

# 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 **global leader in information and marketing**, offering a diverse portfolio of events, digital media, and data solutions.

Our team of experts nationwide combines unmatched skills in **content creation, marketing, analytics and event execution**.

Empowered by a strong parent company, our brands harness scale, innovation, and credibility to deliver unparalleled value to every industry we serve.

## CRITICAL INFRASTRUCTURE

— DIVISION —

Access Intelligence's Critical Infrastructure Division serves markets spanning **aviation, defense, energy, healthcare, chemical, power, and more**.

At the nexus of security, resilience and technology, our trusted media and event platforms connect industry leaders around topics such as **AI, 5G, cybersecurity, and data management**.

Powered by the strength of Access Intelligence, **we deliver influential platforms that drive growth and innovation across critical sectors**.

## AEROSPACE

**Via Satellite**



**CYBERSAT**



## DEFENSE DAILY

**DD** Capitol Hill Report

**DD** Military Space Update

**DD** Weekly Digest

**Aircraft Value**  
NEWS

**AVIONICS**  
—INTERNATIONAL—

## HEALTHCARE



**OR** Business  
Management  
Summit

## INFRASTRUCTURE



CONVENTION  
SPORTS & ENTERTAINMENT  
FACILITIES CONFERENCE



## U.S. NUCLEAR ENTERPRISE

**EXCHANGEMONITOR**  
PUBLICATIONS & FORUMS



## ENERGY & ENGINEERING

**POWER**



Data Center  
**POWER** exchange





# Aerospace Group

## 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.

**DEFENSE DAILY**

**Via Satellite**



**CYBERSAT**

**AVIONICS**  
— INTERNATIONAL —

## KEY STRENGTHS & VALUE PROPOSITION

- **Expanded Government & Military Footprint**
  - Access to DoW, intelligence and aerospace leadership
  - Deeper reach across mission and acquisition audiences
  - Stronger access to government and military decision-makers
- **Cross-Market Intelligence**
  - Coverage spans satcom, avionics, cyber & defense primes
  - Enables 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
  - Consistent, holistic coverage across commercial, defense and aerospace markets
  - 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**

