



MEDIA KIT


INTRODUCTION

Hi.

Welcome to N2K Space. We've had the eyes and ears of aerospace and defense professionals and decision makers for nearly a decade.


We're the team who built the CyberWire—the world's largest strategic cybersecurity intelligence network—to over a quarter million listeners tuning in every month. We're taking what we learned from our [Signals & Space briefing](#) and have launched the only daily space intelligence podcast, ***T-Minus***, for the booming space industry. We hope you'll join us on this journey of growth and exploration.

Our existing audience includes:

 **30,000**
monthly downloads

 **13,000+**
newsletter subscribers

 **178**
countries reached

 **81%**
of our audience influences
the decision-making process

Your mission is our mission.

With over a decade of experience growing the largest B2B audio and intelligence network in cybersecurity, you can rely on us to deliver your message to the top leaders in the space industry. We want to share your voice with our established intelligence network trusted by marketers, business leaders, and senior government executives.

Your organization needs to reach the most influential professionals in the space industry.

N2K Space can help.



Grow your brand



Educate the industry

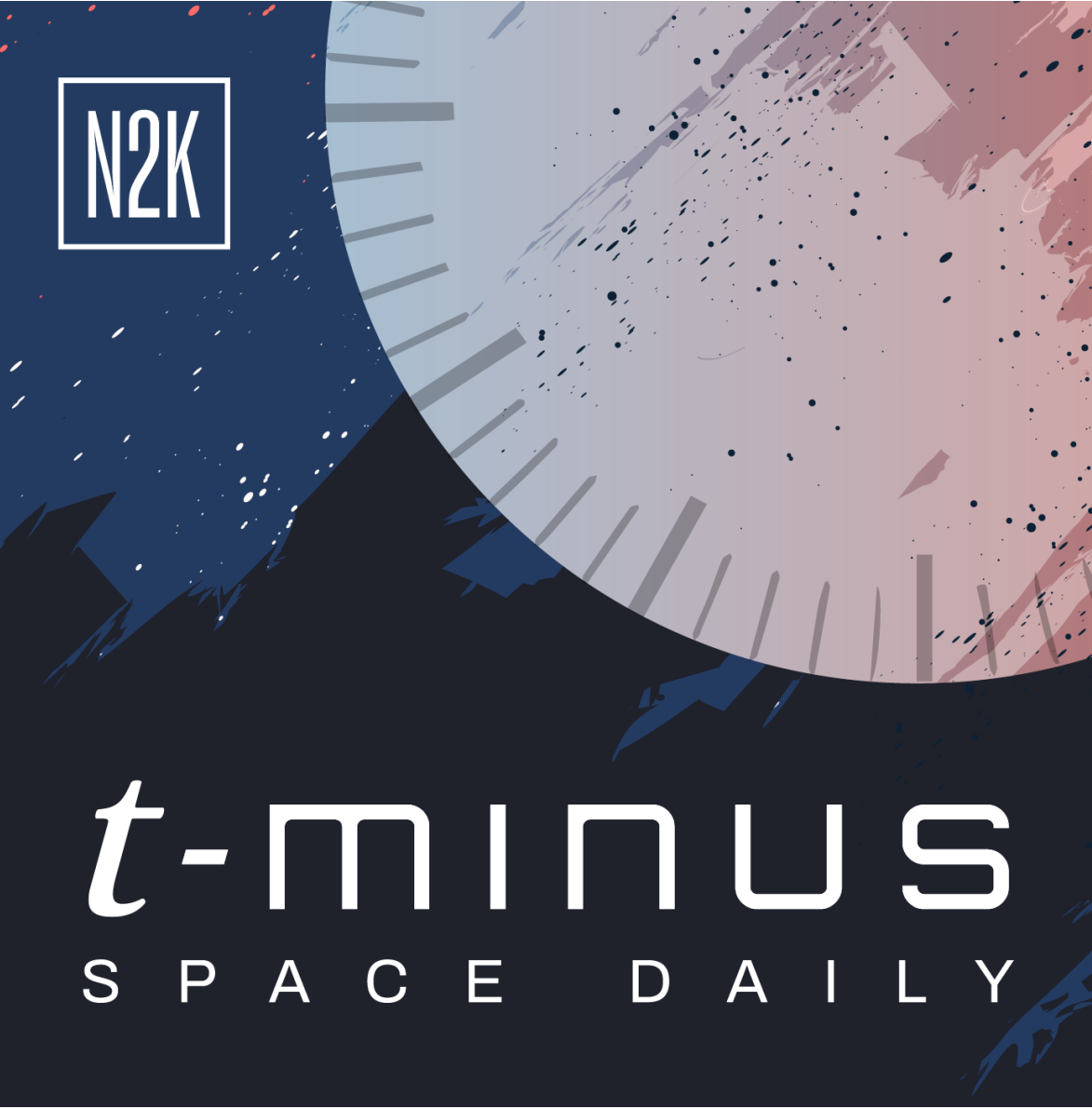


Generate leads



Attract top talent

T-MINUS SPACE DAILY PODCAST



T-MINUS TRAILER

EXPLORE T-MINUS

The only daily space intelligence podcast.

Every weekday, Maria Varmazis, the host of **T-Minus**, relays the latest news and insights along with leading experts from industry, academia, research organizations, government, and more. Join us daily in mission control to stay on top of the evolving space market as we help you separate the signal from the noise.



APPLE
PODCASTS



OVERCAST



GOOGLE
PODCASTS



SPOTIFY

Meet our host.



