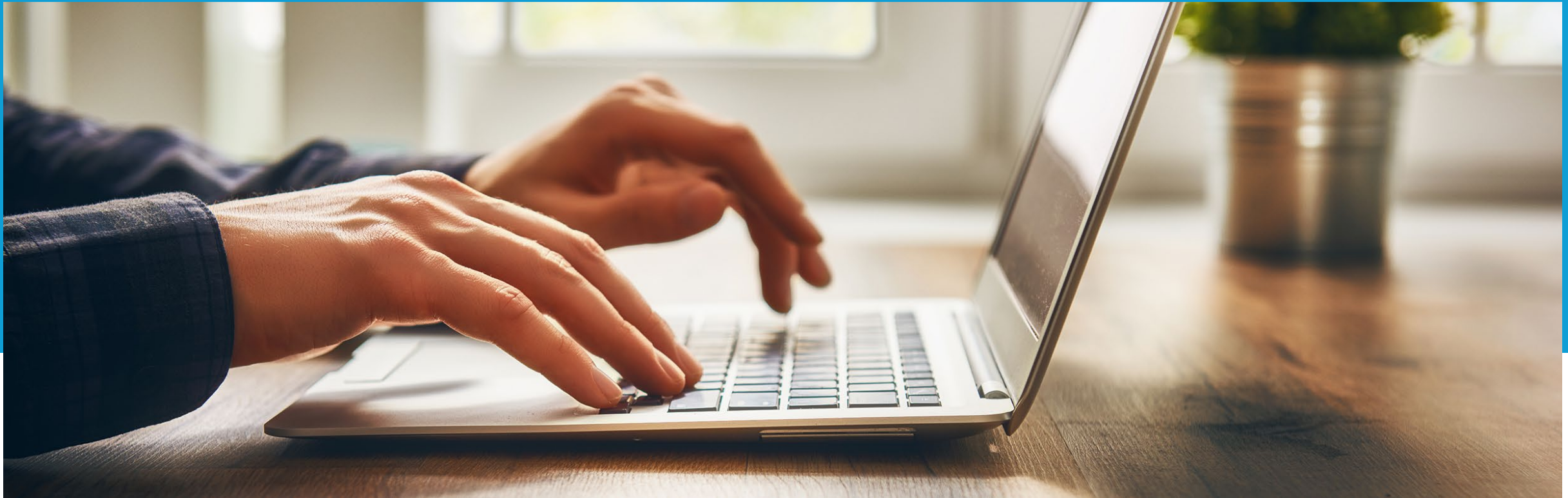




Satellite Evolution Group

Media Information 2026





Your Industry..Our Platform

The **Satellite Evolution Group** offers a comprehensive, all-encompassing marketing platform for the Global Satellite, NewSpace, Military Communications, and Space industries. With an unparalleled legacy of delivering top-tier marketing solutions, we are the trusted partner for these sectors. By leveraging our dynamic platform, your company gains access to an elite network of over 76,000 industry decision makers, disruptors, innovators, and thought leaders.

Partnering with us to deliver your message offers numerous advantages. The **Satellite Evolution Group** boasts a resolute, 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.

Delivering Must-Read Content

The way we deliver content in the digital age has been utterly transformed, driven by a whirlwind of technological breakthroughs, the ever-evolving desires of consumers, and the rise of bold new business models that have reshaped the entire landscape.

The widespread adoption of smartphones and tablets has transformed content consumption. Content is now designed to be mobile-first, with responsive design and apps catering to smaller screens.

Platforms like Facebook, Instagram, and TikTok have empowered users to become content creators. This democratization of content creation has shifted how people engage with media, with peer-to-peer sharing and viral trends becoming central to content distribution.

In short, the evolution of how we deliver content reflects the changing ways we consume media—faster, more personalized, more interactive, and increasingly mobile.

