

DEFENSE DAILY

EMPOWERING PARTNER SUCCESS

Defense Daily is a premium, subscriber-first publication delivering daily intelligence on U.S. defense acquisition, policy, and programs—read by executives across government, the military, and the defense and aerospace industry.

For more than 66 years, our editors have gone beyond the headlines to analyze the programs, policies, and budget decisions shaping U.S. defense and national security. Subscribers trust Defense Daily for clear, in-depth coverage across every stage of the defense lifecycle, from concept and contract award to operational deployment and sustainment.



Access Intelligence is a **leading global information and marketing company** with a portfolio spanning events, digital media, and data solutions. Our 200+ professionals across multiple U.S. offices bring together deep expertise in content, marketing, analytics, and event operations. Every product we deliver — from conferences to publications — benefits from the **backing of a larger, multi-million-dollar organization**, giving our brands the **scale, technology, and trusted reputation** to deliver unmatched value to the industries we serve.

CRITICAL INFRASTRUCTURE — DIVISION —

The Critical Infrastructure Division of Access Intelligence serves markets that span **aviation, defense, energy, healthcare, chemical, power, and beyond**. At the crossroads of **infrastructure, national security, emergency response, and innovation**, our media products and live events connect clients with key decision makers and address cross-cutting topics such as **AI, 5G, cybersecurity, and data centers**. Backed by the scale and resources of Access Intelligence, we deliver trusted platforms that drive progress across these vital sectors.

AEROSPACE

Via Satellite



CYBERSAT



DEFENSE DAILY

DD Capitol Hill Report

DD Military Space Update

DD Weekly Digest

Aircraft Value
NEWS

AVIONICS
—INTERNATIONAL—

HEALTHCARE



INFRASTRUCTURE



CONVENTION
SPORTS & ENTERTAINMENT
FACILITIES CONFERENCE



U.S. NUCLEAR ENTERPRISE



ENERGY & ENGINEERING

POWER



Access
Intelligence

2.2M Customer Database

**CRITICAL
INFRASTRUCTURE
DIVISION**



UNIFYING COMMERCIAL & DEFENSE REACH

By integrating the Satellite Group, Defense Daily and Avionics, we now bring deeper, more cohesive coverage across the full government, military, and commercial aerospace ecosystem.

KEY STRENGTHS & CAPABILITIES

Expanded Government & Military Footprint: Access to DoW, intelligence and aerospace leadership with deeper reach across mission and acquisition audiences.

Cross-Market Intelligence: Coverage spanning satcom, avionics, cyber and defense primes, enabling clients to navigate interconnected opportunities.

Content & Thought Leadership: From Via Satellite to Defense Daily, we deliver insights and analysis that resonate with both strategic and technical stakeholders.

Integrated Engagement Platforms: High-impact events, forums and digital summits that bring together commercial and government aerospace leaders.

VALUE TO CLIENTS

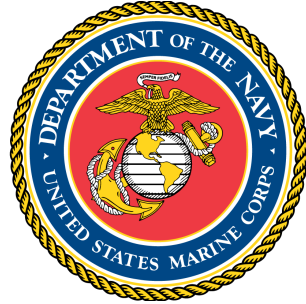
- Holistic coverage across commercial, defense and aerospace markets.
- Stronger access to government and military decision-makers.
- Cross-promotional opportunities across multiple brands and platforms.
- Differentiated positioning as a trusted partner across the ecosystem.

DEFENSE DAILY

From the Pentagon to Capitol Hill, Defense Daily reports on the military, federal agencies, and industry partners shaping U.S. defense and national security, including the military space domain.



