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 68 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

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

SATELLITE

GovMilSpace

CYBERSAT

SPACE SECURITY SENTINEL
SECURING THE FINAL FRONTIER

DEFENSE DAILY

AVIATION TECH TODAY

AIRCRAFT VALUE INTELLIGENCE

HEALTHCARE

PeriOP Leader Network

PeriOP Leader Week

The HC Collective

INFRASTRUCTURE

P3C

P3 GOVERNMENT CONFERENCE

P3 | Higher Education Summit

CONVENTION SPORTS & ENTERTAINMENT FACILITIES CONFERENCE

HEALTHCARE PROJECT DELIVERY CONFERENCE

U.S. NUCLEAR ENTERPRISE

EXCHANGEMONITOR PUBLICATIONS & FORUMS

RADWASTE / MONITOR

WEAPONS COMPLEX / MONITOR

WEAPONS COMPLEX / MORNING BRIEFING

THE ANNUAL NUCLEAR DETERRENCE SUMMIT

NUCLEAR SECURITY & DETERRENCE / MONITOR

ENERGY & ENGINEERING

POWER

Experience POWER

Data Center POWER eXchange

POWER PLANT ID

CHEMICAL ENGINEERING

LDC GAS FORUMS

NATGAS TO POWER FORUM

GULF COAST ENERGY FORUM
all LNG...all ASPECTS

CLEAN Americas

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