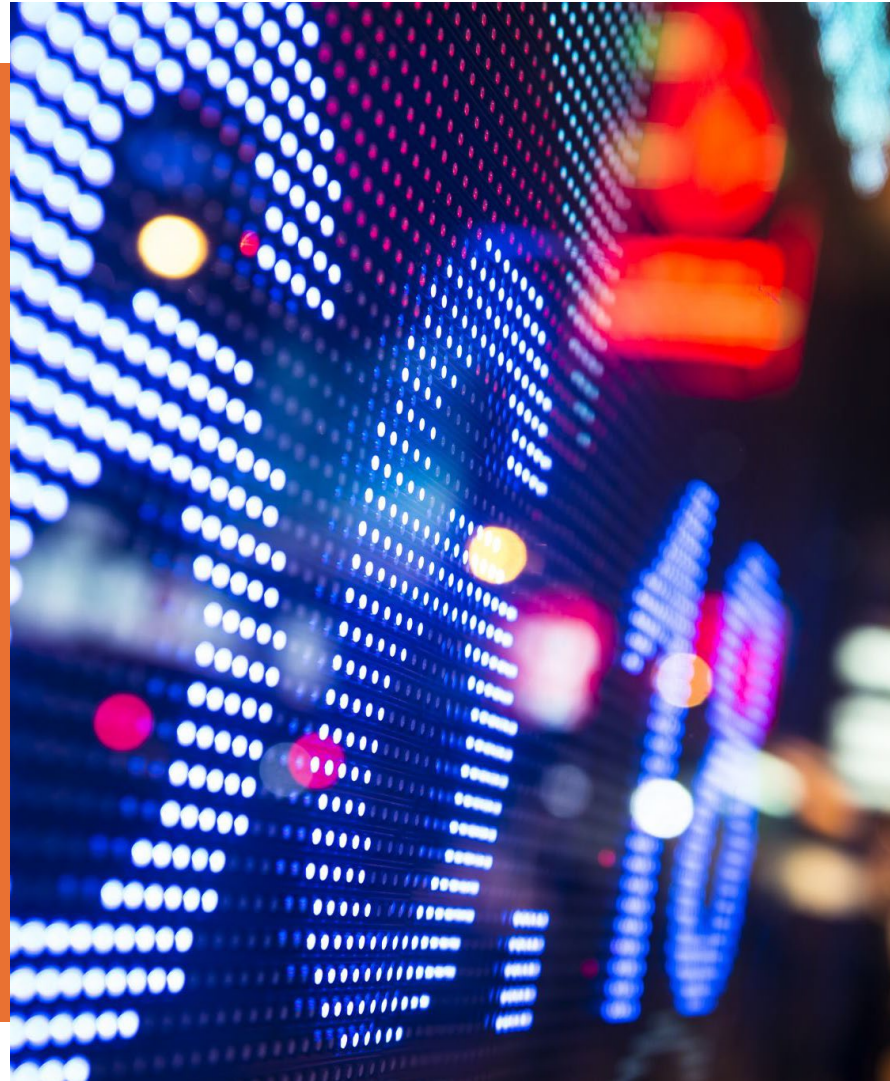
At the [Satellite Evolution Group](#), we are embracing and advancing this change to be able to deliver content in a fast and efficient manner - while all the time maintaining our formidable reputation for excellence and a global reach.



Delivery Channels



- **Website and Daily News Service:** With over 38,000 pages of expert insights, analysis, and the latest news, it's a one-stop destination for satellite, space, and military industry professionals.
- **Branded Mobile APP:** Whether you're looking for the latest industry updates, in-depth articles, or breaking news, our intuitive and user-friendly APP ensures you never miss a beat.
- **Digital eMails:** Email marketing is cost-effective, easily measurable, and allows for instant communication, making it ideal for promotions, product launches, or nurturing customer relationships.
- **Weekly Newsletter:** Distributed on the Thursday of each week, the newsletter has established itself as a leading industry information resource. Open Rates range between 48 – 65%.