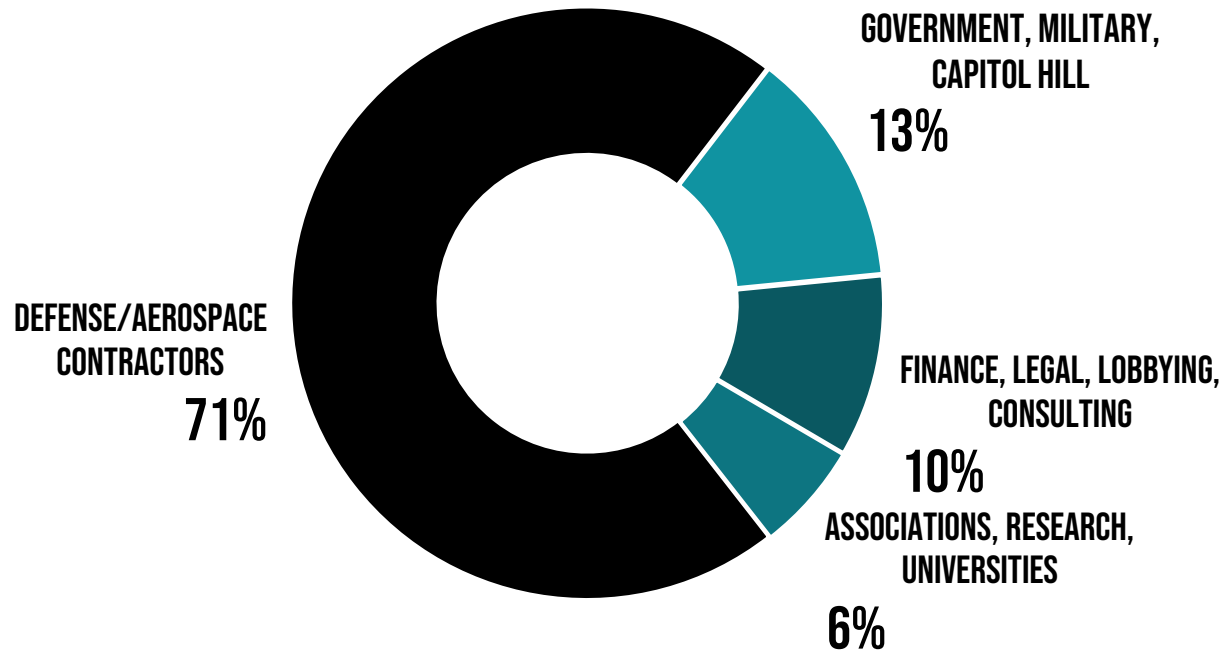


**DEPARTMENT OF THE COAST GUARD**

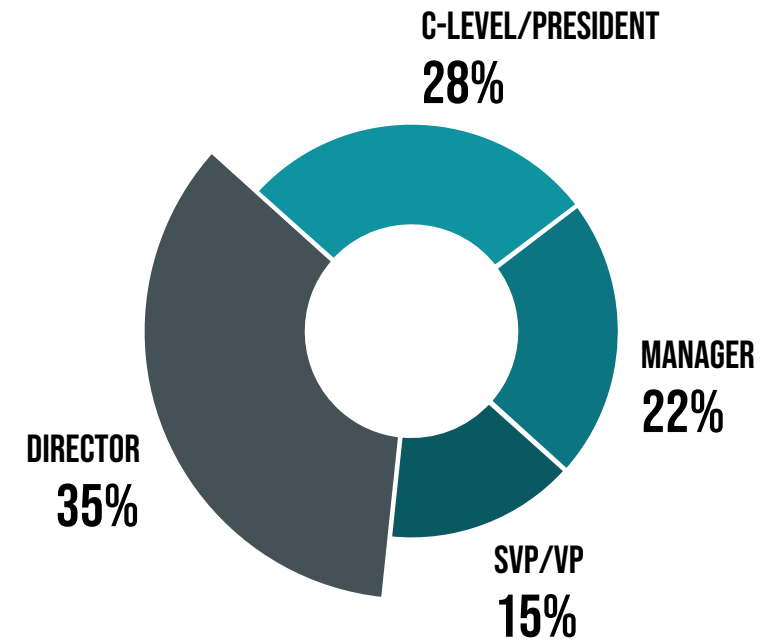
# DEFENSE DAILY AUDIENCE PROFILE

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 EMAILS

**84K**

WEEKLY NEWSLETTER SUBSCRIBERS

**32K**

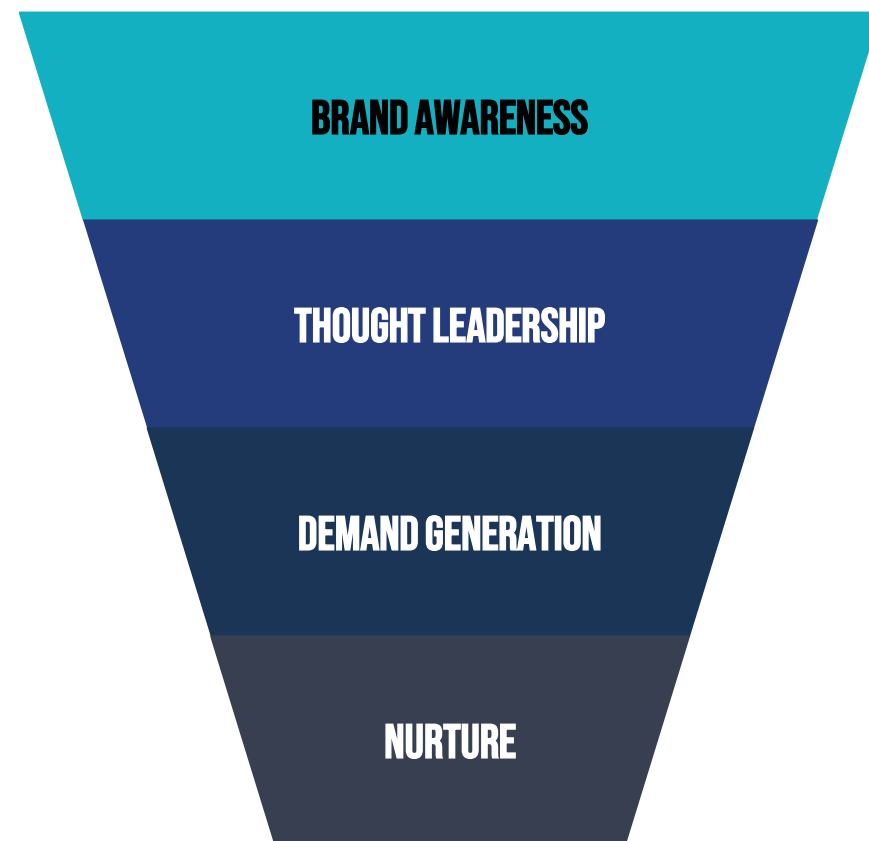
AD IMPRESSIONS

**3.5 MM**

# WHAT ARE YOUR GOALS?

Whether your goals include building brand awareness, demonstrating thought leadership, lead gen, 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 SOLUTIONS

## 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.

## ACCESS: AMPLIFICATION

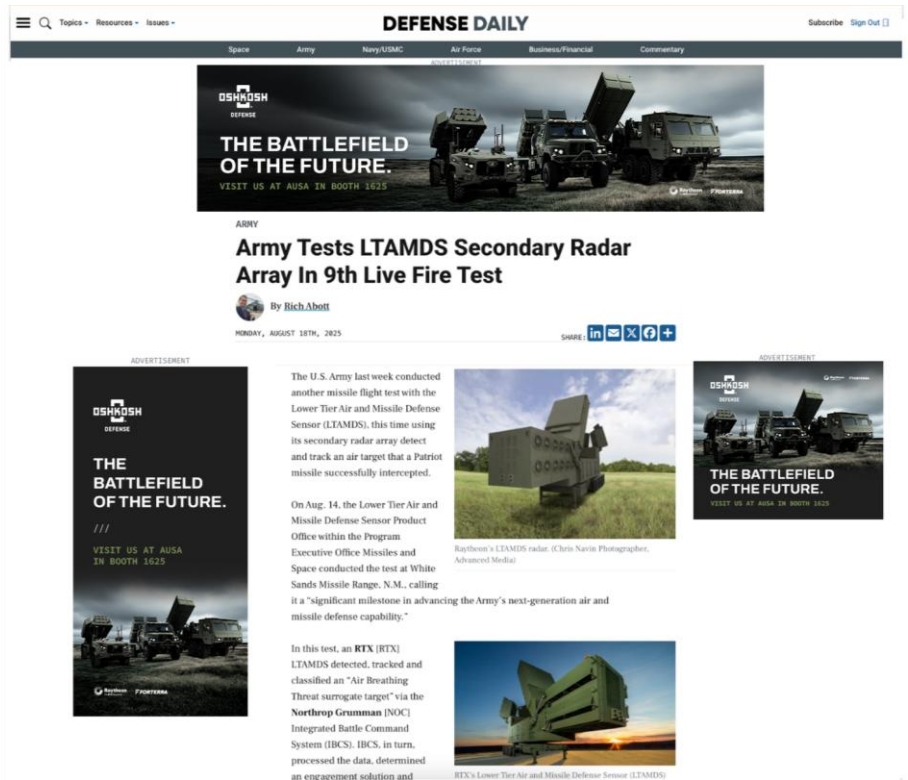
Extend your brand visibility and engagement with priority accounts through a 3-month, targeted, omnichannel campaign using display advertising, email, and social promotion to drive qualified traffic back to your site.