DEPARTMENT OF THE ARMY



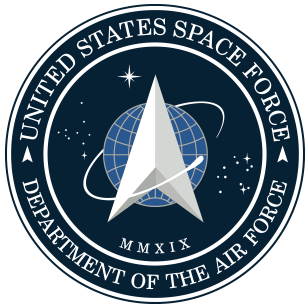
DEPARTMENT OF THE MARINES



DEPARTMENT OF THE NAVY



DEPARTMENT OF THE AIR FORCE



SPACE FORCE



DEPARTMENT OF WAR



**CONGRESSIONAL OFFICES &
COMMITTEES**

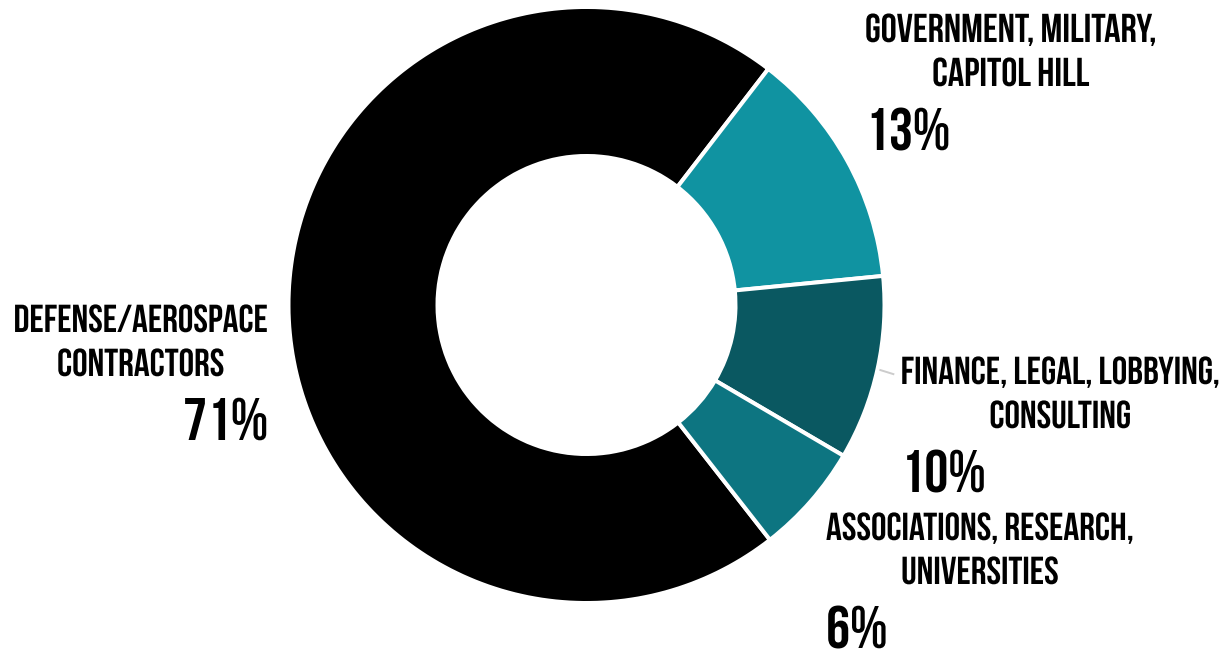


DEPARTMENT OF THE COAST GUARD

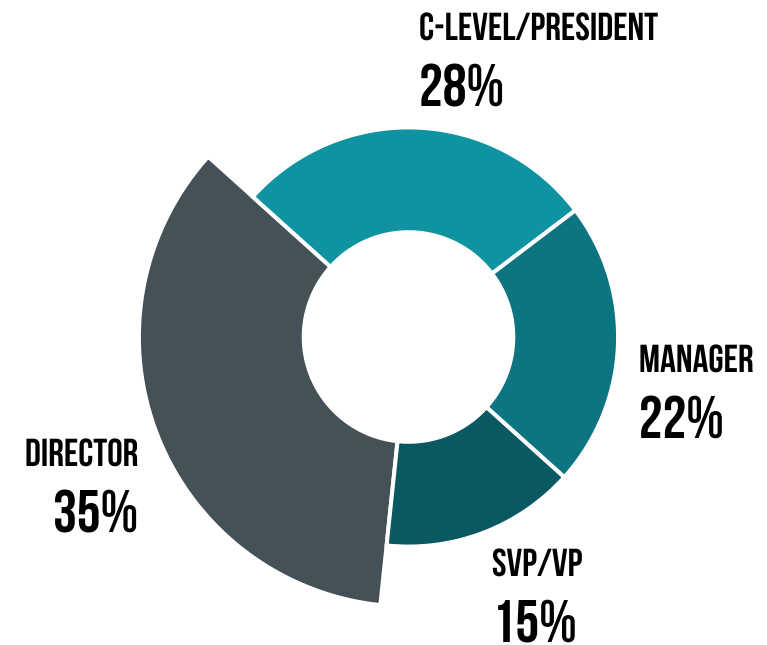
DEFENSE DAILY AUDIENCE PROFILE

Defense Daily serves a highly qualified audience of decision-makers across the defense, aerospace, and government sectors. Our readers include program and acquisition officials, policymakers, and industry executives who rely on our reporting to inform strategies, guide partnerships, and anticipate policy and funding shifts.