- **Social Media:** Social media marketing empowers businesses to connect with their audience on a deeper, more personal level. When executed effectively, social media becomes a game-changer for customer engagement, helping brands stand out and remain top of mind.
- **SatTV:** As video consumption continues to soar, it has emerged as a vital marketing channel, allowing companies to create and share compelling content in ways that plain text simply cannot match.
- **Podcasts:** Utilizing a podcast for your company can be a powerful way to connect with your audience. Podcasts are incredibly accessible, allowing listeners to engage with your content whenever and wherever it suits them. This flexibility fosters brand loyalty and significantly expands your reach.

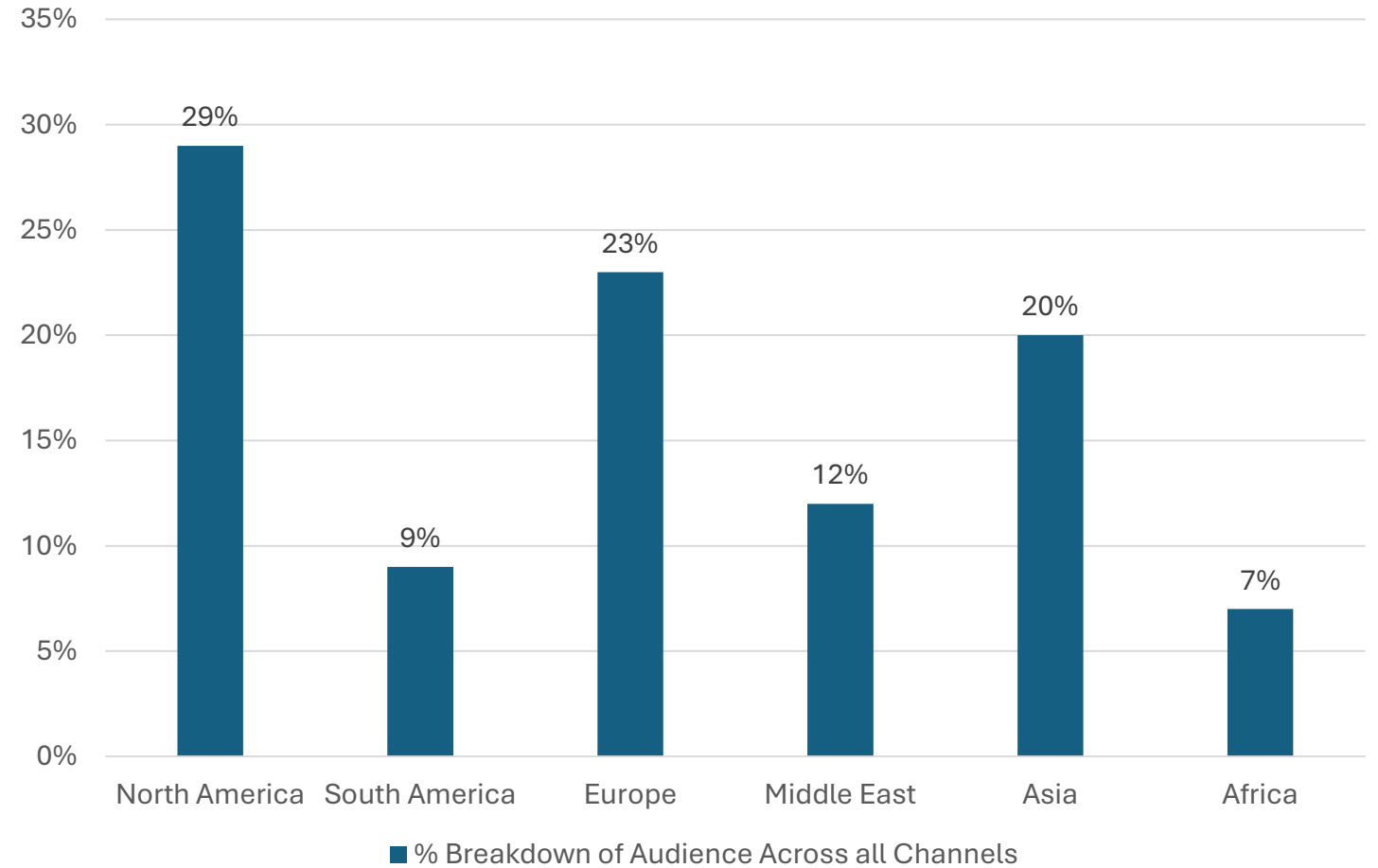


Global Coverage

With a global network of more than 76,000 industry professionals, we provide access to one of the most influential and highly targeted communities in the satellite, space, and defence markets. This reach connects your brand directly to key decision-makers — including government agencies, commercial satellite operators, defence contractors, and technology