## INDUSTRY EVENT VIDEO INTERVIEWS

Spotlight your executive in an exclusive video interview with a Defense Daily editor at major industry events—promoted in our Show Daily News Feed alongside live coverage & amplified by a marketing campaign to extend brand visibility.

[\*\*SCHEDULE A MEETING!\*\*](#)

# WEBSITE ADVERTISING



## PAGE TAKEOVER

### Command attention with full-page exclusivity

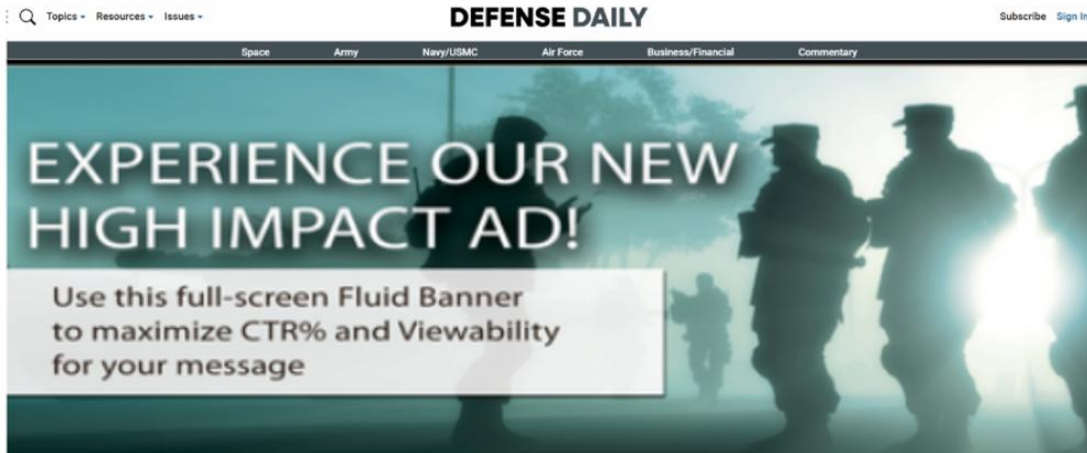
Capture the attention of Defense Daily's influential subscriber base with ads in all primary banner positions, delivering a cohesive message across every article page. Each page features one exclusive advertiser, creating a clean, high-impact experience that enhances visibility and brand recall among senior defense and aerospace leaders.

- Limited to 4 advertisers per month (25% SOV)
- Ads appear across all desktop and mobile ad units
- Leaderboard 970×250, Left Rail 300×600, Medium Rectangle 300×250, Center Banner 728×90
- Unified creative ensures a consistent, high-impact reader experience