INDUSTRIES



JOB LEVEL



AUDIENCE REACH

Delivering trusted
defense intelligence
across web, email, and
social

MONTHLY PAGEVIEWS

71K

SOCIAL FOLLOWERS

38K

MARKETABLE AND ACTIVE EMAILS

36K

WEEKLY NEWSLETTER SUBSCRIBERS

32K

AD IMPRESSIONS

3.5 MM

WHAT ARE YOUR GOALS?

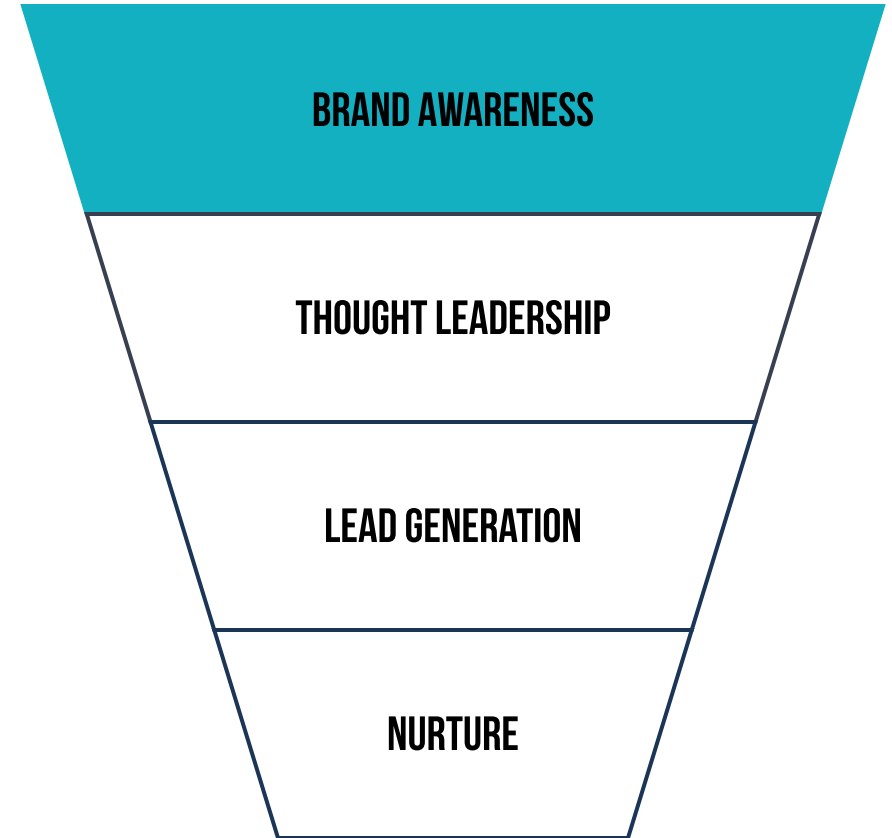
Whether your goals include building brand awareness, demonstrating thought leadership, generating qualified leads, or strengthening strategic relationships, Defense Daily offers tailored programs that connect you with the most influential audience in defense and aerospace.