innovators — accelerating customer engagement and opening doors to high-value contracts worldwide. Promote your solutions with confidence, supported by proven visibility and market authority.



Breakdown of Audience by Region



Channel Reach

Satellite Evolution Group gives you highly targeted access to the satellite and space-industry community. The audience is made up of industry professionals, decision-makers, and executives in sectors like satellite manufacturing, operators, and government space services. By putting your message in front of such a focussed audience, you're more likely to generate meaningful leads, build relevant partnerships, and drive credibility in a specialised market.

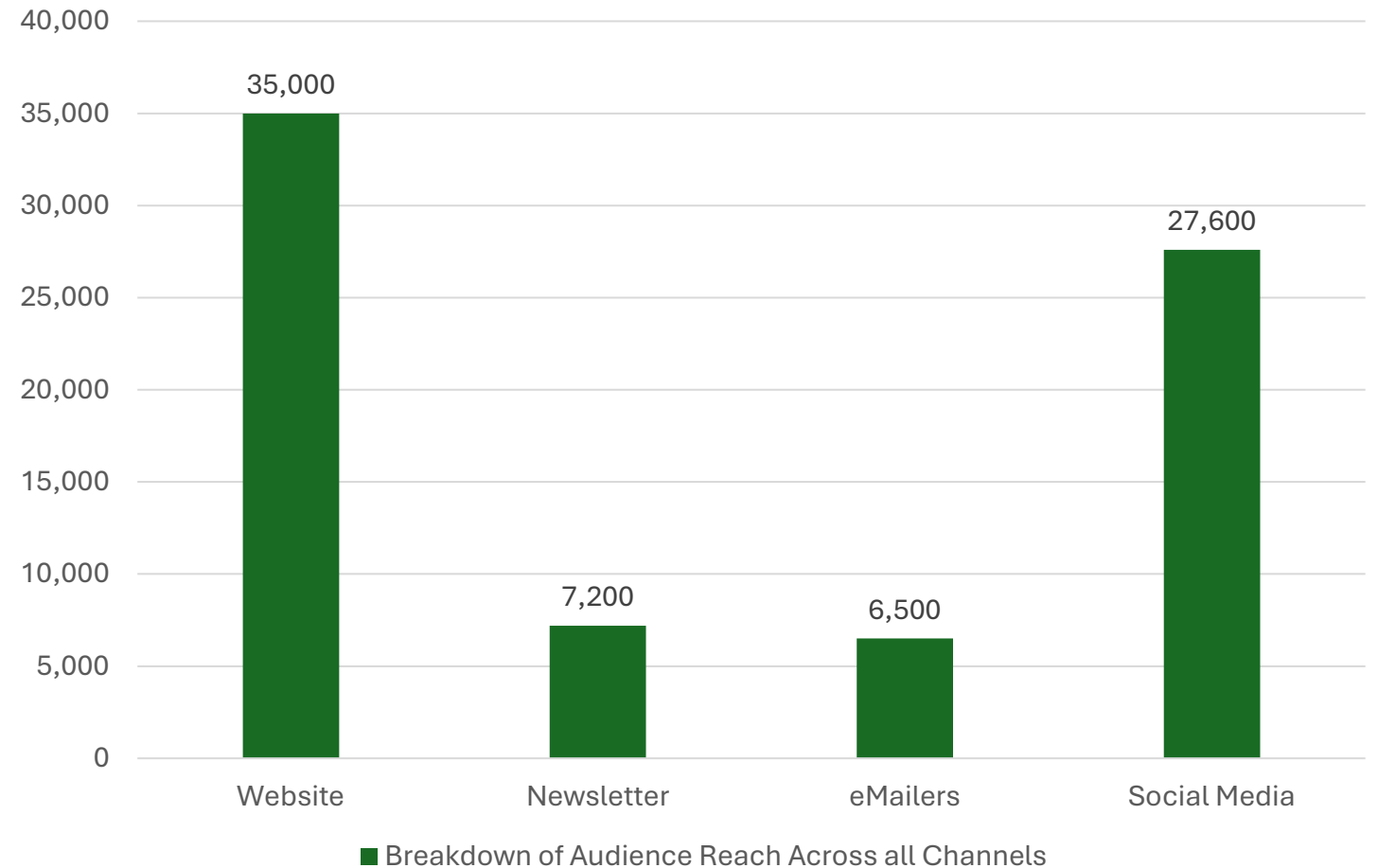
Satellite Evolution Group offers a multichannel content platform that lets you leverage a variety of formats. Marketing options include website, a mobile APP, weekly newsletter, podcasts, video case studies, webinars, and industry reports. This versatility means you can choose the medium that best fits your campaign goals — whether that's raising brand awareness, launching a new product, or educating the market about a technical innovation.