Pricing: \$6,000/mo

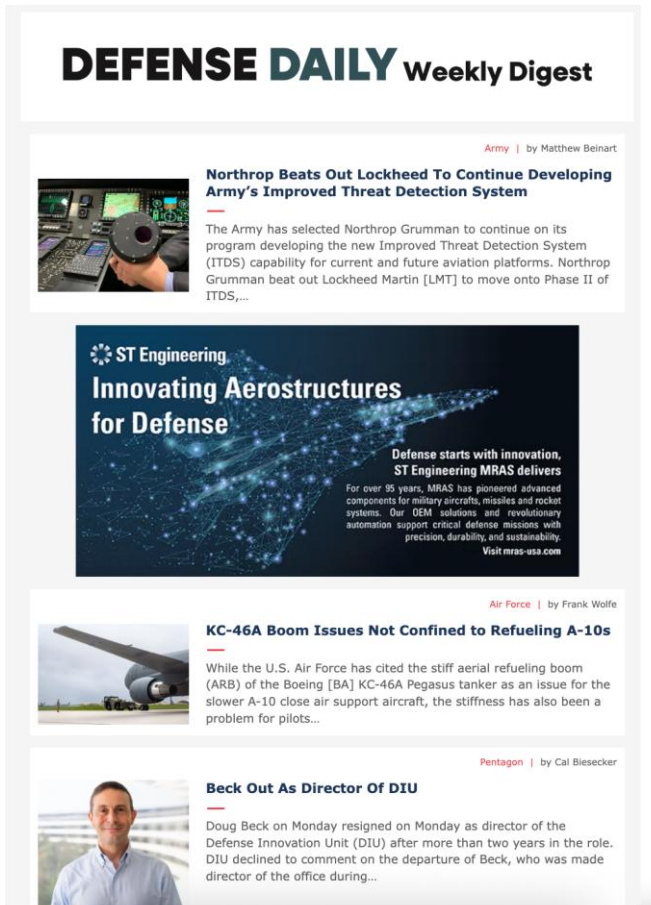
# WEBSITE ADVERTISING

## HIGH VISIBILITY AD UNITS



- **Fluid** - \$4,000/Week
  - Maximize CTR % and viewability with our high-impact fluid banner
  - Sticky Feature: 90px of the ad remains at the top as viewers scroll down.
- **Native Ad** - \$200 CPM
  - Native text ad embedded within editorial content

# NEWSLETTER ADVERTISING



## DEFENSE DAILY WEEKLY DIGEST

Delivered every Tuesday, the Defense Daily Weekly Digest reaches senior executives and policymakers with the week's most important defense and aerospace developments. This complimentary briefing offers an ideal platform for impactful brand visibility among decision-makers shaping U.S. defense and national security.

- **Sponsorship Options:**

- Display Ad (600x300): 1x – \$2,400 | 4x – \$2,200 | 12x – \$2,000
- Exclusive Takeover: 1x – \$4,000 | 4x – \$3,500 | 8x – \$3,000

- **Exclusive Takeover Includes:**

- Prominent logo placement, a long-form native ad integrated within content, and a premium display ad for maximum visibility.

[View Takeover Example Here](#)

# NEWSLETTER ADVERTISING

## DEFENSE DAILY Military Space Update

TOP STORY | Frank Wolfe

Space Force Solicits Industry Ideas On 'Quick and Efficient' SBI Deployment



The U.S. Space Force program executive office for space combat power is soliciting input from industry on the rapid fielding of space based interceptors (SBI), which the Trump administration's Golden Dome is to use against hypersonic and ballistic missiles and... [continued]

INTELLIGENCE COMMUNITY | Cal Biesecker

Ursa Space, NV5 Nab First Luno B Awards By NGA

The National Geospatial-Intelligence Agency (NGA) last Wednesday announced its first awards under its Luno B commercial analytics services contract with orders to Ursa Space Systems and NV5 Geospatial. Under a \$21 million award dubbed TrueSight, Ursa will provide commercial analytics... [continued]

Your Trusted Partner

Delivering innovative geospatial solutions for evolving mission demands.

LEARN MORE

NV5

## DEFENSE DAILY MILITARY SPACE UPDATE

Published every other Wednesday, the Military Space Update reaches top defense, Space Force, and Air Force leaders focused on the evolving military space enterprise. This complimentary briefing offers a high-impact opportunity to align your brand with the programs, technologies, and initiatives shaping U.S. military space operations.

### • Sponsorship Options:

- Display Ad (600x300): 1x - \$2,400 | 4x - \$2,200 | 12x - \$2,000
- Exclusive Takeover: 1x - \$4,000 | 4x - \$3,500 | 8x - \$3,000

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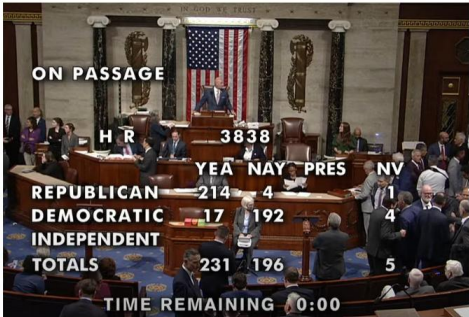
[View Takeover Example Here](#)



# NEWSLETTER ADVERTISING

Enjoying this newsletter? Share it with your colleagues and help them stay ahead too. [Sign up here.](#)

## DEFENSE DAILY Capitol Hill Report




**Top Story**  
**Houses Passes FY '26 NDAA With \$848 Billion Pentagon Topline, Major Acquisition Reforms**

The House on Tuesday voted 231 to 196 to pass its version of the fiscal year 2026 National Defense Authorization Act, which supports an \$848 billion topline for the Pentagon and includes a series of wide-ranging defense acquisition reform policies. ...

By **Matthew Beinart**


Congress | by Matthew Beinart



**White House Seeks \$3.93 Billion Anomaly In CR For Procurement Of Columbia-Class Sub**

The White House has requested that Congress include \$3.93 billion for procurement of a Columbia-class submarine in its consideration of a potential continuing resolution (CR) to avoid a government shutdown. "Without this anomaly, the deployment plans for future [nuclear ballistic..."

Business/Financial | by Cal Biesecker



**Machinists Reject Boeing's Latest Offer, Continuing Strike**

## DEFENSE DAILY CAPITOL HILL REPORT

Delivered every Monday morning, the Capitol Hill Report connects your brand with defense legislators, congressional staff, and industry leaders shaping U.S. defense policy and spending. This complimentary briefing offers prime exposure to key decision-makers driving national defense priorities each week.