Our integrated advertising and sponsorship opportunities deliver measurable impact, amplifying your message, advancing your brand's credibility, and engaging key decision-makers across the defense ecosystem.



BRAND AWARENESS

Partner with Defense Daily to strengthen brand awareness and visibility among defense and aerospace decision-makers. Our campaigns build credibility, expand market reach, and position your brand at the forefront of industry conversations for lasting impact.



BRAND AWARENESS SOLUTIONS



[Learn More About All Brand Awareness Solutions With Pricing](#)

WEBSITE ADVERTISING

Place your banner and native ads embedded within and alongside editorial content on DefenseDaily.com.

NEWSLETTER ADVERTISING

Share your messaging with our highly engaged global audience across our weekly newsletters: Defense Daily Weekly Digest, Defense Daily Capitol Hill Report and Defense Daily Military Space Update.

DIGITAL SHOW DAILIES

Promote your brand during major industry events through our Special Edition Digital Show Dailies. Align with full event coverage and reach an engaged defense and aerospace audience directly in their inboxes for maximum exposure.

TARGETED EBLASTS

Deploy your message to a target audience of 5,000 names from our database.

BRAND BOOST

Leverage our first-party data to target your ideal audience on our site, through programmatic, and on Facebook and LinkedIn.

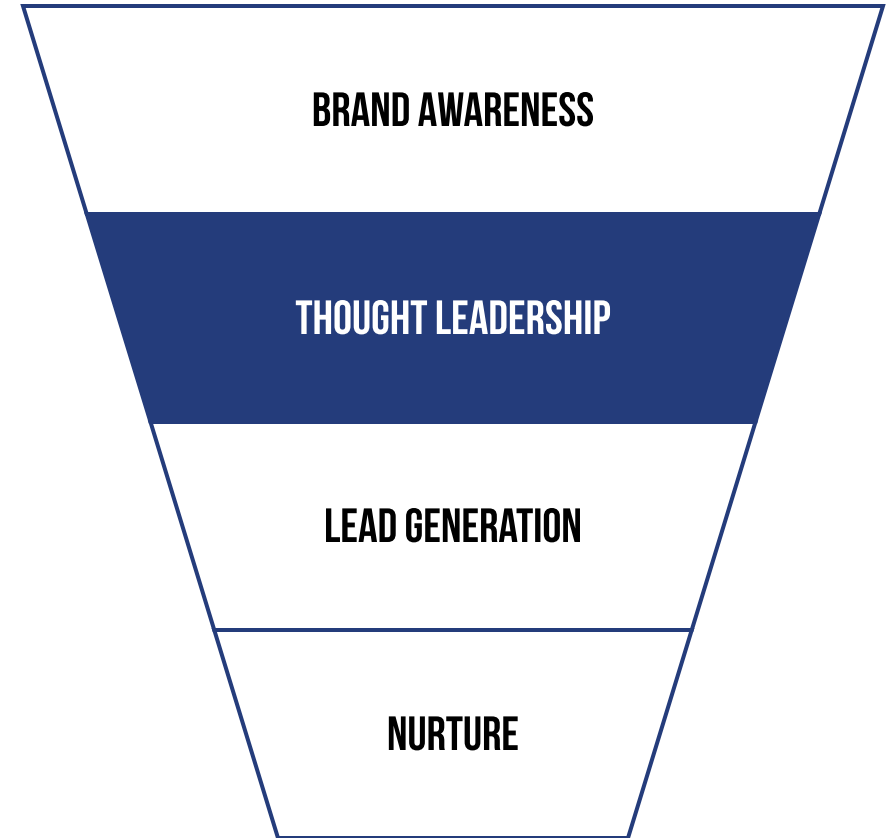
VIDEO BOOST

Expand the reach of your video to the Defense Daily audience with targeted video ads optimized for impressions, clicks or complete views.

