Media Kit 2021

Your independent editorial outreach and voice in the global space market
Multi Channel Media Publishing and Community Platform
SpaceWatch.Global is the place for the global space community

We are a large and international platform for information and interaction about space. We are a producer of cutting-edge content and your partner for efficient space marketing outreach.

Talking about content: SpaceWatch.Global has established itself as a reference for reliable and relevant industry news, web talks, background analysis, interviews with key players and high-profile user-generated content.

Talking about outreach: With its portfolio of daily, weekly and bi-weekly digital and rich media formats, SpaceWatch.Global offers stakeholders and commercial partners strong components to complement their go-to market strategies and campaigns.

The SpaceWatch.Global team offers decades of in-depth industry knowledge, strong editorial capacities and access to a broad global network. SpaceWatch.Global connects industry players, policy makers, market analysts, legal and regional experts, research, education, space agencies and institutions.

At SpaceWatch.Global, we believe that space matters. We believe that space technologies contribute substantially to our economic and societal development. We believe that international exchange and cooperation is key for our sector and that we need strong communication platforms to tell our stories and prove their relevance to opinion leaders and decision makers.

SpaceWatch.Global is published by ThorGroup GmbH, headquartered in Bern, Switzerland. Editorial independence, integrity and professional cooperation are our guiding principles.
Global channel targeting

SpaceWatch.Global is built on two pillars: a high-quality editorial content production and a full-fledged portfolio of digital formats to support our partners’ go-to market strategies.

Based in Switzerland and backed with dozens of years of space industry expertise, SpaceWatch.Global provides the ideal hub for independent and competent industry information and exchange.
**Space is more than expected**

The space sector is changing at an unprecedented pace. Disruptive technologies, dramatic shifts in business models and value chains, the emergence of start-ups and a substantial injection of private and public funds are catalyzing the sector’s fast development. The right information at the right time and a profound background analysis of trends and paradigm shifts are crucial for entrepreneurs and institutions to take the right direction and decision at the right time. Information is key. The independent editorial pole of SpaceWatch.Global provides you with the intelligence and relevant newsflow to cope with these challenges.

Information never works only oneway, it is based on exchange and interaction. The digital, rich-media formats operated by SpaceWatch.Global offer an excellent forum for the necessary exchange and industry debates, an outlet for our partners to make their voice heard and to achieve their communication, marketing and commercial objectives. Our community and user base are growing at a high pace every day. SpaceWatch.Global’s daily, weekly and bi-weekly formats give partners access to this relevant international audience, place their brand, tell their story and give their business a human face.
SpaceWatch.Global reaches market-leading, medium-sized and small businesses, influential entrepreneurs, space communities and business groups, space lawyers, associations, agencies, institutions and numerous levels of governments.
SpaceWatch.Global aims at taking an independent and international view on the space sector and continues to develop strong regional focuses.
The readership and audience of Spacewatch.Global is more and more diversified, in particular with regards to its age and linguistic mix.

### Readership

**Gender**
- Male: 24.5%
- Female: 75.5%

**Age**
- 18-24: 15.2%
- 25-34: 30.4%
- 35-44: 18.6%
- 45-54: 14.4%
- 55-64: 9.5%
- 65+: 9.5%

**Language**
- en-us: 54.3%
- en-gb: 13.3%
- en: 13.3%
- ar-eg: 24.4%
- others: 54.3%

### Reader Interests

<table>
<thead>
<tr>
<th>Interest</th>
<th>Users</th>
<th>Sessions</th>
<th>Pageviews</th>
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<tbody>
<tr>
<td>Shoppers/Value Shoppers</td>
<td>89.084</td>
<td>120.821</td>
<td>156.222</td>
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<tr>
<td>News &amp; Politics/Avid News Readers</td>
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<td>Lifestyles &amp; Hobbies/Business Professionals</td>
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<td>Technology/Technophiles</td>
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<td>102.474</td>
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<td>Banking &amp; Finance/Avid Investors</td>
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<td>Sports &amp; Fitness/Health &amp; Fitness Buffs</td>
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<td>Travel/Travel Buffs</td>
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<td>Sports &amp; Fitness/Sports Fans</td>
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Advertisement

- banner on Spacewatch.Global website
- banner in bi-weekly and daily newsletters
- exclusive region and category sponsoring on website