- **Sponsorship Options:**

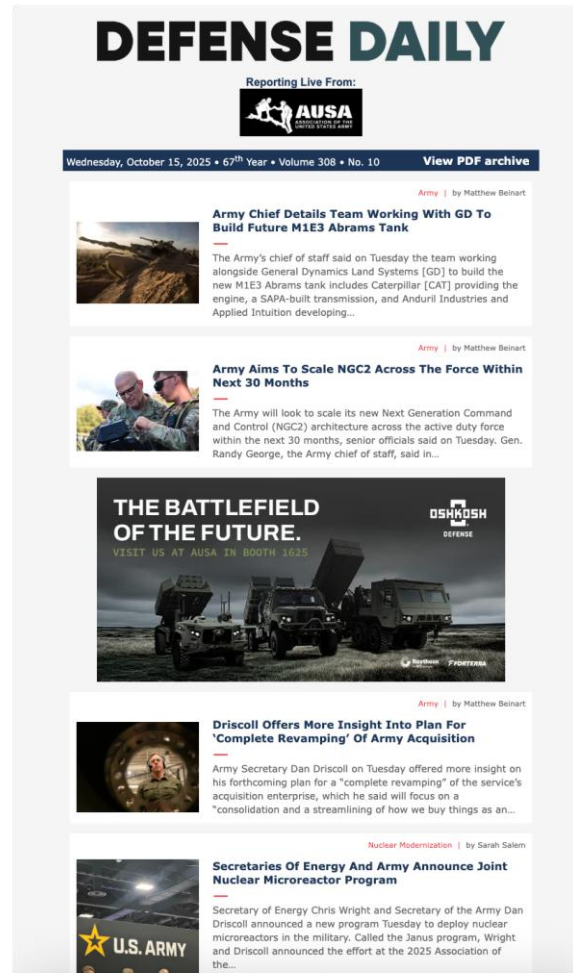
- Display Ad (600x300): 1x – \$2,400 | 4x – \$2,200 | 12x – \$2,000
- Exclusive Takeover: 1x – \$4,000 | 4x – \$3,500 | 8x – \$3,000

- **Exclusive Takeover Includes:**

- Prominent logo placement, a long-form native ad integrated within content, and a premium display ad for maximum visibility.

[View Takeover Example Here](#)

# DIGITAL SHOW DAILIES



## DEFENSE DAILY DIGITAL SHOW DAILIES

Published during major industry events, the Digital Show Dailies deliver real-time coverage and analysis directly from the show floor. These special editions reach Defense Daily's full database, extending beyond paid subscribers to engage the broader defense and aerospace community.

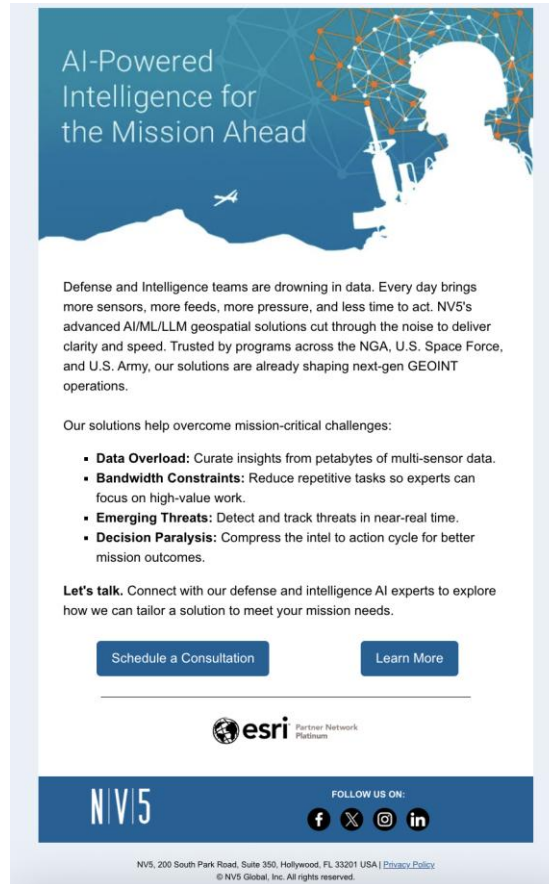
This exclusive opportunity allows up to three advertisers per event to align their brand with open-access coverage—normally reserved for subscribers—and gain premium visibility across the entire Defense Daily audience.

### Pricing:

- \$8,000 – Includes three (3) Show Daily editions per event
- Limited to three (3) sponsors per event

[View Show Daily Example Here](#)

# EMAIL MARKETING



AI-Powered Intelligence for the Mission Ahead


Defense and Intelligence teams are drowning in data. Every day brings more sensors, more feeds, more pressure, and less time to act. NV5's advanced AI/ML/LLM geospatial solutions cut through the noise to deliver clarity and speed. Trusted by programs across the NSA, U.S. Space Force, and U.S. Army, our solutions are already shaping next-gen GEOINT operations.





Our solutions help overcome mission-critical challenges:

- **Data Overload:** Curate insights from petabytes of multi-sensor data.
- **Bandwidth Constraints:** Reduce repetitive tasks so experts can focus on high-value work.
- **Emerging Threats:** Detect and track threats in near-real time.
- **Decision Paralysis:** Compress the intel to action cycle for better mission outcomes.

**Let's talk.** Connect with our defense and intelligence AI experts to explore how we can tailor a solution to meet your mission needs.