SATELLITE

GovMilSpace

CYBERSAT

AVIATION TECH TODAY

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

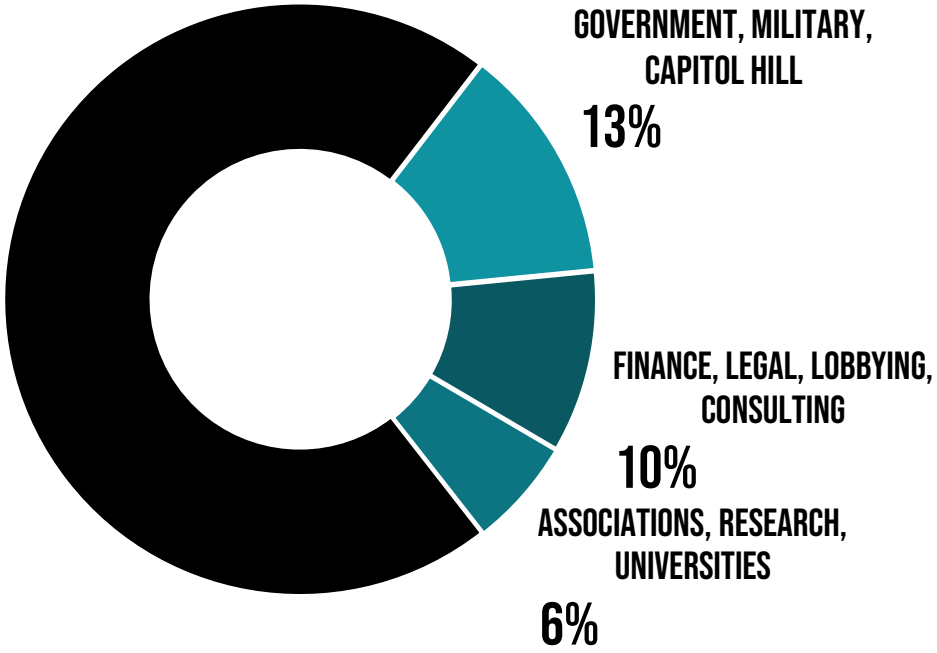
CONGRESSIONAL OFFICES & COMMITTEES

DEPARTMENT OF THE COAST GUARD

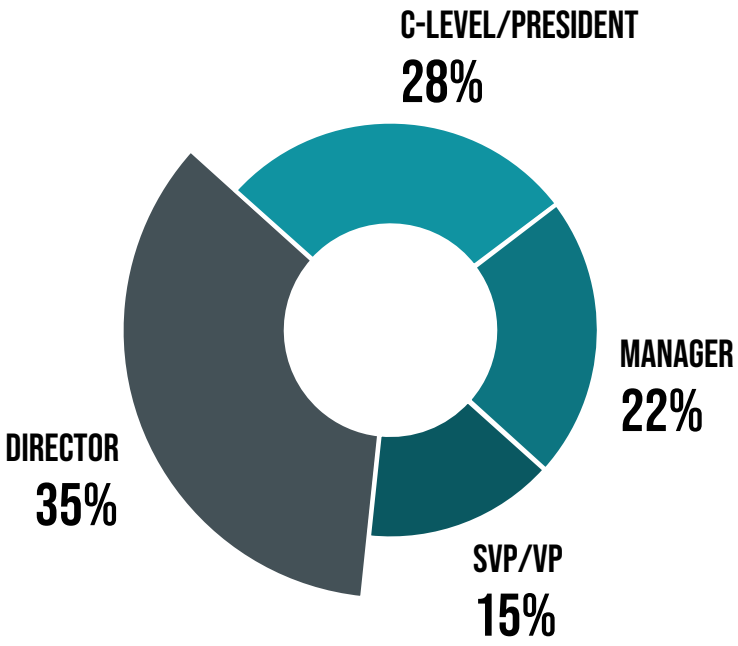
DEFENSE DAILY AUDIENCE PROFILE

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

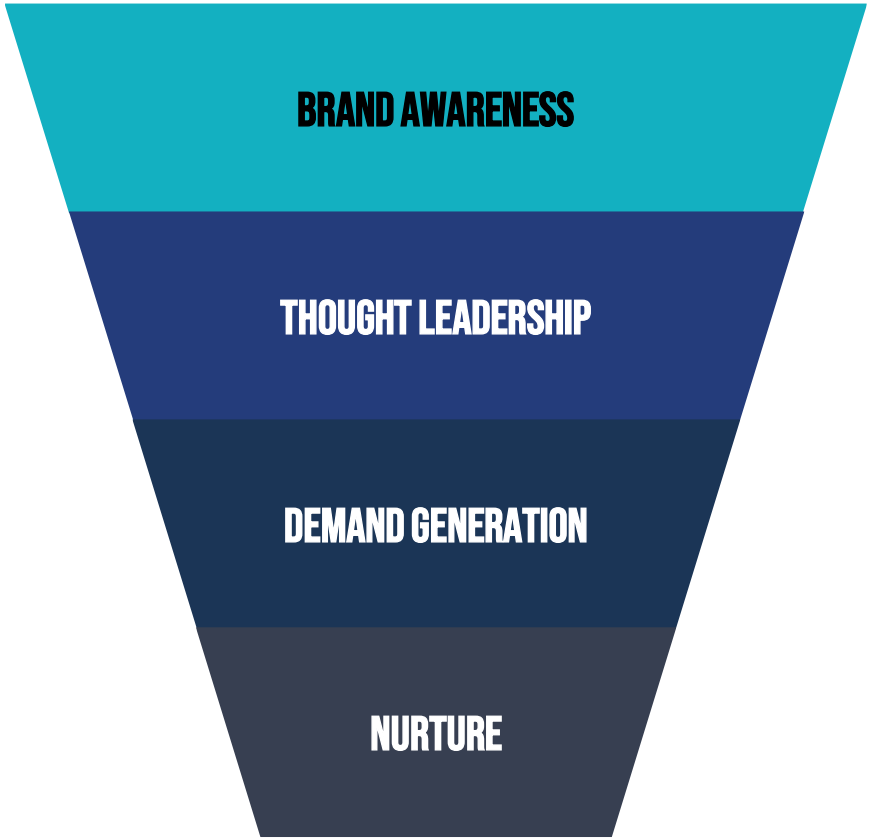
AD IMPRESSIONS

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, Defense Watch 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!

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!

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

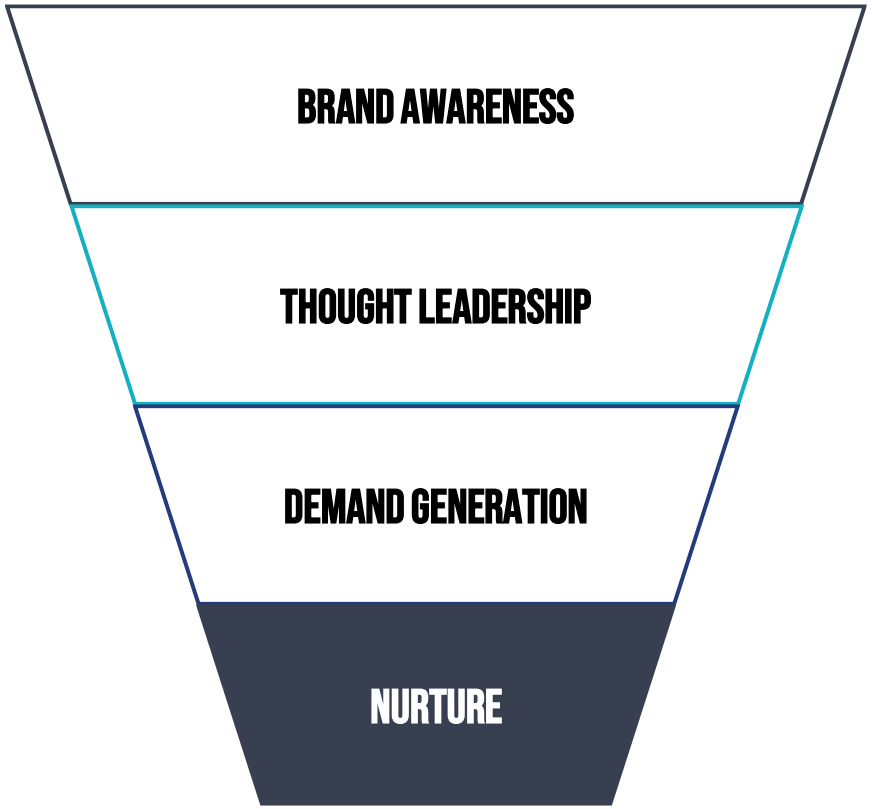
Generate qualified leads from in-market buyers through flexible, CPL-based programs that support multiple stages of the funnel, including Knowledge Guide sponsorships. These offerings combine audience intelligence, high-interest content, multi-touch nurturing, and customizable targeting to deliver leads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