SCHEDULE A MEETING TODAY!

THOUGHT LEADERSHIP

Partner with Defense Daily to establish thought leadership and shape conversations that matter in defense and aerospace. Showcase your expertise, build credibility, and align your brand with the trusted intelligence source senior decision-makers rely on to stay informed.



THOUGHT LEADERSHIP SOLUTIONS

 [Learn More About All Thought Leadership Solutions With Pricing](#)

SPONSORED CONTENT & VIDEO INTERVIEWS

Showcase your expertise through custom opportunities developed with our editorial and marketing teams. Options include sponsored articles, written Q&As, and on-camera interviews filmed at major defense industry events, all designed to highlight your leaders, insights, and innovations before a high-value audience.

BUILT-FOR-YOU EVENTS

From a sponsored networking reception to an invite-only executive dinner or roundtable, we build events that help you deepen relationships, accelerate deals, and elevate your brand.

QUIZ SPONSORSHIPS

Engage Defense Daily readers through our interactive monthly quizzes designed to test industry knowledge and spark conversation. Sponsorships drive brand visibility and website traffic while generating qualified leads through a fun, high-engagement format.

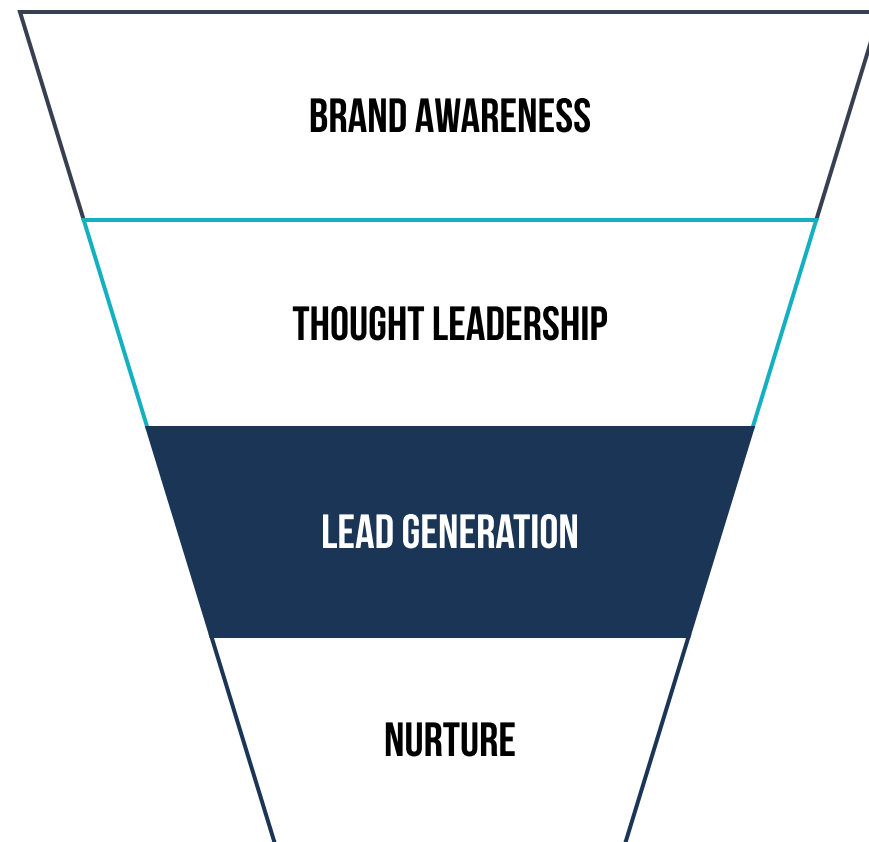
BRAND CONNECT

Syndicate your top-of-funnel content on DefenseDaily.com and drive traffic to your asset using our most effective marketing tactics.