Custom Publishing

- special interest advertorials
- story writing & interviews
- white papers
- SpaceWatch Beats

Space Café Events

Video

- Space Café “33 minutes with...”
- Space Café Summit
- Space Café “Moriba’s Vox Populi”
- Space Café “Black Ops by Ralph Thiele”
- Space Café “Law breakfast with Steven Freeland”
- Space Café Regional Editions

Audio

- Space Café Podcasts
Big Leaderboard

- placement: TOP on every page
- ad format: 990px * 120px
- rotation with other ads: max 1:10
- booking period: 3 months

700 EUR / month

SPECs
- GIF, JPEG, BMP, PNG or SWF
- files must be 72 dpi
- max file size: 40k
- max animation length: 15 seconds
Passed placement: right side top on every page

- ad format: 300px * 250px
- rotation with other ads: max 1:10
- booking period: 3 months

700 EUR / month

**SPECs**

- GIF, JPEG, BMP, PNG or SWF
- files must be 72 dpi
- max file size: 40k
- max animation length: 15 seconds
- max motive changes: 1 per month
Exclusive Regular Newsletter Sponsoring

- exclusive placement in bi-weekly email newsletter: TOP before content
- ad format: 900px * 150px
- booking period: 5 issues

750 EUR / issue

SPECS

- GIF, JPEG, BMP or PNG
- files must be 72 dpi
- max file size: 40k
Exclusive TODAY Sponsoring

- exclusive placement in daily email newsletter: TOP before content
- ad format: 900px * 150px
- booking period: 10 issues – two weeks

500 EUR / week

SPECs

- GIF, JPEG, BMP or PNG
- files must be 72 dpi
- max file size: 40k
Exclusive Region Sponsoring

Address the audience of a special geo-region (Europe, Middle East, Africa, Russia or Asia Pacific) exclusive with your individual content incl. banner and link to your website.

- exclusive placement in category overview: TOP before content
- sponsored content: editorial text for one of the regions, max. 1,000 characters
- banner format: 660px * 90px
- booking period: 3 months

2,500 EUR / month
Exclusive Content Topic Sponsoring

Address the audience of a special topic, such as space traffic management, space law or earth observation exclusive with your individual content incl. banner and link to your website.

- exclusive placement in category overview: TOP before content
- coproduced content: editorial text for one of the content categories, max. 1,000 characters
- banner format: 660px * 90px
- booking period: 3 months

1,500 EUR / month
Special Interest Advertorial

You are interested to promote your products or services to the space economy? Advertorials are much more effective than other ads. Our editors will ensure, that you are addressing your audience with the most powerful result.

- customer specific content written by spacewatch.global editors
- published content include: company logo, image and link to your website
- featured in bi-weekly newsletter

3,000 EUR / advertorial
SpaceWatch Beats

SpaceWatch Beats is your video advertisement on our website. Your opportunity to convey your message and showcase your company. A video says more than a picture.

- customer specific content and input will be recorded remote in video interview with spacewatch.global representative
- published content include: 10-15 minute video and link to your website
- placement: on mainpage in SpaceWatch Beats section
- featured in bi-weekly newsletter

1,000 EUR / 3 months promotion
1,500 EUR / 6 months promotion
2,100 EUR / 12 months promotion

Production will be charged separately min. 1,000 EUR.
Story Writing & Interview

You are interested in editorial work to increase your company’s outreach? We can help to write your story! Our editors will ensure, that you are addressing your audience with the most powerful result.

- customer specific content planned, researched and written by spacewatch.global editors
- featured in bi-weekly newsletter

1,500 EUR / publication
Space Café Event Sponsorship

spacewatch.global is hosting multiple event formats as shown on following pages. Companies can participate in the promotion of these events based on sponsorships.

General event details

- Access to Space Café Events: Free, upon simple registration
- Distribution: Live on Zoom and Facebook Live, recorded version available on SpaceWatch.Global and YouTube
- Visibility: during invitation period, recorded version six month on event section, plus 12 month on Youtube

Event sponsor benefits

- Invitation: prominent placement of sponsor with logo & name on website, event website / ticketing system, in corresponding newsletter & e-mail invitations and reminders
- Event opening trailer: logo placement and – if available – integration of promotional trailers / video advertisements
- Live event: sponsor nomination by moderator at the beginning and end of the event
- After show video: logo placement in intro and during the entire running time as well as advertisement breaker in a suitable position

Exclusive sponsoring
2.500 EUR / event

Non-exclusive sponsoring
1,500 EUR / event
Space Café WebTalk
“33 minutes with...”