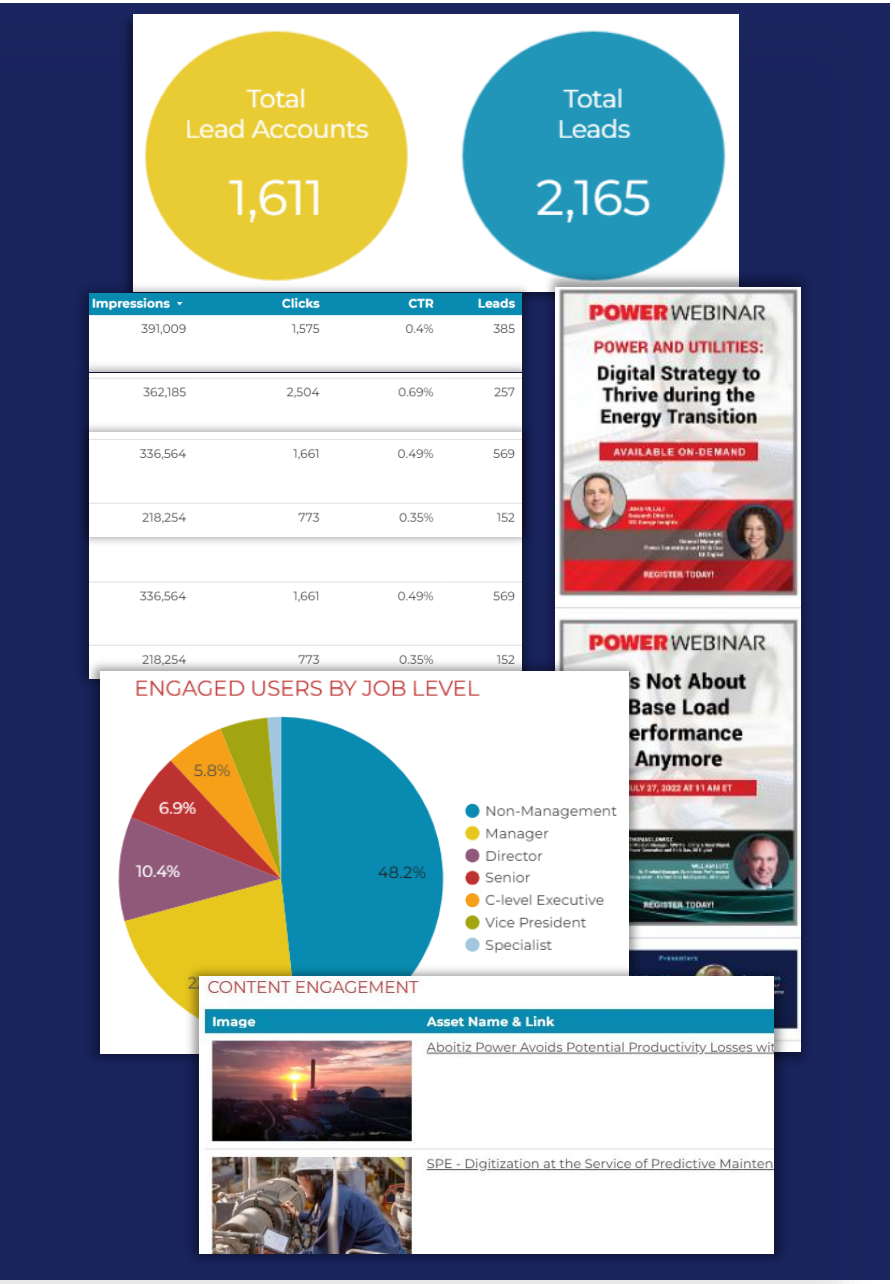
SCHEDULE A MEETING!

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

Schedule a Meeting w/ Kim

ELISABETH MIJUCA

Marketing Director

MILES FARNSWORTH

Manager, Digital Strategy and Operations

SCHEDULE A MEETING!