

# AVIATION N

## TECH TODAY

## ADVANCING THE FUTURE OF CONNECTED AVIATION

Aviation Tech Today is an intelligence-driven brand for leaders navigating the future of aviation.

It helps senior professionals understand where innovation is heading across avionics, connectivity, maintenance, regulation, and fleet modernization, so they can make confident operational and capital decisions. For organizations requiring deeper financial clarity, we provide premium analysis on aircraft value and ROI.



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



## HEALTHCARE



## INFRASTRUCTURE



## U.S. NUCLEAR ENTERPRISE



## ENERGY & ENGINEERING

POWER





# 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



## 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

# YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with *Aviation Tech Today*

WINDRVR

**BAE SYSTEMS**

 **SAFRAN**

**AmphenolCIT**<sup>TM</sup>  
Cable & Interconnect Technologies

 **ses**

**HOLT**<sup>INC.</sup>  
INTEGRATED CIRCUITS

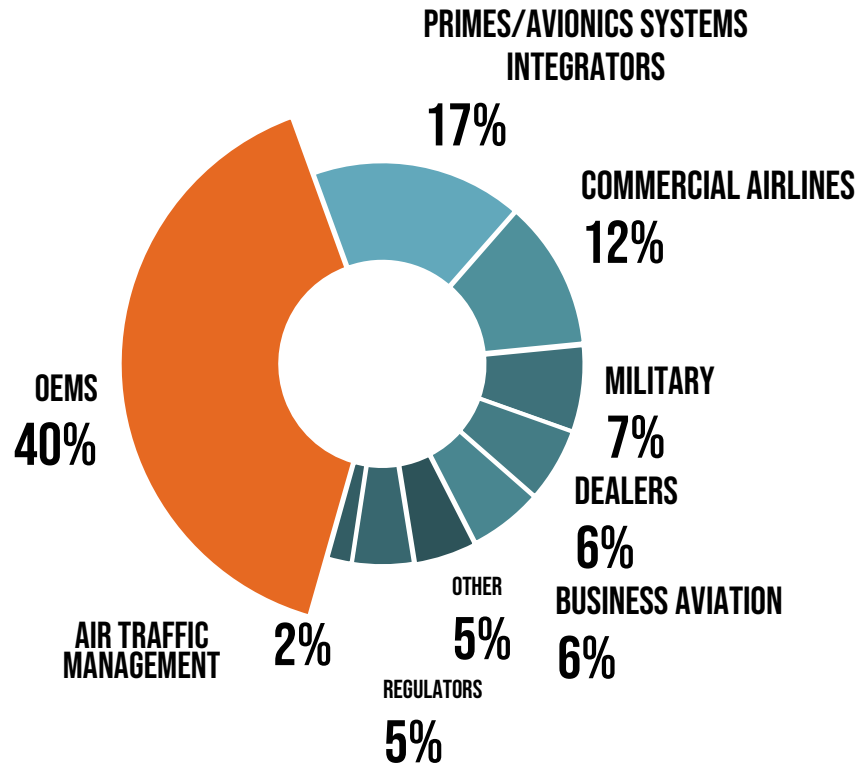
**Honeywell**

**mercury**

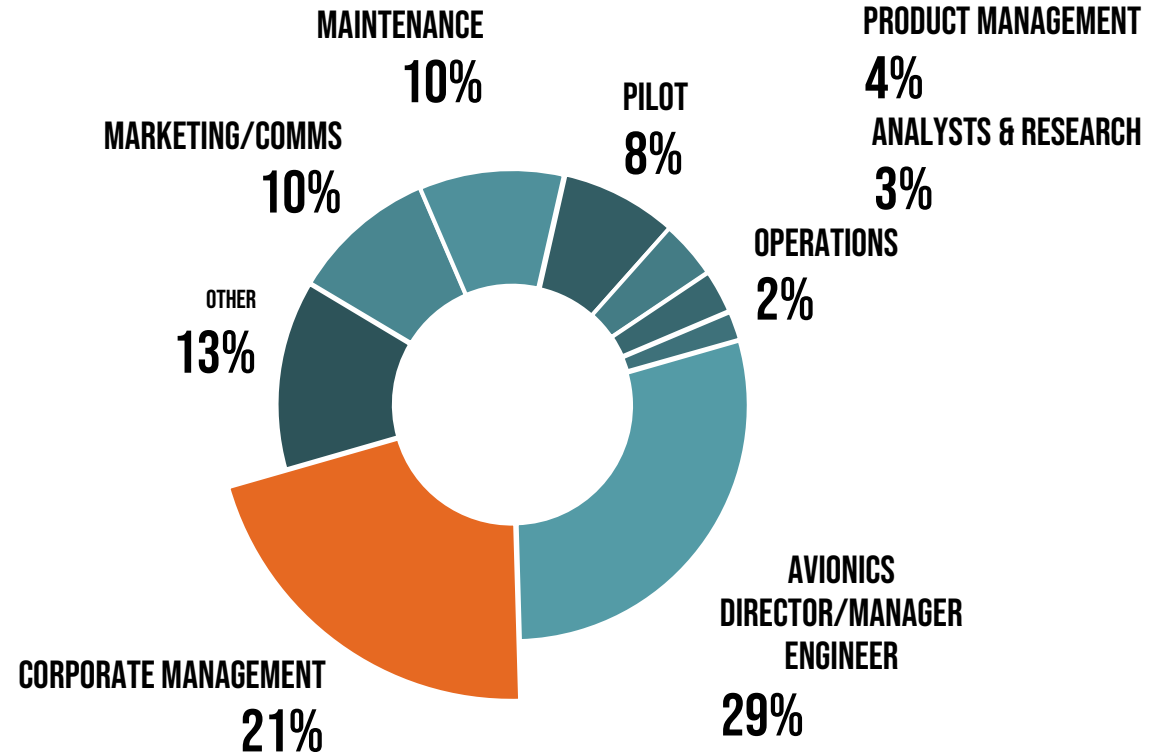