[Schedule a Consultation](#) [Learn More](#)

 Partner Network  
Platinum

**NV5** FOLLOW US ON:    

NV5, 200 South Park Road, Suite 350, Hollywood, FL 33201 USA | [Privacy Policy](#)  
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## TARGETED EMAIL BLASTS

Showcase your expertise, share your latest case studies, or announce new products directly to 5,000 targeted Defense Daily readers.

### Program Features

- You supply an HTML file and a subject line
- You select your target audience
- After one week, we follow up with a report including full deployment analytics

Pricing: \$4,900



# THOUGHT LEADERSHIP SOLUTIONS

## **SPONSORED CONTENT & EXECUTIVE INTERVIEWS**

Showcase your expertise through custom opportunities developed with our editorial and marketing teams. Options include sponsored articles and written Q&As 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.

## **CUSTOM CONTENT**

Build up your top funnel resource library with additional, ungated assets to bring new prospects into your pipeline. These assets can be consumed in a variety of different mediums, reaching prospects in the way they prefer to access their content. Options include various Awareness and Digital Mediums.

## **ACCESS: LITE**

Build credibility and discoverability by positioning your content alongside trusted editorial coverage, supported by promotion across high-performing digital placements to drive targeted engagement.

[\*\*SCHEDULE A MEETING!\*\*](#)

# SPONSORED VIDEO INTERVIEWS



## EXECUTIVE INSIGHTS IN 5 MINUTES

Stand out at busy trade shows with a 3–5-minute video interview featuring your executive and a Defense Daily editor. These conversations showcase your expertise, position your brand as a thought leader, and extend visibility through our website, newsletters, social media, and event coverage.

### Your Sponsorship Package Includes:

- Video featured in Digital Show Daily event coverage and Defense Daily Weekly Digest
- Post-event social media promotion with a 30-second highlight clip
- Full video files provided for your own marketing use

Pricing: \$7,500

# SPONSORED CONTENT

## DEFENSE DAILY

Space Army Navy/USMC Air Force Business/Financial Commentary

PARTNER CONTENT

### Viper Shield Is in Production: Priming the F-16 for Tomorrow's Fight

TUESDAY, OCTOBER 1ST, 2024

SHARE: [in](#) [en](#) [x](#) [f](#) [+](#)

*L3Harris' Viper Shield—the only modern F-16 electronic warfare system currently in production—harnesses the power of software to give pilots and commanders the edge in an increasingly contested battlespace.*

With an extensive history and unsurpassed reputation for agility, versatility and maneuverability, the F-16 is the world's most widely used military fixed-wing aircraft. L3Harris is leading the charge to keep this icon of the skies protected from sophisticated threats and primed to dominate the future fight. [Learn More](#)



**Viper Shield  
Is in Production:  
Priming the F-16 for  
Tomorrow's Fight**

## SPONSORED CONTENT & EXECUTIVE INTERVIEWS

Showcase your brand's expertise through a written Q&A or a custom sponsored content campaign developed in collaboration with the Defense Daily editorial team. This modern, multimedia program integrates long-form storytelling, digital promotion, and measurable engagement to connect your brand with the defense and aerospace community.

- Each campaign includes:
  - HTML & PDF versions of the content for use on your website or channels
  - 2x newsletter ads in your choice of DD's Weekly newsletters
  - 1x dedicated e-blast to 5K targeted segment of Defense Daily database
  - 2x social media posts amplifying campaign reach

Pricing: \$13,750 - \$16,000

# BUILT-FOR-YOU EVENTS



## EXCLUSIVE NETWORKING EVENT, BY YOU — POWERED BY US

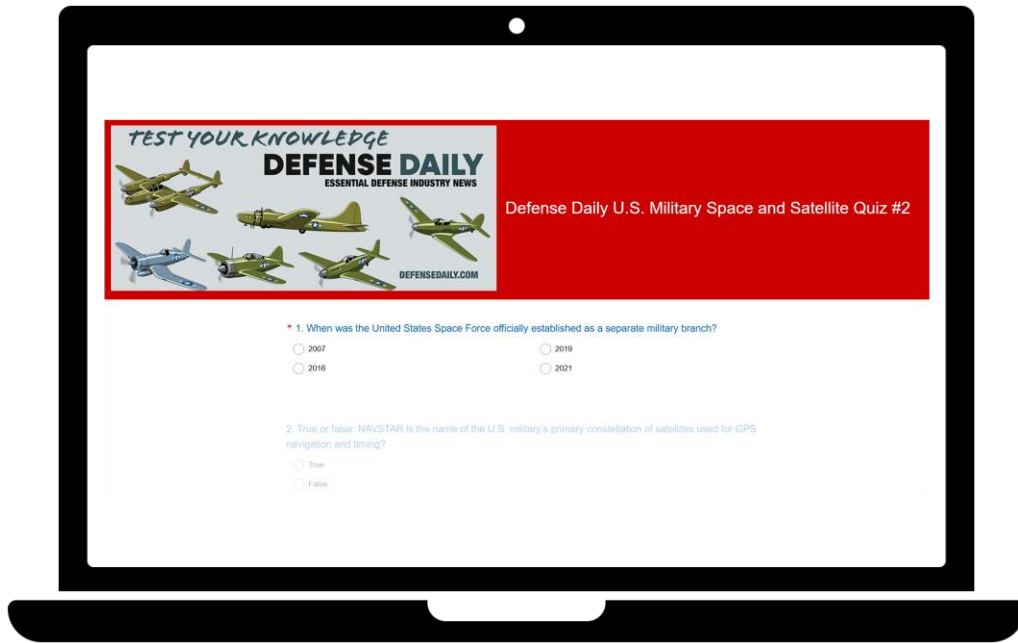
From a sponsored networking reception to an invite-only executive dinner or roundtable, we build events that help you deepen relationships, accelerate deals, and elevate your brand.