Satellite Evolution Group is a respected name in the satellite space, working with us helps you build thought leadership and trust. The editorial team has deep expertise in the industry, and placing your company in their content ecosystem can strengthen your brand's reputation.

Satellite Evolution Group's proven reach (across web, email, social, and APP) ensures that your content gets seen by a global audience deeply engaged in satellite technology.



Breakdown of Channel Reach



Website and News Service

At the heart of the **Satellite Evolution Group** is satelliteevolution.com, a robust and content-rich platform that serves as the core foundation of our brand. With over 30,000 pages of expert insights, analysis, and the latest news, it's a one-stop destination for satellite, space, and military industry professionals. The website's impressive 250,000 backlinks, reflect its authority and reliability, while its open-access model ensures that no login is required to explore the wealth of information it offers. In September alone, **Satellite Evolution Group** appeared in 350,000 first-page Google Searches.

Updated daily with fresh news, videos, articles, and in-depth analysis, satelliteevolution.com delivers the information that matters, in real-time, with complete accessibility. It is designed to keep industry leaders, innovators, and decision-makers ahead of the curve in an ever-evolving sector.



Newsletter

How do you get your message across to over 7,200 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. Sponsoring the newsletter or featuring a sponsored post or digital banner within the newsletter, offers an excellent opportunity to elevate your brand's visibility.

Partnering with us ensures that your message reaches a highly engaged audience, establishing your company as a leader in the satellite and space industries. Integrate the **Satellite Evolution NewsWeek** into your marketing strategy to expand your reach and leave a lasting impression in this competitive environment.



Digital eMailers

Digital eMailers are an excellent channel for marketing because they provide a direct and personalized way to reach customers. With targeted campaigns, businesses can segment their audience and deliver tailored messages, increasing engagement and conversion rates. Email marketing is cost-effective, easily measurable, and allows for instant communication, making it ideal for promotions, product launches, or nurturing customer relationships. In addition, email campaigns can be automated and optimized through analytics, enabling businesses to refine their strategies for better results over time.

Visit www.satelliteevolution.com

Strategic Content

In today's crowded marketplace, it's essential for companies to differentiate themselves from their competitors. **Strategic Content** allows companies to showcase their knowledge and expertise in their chosen fields. By providing valuable and insightful content, companies can position themselves as thought leaders within their industry, gaining trust and credibility among their target audience. Well-crafted content not only attracts traffic to your website and social media channels but also enhances your search engine rankings when optimized for relevant keywords. This attracts qualified leads actively seeking information about your products or services.