Maria Varmazis

Maria started her professional career in engineering school, later switching to journalism. She enjoys bringing both experiences to bear in her work. Most of her career has been in information security as a content and communications professional, translating the pressing issues of the day into actionable information for the security community. A lifelong space and astronomy enthusiast, she brings her passion for interviewing and storytelling to cover the burgeoning space industry.

Expect more of this content.



Interview with Master Gunnery Sergeant Scott Stalker from US Space Command on how the command is adapting to new challenges in the digital era of space operations and building the force to deter aggression.



Interview with Michael Madrid from Starfish Space, on in-space servicing, assembly, and manufacturing (ISAM) and Starfish Space's Series A fundraising round.



Interview with Chad Anderson of Space Capital, on the state of the space economy, venture capital, the unique challenges and opportunities for space businesses.

MARIA VARMAZIS

AUDIO EDITORIAL

T-Minus Industry Voices

Expand the reach and recall for your thought leadership and brand with large scale, multi-channel, dynamic messaging.

A 10- to 15-minute paid interview published as a *T-Minus* episode during the week. The topic and guest are chosen by the sponsor, and the host of T-Minus will conduct the interview.

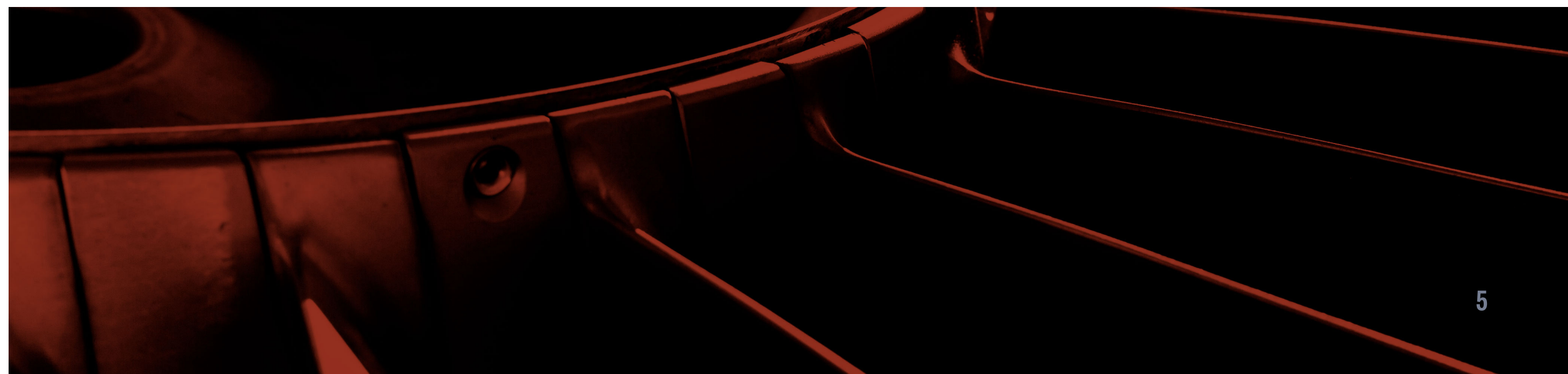
Price:

\$2,500 per Industry Voices package

SEE EXAMPLE

What's included:

- **60-second dynamic messages** delivered across the network to promote the full interview and your brand.
- **Episode page** on our website with your logo and message, show notes, transcript, and embedded episode player.
- We will provide you with the **embed code** for just the interview.
- We post to social media from our accounts with an embedded interview clip and **tag your accounts.**
- We post to social media from our accounts with a link to the **full episode** and tag your accounts.
- We will highlight the interview in our weekly **Signals and Space** email roundup.
- **Discount rate** for additional paid dynamic messaging in the network.



PARTNER PACKAGES

Are you ready to reach this audience with us? The N2K Space network has new sponsor opportunities available to spotlight your brand to the space industry’s decision-makers, subject matter experts, and future employees.

	BRAND	SUPPORTING	EPISODE
	\$15,000	\$8,000	\$900
Social Media Posts	✓		
60-second dynamic brand messages delivered in every daily episode during the sponsor period	✓ Pre-roll or mid-roll position in 2023	✓ 8 weeks of pre-roll or mid-roll position*	✓ 1 week of mid-roll or post-roll position*
Featured as a partner on the N2K Space website	✓ Brand Partner	✓ Supporting Partner	
Dedicated audio editorial episodes in 2023 editorial calendar. Sponsor selects SME and topic for a 10-15 minute interview to air as a special edition with 100% share of voice during episode	✓ 3 audio editorial episodes	✓ 1 audio editorial episod	
Banner ad placement in the Signals & Space newsletter with approximately 13,000 subscribers	4 weekly issues	2 weekly issues	
Discount on the purchase of future 60-second messages in the N2K Space and Cyber networks during 2023**	25%	25%	
Right of first refusal for podcast sponsorship in 2024 at a discounted CPM	✓	✓	

**Exact placement depends on inventory available.*
***Discount applies to future ad purchases during the 2023 calendar year.*

We can't wait to work with you.

Whether you still have questions, want to pitch a story, or talk about other ways we can partner with your organization, we'd love to hear from you.



EXECUTIVE PRODUCER

Brandon Karpf

space-producer@n2k.com

+1 (609) 647-9863

**For editorial suggestions,
please reach out to us at:**

space-editor@n2k.com

SALES | space-sales@n2k.com

Bennett Moe

bennett.moe@n2k.com

+1 (410) 220-5731

Catherine Murphy

catherine.murphy@n2k.com

+1 (312) 479-7203

Janene Daly

janene.daly@n2k.com

+1 (410) 212-2091

Nick Veliky

nicholas.veliky@n2k.com

+1 (410) 690-3420

CONTACT US