 **L3HARRIS**<sup>TM</sup>

Reaching the professionals advancing aircraft systems and connectivity worldwide.

## INDUSTRIES



## JOB FUNCTION



# AUDIENCE

# REACH

Delivering trusted  
aviation insights across  
web, email, and social

MONTHLY PAGEVIEWS

**15K**

WEB

SOCIAL FOLLOWERS

**124K**

WEB

MARKETABLE EMAILS

**87K**

EMAIL

NEWSLETTER SUBSCRIBERS

**28K**

EMAIL

AD IMPRESSIONS SERVED

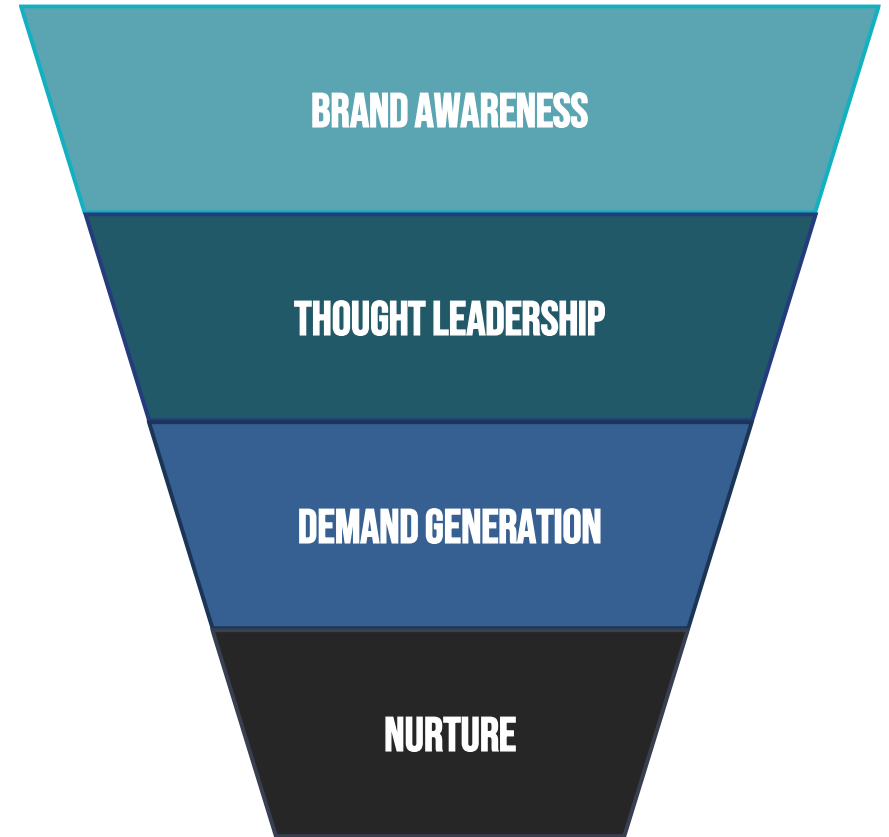
**1.7MM**

ADVERTISING

# WHAT ARE YOUR GOALS?

Whether your goals include building brand awareness, demonstrating thought leadership, lead gen, or strengthening strategic relationships, Aviation Tech Today offers tailored programs that connect you with a highly engaged audience of avionics and aerospace professionals.

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



# BRAND AWARENESS SOLUTIONS

## WEBSITE ADVERTISING

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

## NEWSLETTER ADVERTISING

Share your message with a highly engaged global audience of aviation professionals through the bi-weekly Aviation Tech Today.