The ultimate goal of **Strategic Content** marketing is to drive sales and revenue for the company. By nurturing leads through the sales funnel with relevant and valuable content, companies can increase conversion rates, shorten sales cycles, and ultimately boost their bottom line.

At **Satellite Evolution Group**, we are renowned for delivering high-quality, must-read content. We can help you turn **Strategic Content** into a powerful marketing tool that enables your company to connect with customers and potential customers, establish authority in the market, and differentiate yourself in this highly competitive world. We create the content following discussion with the client - advising on the tone, illustrations and most suitable distribution channels.





Mobile APP

The Satellite Evolution Group's branded **Mobile APP** is a game-changer in how professionals engage with the satellite industry. It provides an unmatched level of convenience, enabling instant access to premium content on the go. Whether you're looking for the latest industry updates, in-depth articles, or breaking news, our intuitive and user-friendly app ensures you never miss a beat.

With its real-time alerts and tailored news updates, our app filters out the noise, delivering only the most relevant content to your fingertips. Whether in the office or on the move, satellite professionals and enthusiasts alike, can rely on our APP to stay fully informed and connected to the dynamic developments in the industry.

Visit www.satelliteevolution.com

SatTV

The effectiveness of video as a comprehensive marketing tool is undeniable. In today's landscape, smart businesses leverage video to enhance consumer engagement and drive results. **SatTV** serves as the perfect marketing vehicle, empowering you to connect with the global satellite industry through the dynamic reach of video broadcasting. As video consumption continues to soar, it has emerged as a vital marketing channel, allowing companies to create and share compelling content in ways that plain text simply cannot match.

Not only can we broadcast your message across the web, but we can also promote it throughout our extensive media platform, maximizing your visibility and impact. Furthermore, we provide you with a copy of the production for your own marketing initiatives, ensuring you have the tools to continue engaging with your audience long after the initial broadcast.



Social Media

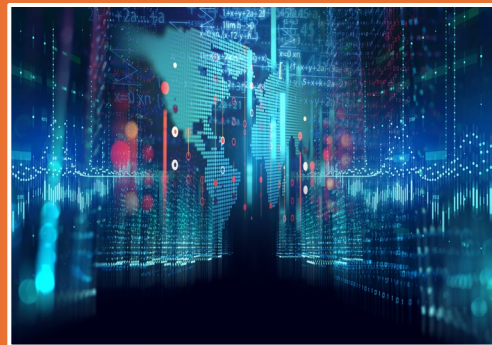
Social Media is an important marketing channel for companies because it allows them to reach large, diverse audiences quickly and cost-effectively. It helps businesses build brand awareness, connect directly with customers, and share content that informs, entertains, or inspires. Through features like targeted ads, analytics, and real-time feedback, companies can understand their audience better and tailor their messages for stronger results.

Social Media also encourages engagement—likes, comments, and shares—which helps brands grow organically and stay relevant in a competitive market.



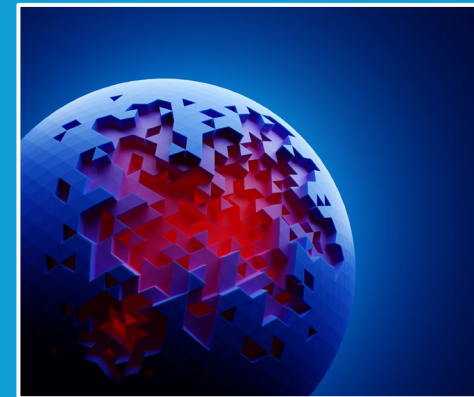
While promoting, connecting, and branding your company on platforms like **X** (formerly Twitter) may seem straightforward, it is indeed an art form. With consistent regular tweets and interactions, businesses can enhance brand visibility and create awareness of their products, services, and initiatives. Consistent engagement with followers, fosters 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 6,600 followers, @satelliteevo can help you effectively deliver your message to a dedicated audience.