Weekly format, hosted by spacewatch.global's CEO Torsten Kriening, with guests from space institutions, governments, organizations, agencies.

Host: Torsten Kriening, SpaceWatch.Global's CEO and Publisher, space industry expert. With decades of experience in high-tech industries, such as 3Com, SES, Lucent Digital Video, Bertelsmann and PTScientists, he brings his passion to the microphone.

Format: 33 minutes one-on-one personality interactive webtalk

Topics: space law, space policy, space technology, new space and everything that is great to talk about

Target audience: space industry, policy and law makers, agencies, students

Frequency: Weekly, Tuesdays at 4pm CET/CEST
Space Café Summit

Special format hosted by SpaceWatch.Global’s Editor-in-Chief Markus Payer, featuring top level guests and discussions.

- Host: Markus Payer – SpaceWatch.Global’s Editor-in-Chief. He worked many years as a journalist, editor and correspondent at German Frankfurter Allgemeine Zeitung and the international news agency Reuters. He managed communications in different industries, media, chemical and aerospace, including 15 years at the global satellite operator SES in Luxembourg and at the C-Band Alliance in Washington, DC. Markus is also Chair of the Asteroid Foundation in Luxembourg.

- Format: 75 minutes interactive webtalk with VIP’s, industry leaders, law and policy makers, academics in a fireside chat format.

- Topics: space safety and security, geopolitical topics, newspace, launch.

- Audience: space industry, policy and law makers, agencies.

- Frequency: quarterly on Thursdays at 4pm CET/CEST.
Space Café
Moriba’s Vox Populi

Bi-monthly format hosted by Prof. Moriba Jah with a special focus on space environment and sustainability.

Host: Prof. Moriba Jah, is an Associate Professor in Aerospace Engineering and Engineering Mechanics The University of Texas at Austin. Moriba came to UT Austin by way of the Air Force Research Laboratory and NASA’s Jet Propulsion Laboratory prior to that, where he was a Spacecraft Navigator on a handful of Mars missions. He is one of the global ambassadors for space safety and security.

Format: 75 minutes interactive webtalk with industry leaders, policy makers, environmentalists, academics

Topics: space environment, space safety, norms in space, space debris, space situational awareness, space traffic management

Target audience: space industry, policy and law makers, agencies, students

Frequency: Bi-monthly on Thursdays at 4pm CET/CEST
Space Café
Law breakfast with Steven Freeland

Bi-monthly format hosted by Steven Freeland about space law & policy.

Host: Steven Freeland is Professor of International Law at Western Sydney University, and also holds Visiting or Adjunct positions at various universities. He is a Director of the International Institute of Space Law, and a member of the Space Law Committees of the International Law Association and the International Bar Association. He has advised various Governments around the world on issues related to the national and international regulation of space activities and the development of a national space-industry strategy.

Format: 45 minutes interactive webtalk with a guest from space law or space policy community

Topics: space law, space policy updates and analytics

Target audience: space industry, policy and law makers, agencies, students

Frequency: Bi-monthly on Thursdays at 9am CET/CEST
Space Café Regional

Regional format hosted by SpaceWatch.Global members in local languages.

- Host: local SpaceWatch.Global representatives
- Format: 45 minutes interactive webtalk with a guest from the local space sector, held in the language of the region or in English
- Topics: space law, space policy updates and analytics
- Target audience: local space community people, students
- Frequency: bi-monthly, time tbd, based on time zone
Space Café Podcast

The Space Café Podcast brings our signature brand of engaging and relevant content from across the global space economy to you via an exciting new format. Together with award-winning Executive Producer, Markus Mooslechner (Terra Mater Factual Studios), our fortnightly podcast features highly interesting guests.

Each episode includes a review of important topics, as well as guest appearances and deep commentary from expert panelists from across the space sector.

Thanks to our global distribution partner, BookWire, the podcast is available on all major podcast platforms.

- sponsored content: editorial text for one of the regions, max. 1,000 characters
- banner format: 660px * 90px
- exclusive placement in category overview: at the start before content
- booking period: 3 months

Exclusive sponsoring:
3,500 EUR / issue
To learn more about advanced opportunities with SpaceWatch.Global contact:

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