SCHEDULE A MEETING TODAY!

LEAD GENERATION

Boost your lead generation with Defense Daily's targeted campaigns. Our programs engage prospects across channels to deliver high-quality leads, strengthen buyer relationships, and drive measurable growth for your business.



LEAD GENERATION SOLUTIONS

 [Learn More About All Lead Generation Solutions With Pricing](#)

LIVE WEBINARS

Present a live, interactive webinar to our highly engaged audience. Our editorial team moderates and hosts while our marketing team manages all webinar promotion, registration and lead generation.

PIPELINE

Host gated, downloadable content on our site to generate leads. Each Pipeline campaign comes with a strategic marketing package to reach your target audience.

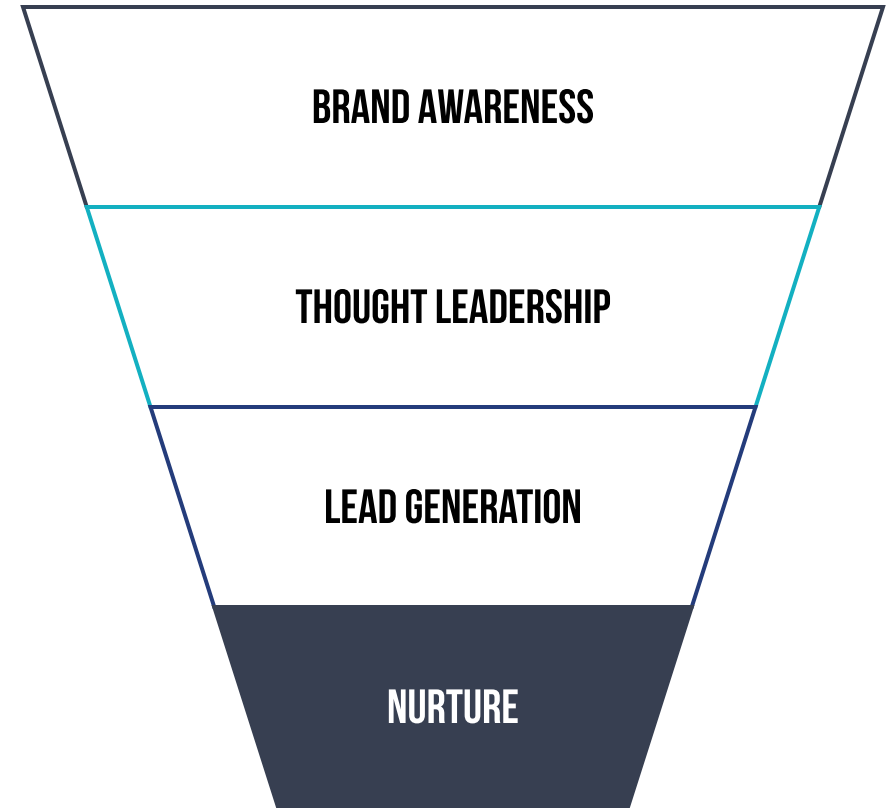
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NURTURE