Each event includes a tailored media package designed to maximize visibility before, during, and after the event. Depending on the format, this may include branding across signage and promotional materials, social media promotion, newsletter, website, and magazine advertising, and even custom content to showcase your thought leadership.

Pricing: Custom

# INTERACTIVE QUIZ SPONSORSHIPS

## DEFENSE DAILY INTERACTIVE QUIZES



Defense Daily offers its' readers engaging and interactive monthly quizzes. Create your own custom Test Your Knowledge quiz and promote your brand to the DD audience while driving traffic to your own website and generating leads.

- 5-10 Questions
- Logo throughout quiz experience
- Promotion through full database email blast + social media

Pricing: \$6,500



# DEMAND GENERATION SOLUTIONS

## WEBINARS

Engage our audience through three distinct webinar models—roundtable panel, client-driven, or editorial webinars—all expertly moderated, fully promoted, and designed to elevate thought leadership while delivering high-quality leads.

## ACCESS: PIPELINE

A 3-month, targeted, multi-channel demand gen program that activates in-market buyers using intent data and account-level intelligence. Through co-branded display, email, social, and dedicated landing pages, the program drives sustained account engagement and generates high-quality leads from priority accounts aligned with your ICP.

## LEAD GENERATION PACKAGES

Generate qualified leads from in-market buyers through flexible, CPL-based programs that support multiple stages of the funnel, including Knowledge Guide sponsorships. These offerings combine audience intelligence, high-interest content, multi-touch nurturing, and customizable targeting to deliver leads aligned with your ICP and pipeline goals.

[\*\*SCHEDULE A MEETING!\*\*](#)

# LIVE WEBINARS

## DEFENSE DAILY

[Host Login](#)[Register](#)

### Expert Discussion: Modern Software Development for The Future of the Battlespace

#### About

The future of battlefield is digital and will depend less on discrete warfighting platforms and more on the networks, data and the IT

#### Register To Watch Recording

Full name\*

Email Address\*

## LIVE & ON-DEMAND WEBINARS

Generate qualified leads while showcasing your thought leadership through a custom Defense Daily webinar. You select the topic and speakers—our team manages production, promotion, and moderation to deliver a seamless, high-credibility experience under the Defense Daily brand.

### Why Our Clients Value Our Webinars

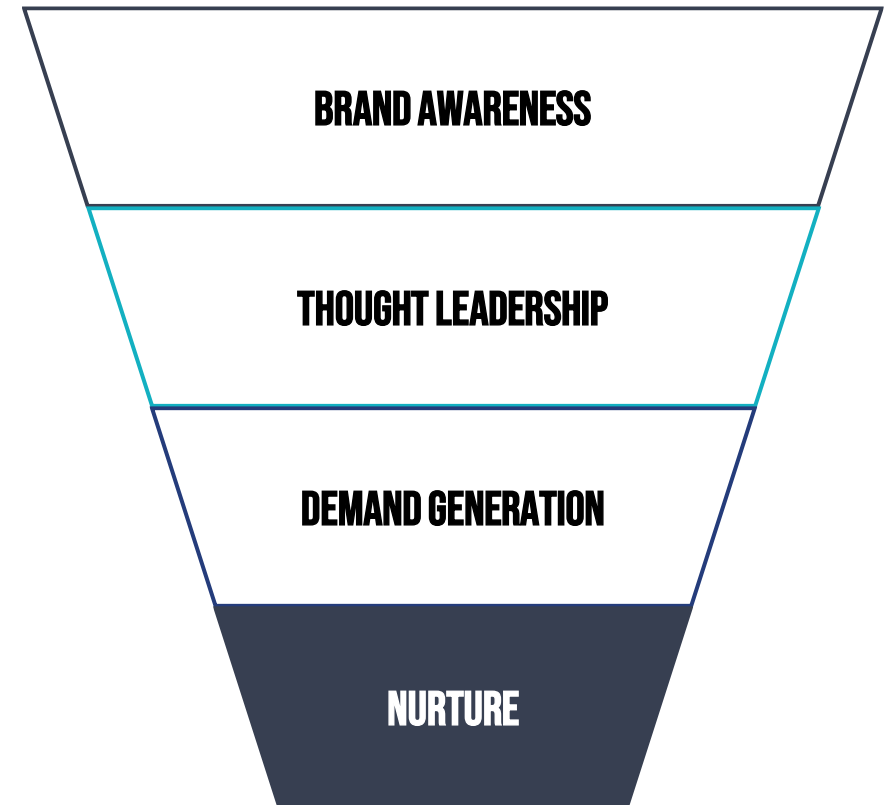
- Third party credibility with Defense Daily moderation and branding
- Our reach and penetration into the market
- Sponsor will receive 150 leads

Pricing: 1-hour webinar \$15,500

# NURTURE

A six-month, targeted, multi-channel program that nurtures buyers and influencers within key accounts using high-value content across multiple touchpoints.