## TARGETED EBLASTS

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

## INDUSTRY EVENT VIDEO INTERVIEWS

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

## 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.

[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

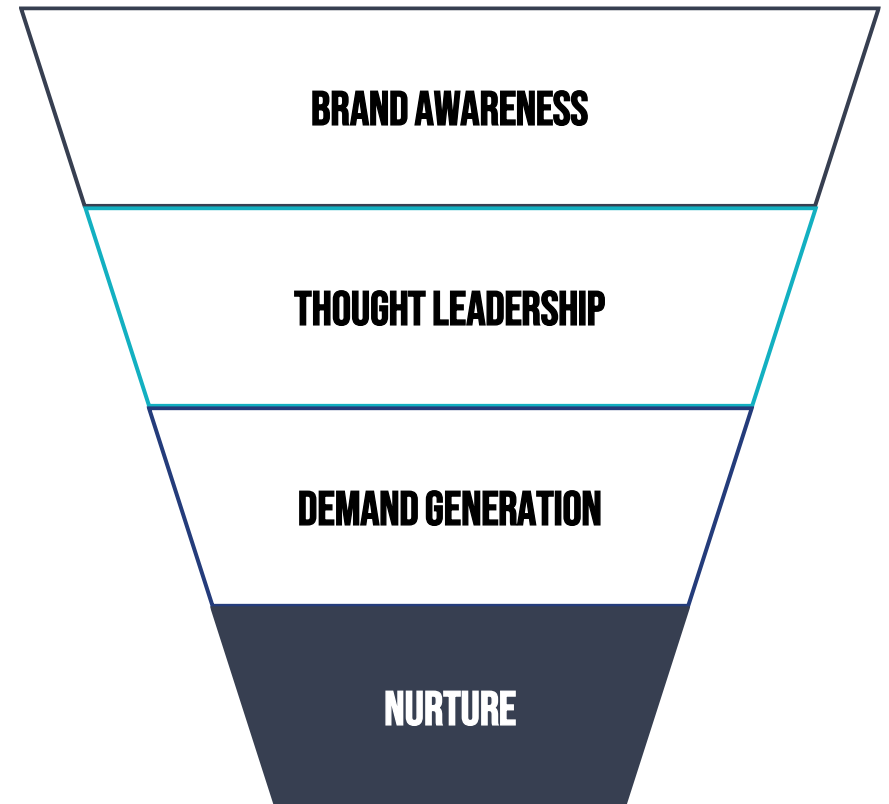
Generate qualified leads from in-market buyers through flexible, CPL-based programs that support multiple stages of the funnel, including Knowledge Guide sponsorships. These offerings combine audience intelligence, high-interest content, multi-touch nurturing, and customizable targeting to deliver leads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



[Dashboard Demo](#)

# ACCESS: Buyer's Journey

## OVERVIEW

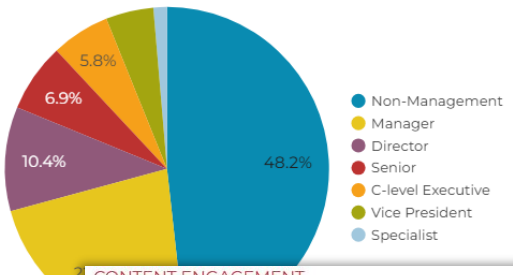
This ACCESS: Buyer's Journey program is designed to nurture buyers and influencers in key accounts with high-value content through multiple touchpoints. This program will engage prospects through all phases of the buying journey.

Total Lead Accounts  
**1,611**

Total Leads  
**2,165**



Impressions	Clicks	CTR	Leads
391,009	1,575	0.4%	385
362,185	2,504	0.69%	257
336,564	1,661	0.49%	569
218,254	773	0.35%	152
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218,254	773	0.35%	152

**ENGAGED USERS BY JOB LEVEL**



- Non-Management
- Manager
- Director
- Senior
- C-level Executive
- Vice President
- Specialist

**CONTENT ENGAGEMENT**

Image	Asset Name & Link
	Aboitiz Power Avoids Potential Productivity Losses with...
	SPE - Digitization at the Service of Predictive Mainten...

**POWER WEBINAR**

**POWER AND UTILITIES: Digital Strategy to Thrive during the Energy Transition**

AVAILABLE ON-DEMAND

REGISTER TODAY!

**POWER WEBINAR**

**Is Not About Base Load performance Anymore**

JULY 27, 2022 AT 11 AM ET

REGISTER TODAY!

### 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



### Assets Needed

4-5 gated assets per month

### 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

\*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 AVIATION TECH TODAY BUSINESS TEAM



**KIM MATEUS**

Brand Director,  
Aerospace Group



**STEVE COPLEY**

Director of Sales &  
Client Partnerships

[Schedule a  
Meeting w/ Steve](#)



**JOHN PERSINOS**

Editor-in-chief



**RICH ABBOTT**

Editor



**ELISABETH MIJUCA**

Director of Marketing



**MILES FARNSWORTH**

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