LinkedIn serves multiple purposes, with one of the most significant being its network of over 600 million professional profiles, making it one of the largest global networking platforms. Whether you're seeking a new job or building your professional brand, **LinkedIn** is critical in today's digital landscape. Additionally, **LinkedIn** enhances your Google ranking, making it a powerful tool for visibility.

The **Satellite Evolution Group** can amplify your message to over 18,000 industry professionals through targeted industry groups and followers.



Instagram is a visually-centric platform, making it ideal for businesses to showcase products, services, and brand personality. High-quality photos and videos capture attention and encourage users to engage with your brand more actively than text-based content alone.



YouTube has billions of users, giving businesses access to one of the largest audiences on the internet. This makes it easier to reach potential customers anywhere in the world. Video content keeps people watching longer than text or images. Longer attention = stronger brand awareness and higher chance of converting viewers into customers.

YouTube is the second-largest search engine after Google. People actively search for product reviews, tutorials, and information—so businesses can show up where customers are already looking

Competitive Analysis Reports

Ever wondered how your competitors are performing? What strategies and communications channels are most effective? What content is generating the most engagement? Is website traffic coming from social, press coverage, third-party links, or search? What is your search visibility for relevant keywords that your audiences are searching for?

A **Competitive Analysis Report** provides a comprehensive benchmark of your website's performance against key competitors, enabling you to identify strengths and weaknesses. Gain valuable marketing intelligence that informs your product or brand campaigns and enhances your share of voice (SOV) in the marketplace. Marketing intelligence is all important when planning your product or brand campaigns and share of voice can give you an edge in an extremely competitive situation. But what do we mean by SOV? Quite simply it is a metric that includes all forms of measurable brand awareness such as the number and reach of online mentions, PPC, website traffic, and more.



Quantify your Marketing Strategies

- SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats
- Identify Content that Attracts, Informs, and Persuades
- Understand your Share of Voice (SOV)
- SEO and Keyword Optimization to Deliver High Level Engagement
- Channel Optimization

Using Available Metrics to Identify Strengths and Weaknesses

- Website Traffic Ranking and Authority Score
- Website Backlinks
- Website Traffic Trends
- Social Media Performance and Engagement
- Keyword Performance Compared to Competitors



SSGS2026 Conference

talkSatellite

SATELLITE
Evolution Group

PROACTIVE
INTERNATIONAL PR

Strategies in Satellite Ground Segment (SSGS), the world's only conference dedicated exclusively to the satellite ground segment, will be held from the 30 September – 1 October 2026. Following the outstanding success of the 2025 conference, held in October at the Park Plaza London Victoria Hotel, SSGS will return to the same venue in 2026.

SSGS2026 will draw world-class speakers and VIP delegates from across Europe, the United States, the Middle East, and Africa making Strategies in Satellite Ground Segment (SSGS) conference a truly international showcase of innovation and collaboration.

The 2025 event reached record attendance, welcoming leaders from the UK MoD, Italian MoD, ESA, Airbus, Babcock, Lockheed Martin, BT Group, Vodafone, Viasat, GSMA, GSOA, UK Space Command, and many other prominent organizations shaping the future of the satellite ground segment.

For further information or to participate please contact: [Belinda Bradford, Business Development Manager](#)

Visit www.ssgsconference.com

SSGS2025 Testimonials

“SSGS 2025 was an outstanding platform that brought together global leaders to discuss the evolving landscape of satellite ground infrastructure. It was inspiring to see such depth of dialogue on innovation, resilience, and sovereign capability. At Neo Space Group, we value opportunities like this to share our vision and collaborate with partners driving the future of the space and satellite industry.”

Mark Dickinson
CTO, Neo Space Group

“I truly enjoyed attending Conference SSGS, as it provided a broad and insightful perspective on the space ecosystem and defence landscape in the UK. The discussions with UK Space Command and the key active players were particularly engaging, and a valuable understanding of current initiatives and collaborations. It was encouraging to see the growing interest and commitment to advancing space and defence development in the region.”