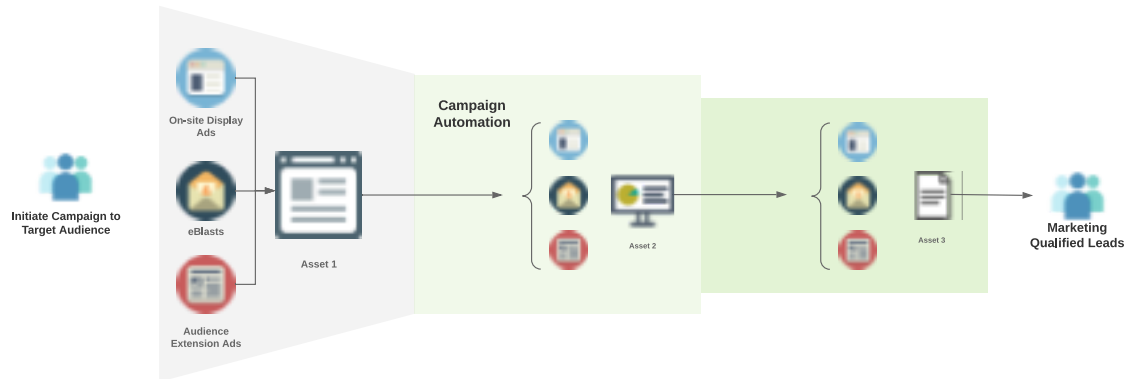


Flow

Strengthen client and prospect relationships using Defense Daily's Flow solution. These longer-term, multi-asset targeted content marketing campaigns are designed to engage your audience at every stage, fostering meaningful connections and ongoing dialogue.



flow Dynamic Communication Experience Powered by Engagement



FLOW IS MARKETING ORCHESTRATION

WHY FLOW?

- **GENERATE WARMER, SALES-READY LEADS**
- **BETTER RESPONSE TO CAMPAIGNS DUE TO TARGETING/RELEVANCE**
- **MOVE LEADS THROUGH THE FUNNEL FASTER**
- **HIGHER ACCEPTANCE OF LEADS FROM SALES**
- **CONTRIBUTE GREATER VALUE TO SALES PIPELINE**

SCHEDULE A MEETING TODAY!

[← Return Home](#)

MEET THE EDITORIAL TEAM



John Robinson is managing editor of Defense Daily. He has covered all the military services as well as Congress for the newsletter. Mr. Robinson started his career as a sportswriter for the Associated Press in Rome, Italy.



Cal Biesecker is a senior reporter for Defense Daily, covering emerging tech, startups, and business trends shaping the defense sector. His reporting includes industry financials, mergers and acquisitions, and key congressional activity on innovation and acquisition policy.



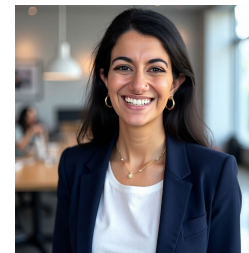
Frank Wolfe is the Air Force and Space Force reporter for Defense Daily. A native of the Washington, D.C. area, he has worked at a number of publications, including The Arkansas Democrat-Gazette and Forbes Magazine.



Richard Abott writes on the Navy, Marine Corps and missile defense. He has researched and written about various U.S. defense and nuclear weapons issues at the Federation of American Scientists, the Wisconsin Project on Nuclear Arms Control, the National Iranian American Council, and the British American Security Information Council.



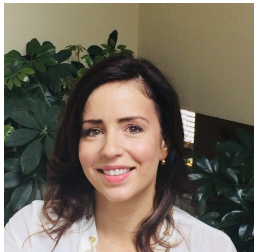
Matthew Beinart is a reporter with Defense Daily where he covers the Army, Marine Corps, cyber security and the Pentagon. Matthew's beat focuses on ground vehicles, tactical networks, major budget decisions and everything in between.



Sarah Salem covers the U.S. nuclear weapons programs at the Department of Energy and Department of Defense, and any bills, hearings or budgets in Congress pertaining to those programs. Her work has been featured in publications like The Washington Post and Reuters.

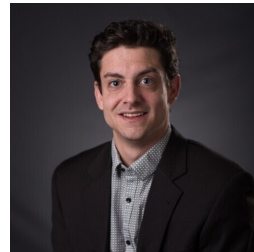
MEET THE DEFENSE DAILY BUSINESS TEAM

At Defense Daily, we value collaboration and results. Our team is here to help you identify the right opportunities to reach your goals and connect with the defense and aerospace community.



KIM MATEUS

Brand
Director,
Aerospace
Group



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**ELISABETH
MIJUCA**

Marketing
Director



**MILES
FARNSWORTH**

Manager,
Digital
Strategy and
Operations

SCHEDULE A MEETING TODAY!