**ACCESS:** Buyer's Journey engages prospects at every stage of the buying process to increase account engagement, generate leads, and deepen penetration within priority accounts.





# ACCESS: Buyer's Journey

[Dashboard Demo](#)

## OVERVIEW

This ACCESS: Buyer's Journey program is designed to nurture buyers and influencers in key accounts with high-value content through multiple touchpoints. This program will engage prospects through all phases of the buying journey.

### Objectives

Increased account engagement & intelligence  
Generate leads from all stages of the buying journey  
Deepen sponsor's penetration with each core account & buyer collective

### Tactics

Co-branded Display Banner Ads, Email, Social Posts, Landing Pages  
Strategy, setup, management and optimization by Access Intelligence

### Timing & Reach\*

6-months  
30-60k individuals in target accounts

### Outcomes\*

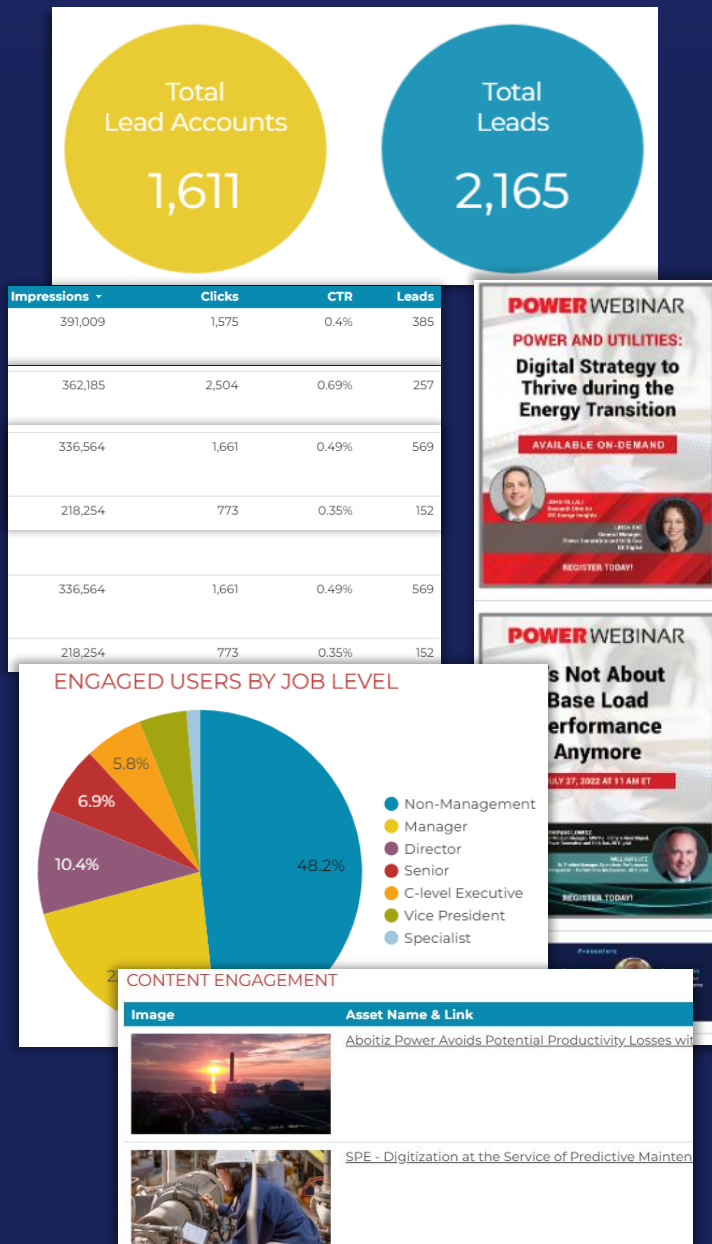
300k impressions  
6 email sends (10k each)  
Leads for every stage: \*\*

- 100 1-touch leads
- 200 2-touch leads
- 250 3-touch leads

Custom Insights Dashboard

### Assets Needed

4-5 gated assets per month



\*Higher outcomes and/or longer campaign duration available at increased investment level

\*\*Leads will be "open targeted" by BRAND; add'l targeting available with a custom quote

# MEET THE EDITORIAL TEAM



**John Robinson** is the Managing Editor of Defense Daily, where he has covered all military services and congressional defense activity. A long-time member of the U.S. Navy Reserve, John has served since 1998. Through his regular engagement with government and industry, he maintains strong working relationships across the defense community.



**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.



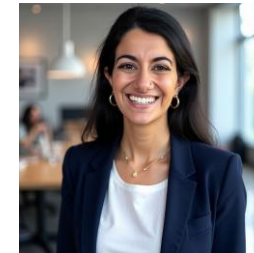
**Frank Wolfe** is the Air Force and Space Force reporter for Defense Daily. A native of the Washington, D.C. area, he has worked at a number of publications, including The Arkansas Democrat-Gazette and Forbes Magazine.



**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



**KIM MATEUS**

Brand  
Director,  
Aerospace  
Group



**REGINA DEXTER**

Sales Director

301-354-  
1906

**Schedule a  
Meeting w/  
Regina**



**ELISABETH  
MIJUCA**

Marketing  
Director



**MILES  
FARNSWORTH**

Manager,  
Digital  
Strategy and  
Operations

**SCHEDULE A MEETING!**