Sergio Encabo
Benelux Head of Office, INTEGRASYS

“The SKYNET delivery team were delighted to be invited to present a keynote address at SSGS2025. We were particularly keen to meet and be exposed to SMEs and suppliers that we have not traditionally done business within the SKYNET Enterprise. We found both the content of the conference and the associated networking opportunities equally informing and rewarding. We have come away with new contacts to follow up on and new suggestions to ponder as we continue to take SKYNET forward.”

Peter Lynn
SKYNET Lead, UK MoD



“We would like to extend our sincere thanks to the SSGS team for arranging this outstanding event. Although we confirmed our attendance late, we are so glad we didn't miss this opportunity. We were able to connect with key leaders in our space industry, gaining crucial insight into their visions, forecasts, and the newest developments in technology. Considering the quality of the experience and organization, it is clear the SSGS is an exceptional and vital event in space technology, even in only its second iteration. We are already looking forward to the 2026 summit.”

Mohammed Al Faisal
CBO, Saudi Net Link

“SSGS2025 is the rare event that truly puts the ground segment centre stage. The mix of senior operators, vendors and government stakeholders surfaced the real challenges and paired them with practical, resilient solutions across cybersecurity, AI, electronic gateways, non-terrestrial networks (NTN), optical and IoT.”

Malachy Devlin
CEO, Celestia UK

“SSGS provided a valuable platform to discuss the critical role of ground segment infrastructure—particularly as new technologies like 5G, NB and NR NTN bridge the worlds of terrestrial and satellite—in the evolving broadcast ecosystem. The quality of discussion and depth of expertise in the presentations highlighted just how much more we can achieve as an industry. Bringing global industry leaders together in a focused setting creates not only insight, but also meaningful opportunities to connect and collaborate. We're proud to contribute to that momentum and honoured that our efforts were recognised with an award at the event.”

Francesco Cataldo
Chairman of iKO Media Group

“SSGS2025 was a well-organized and excellent event that proved to be at the cutting-edge and very relevant to the developing space ground segment. A great platform for the Atheras Analytics team to meet key industry players and demonstrate our range of AI tools for satellite operators and satellite internet users.”

David Gibbons
CEO/Director General Atheras Analytics

Marketing Options (Rates per month unless otherwise stated)

SATELLITE EVOLUTION PORTAL

Homepage

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

Articles

Leaderboard	US\$2,500
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Newspage

Leaderboard	US\$2,500
Sticky Ad	US\$2,500

Search Results

Leaderboard	US\$2,500
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NEWSLETTER (rates per issue)

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

Social Media (rates per post)

LinkedIn	US\$500
X	US\$500

eMailer (rates per mailer)

Product Mailshot	US\$3,500
Technology Update	US\$3,500

SatTV

Case Study	US\$2,000
Technology Update	US\$2,000
Executive Interview	US\$2,000

Podcast (rates per issue)

Podcast	US\$3,500
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Webinars & Roundtables

Live Webinar	US\$4,500
Pre-recorded Webinar	US\$3,500
Roundtable (6 persons)	US\$4,500

Survey and Polls

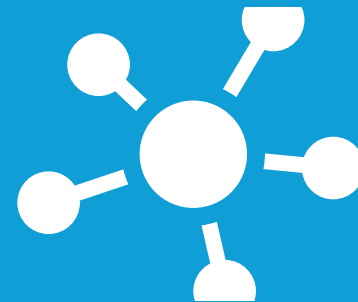
Survey	US\$2,500
Poll	US\$1,500

Competitive Analysis

1 x Report	US\$3,500
2 x Report	US\$6,500

Mobile APP

Alert	US\$500
Logo	News page
MPU	US\$500
Video	News page



Strategic Content

Company Profile	US\$4,500
Case Study	US\$4,500
Product Profile	US\$4,500
Q&A	US\$4,500
Comparative Review	US\$4,500

SSGS2026 Conference

3 x 2m Backlit Booth	US\$6,800
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Digital Ad Specifications (sizes in pixels)

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

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.

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