

February 2009 GovernmentExecutive.com Stats, Page 1



Unique Visitors¹	394,109
Twelve Month Running Average¹	388,877
Online Session Trends¹	
Total # of Sessions	946,208
Total # of Page Views	1,978,561
Total # of Page Views/Sessions	2.09
Total # of Sessions/Unique Visitors	2.40
Sections with Highest Average Session Time¹	
	Average Minutes
FedBlog	2:15
Career Center	1:51
GovernmentExecutive.com Homepage	0:59
Per Diems & Travel	0:59
Defense & Homeland Security	0:51
Stickiness of Website¹	
	Average Minutes
Average Time Per Session	5:06
Average Time per Page View	2:31
Nielsen US Average Duration of Web Page Views ²	0:50
Most Frequently Clicked Links from Homepage¹	
	Average Clicks
Pay and Benefits Section	20,520+
The Workforce Section	7,922+
Retirement Planning	7,827+

Analysis of Sessions on GovernmentExecutive.com		% of Total
Direct Load Sessions:	724,939	76.18%
Natural Search Sessions:	153,503	17.10%
Referring Site Sessions:	67,766	6.72%
Total Sessions	946,208	
% of Sessions generated from GovernmentExecutive.com emails:		20.35%

Visit www.GovernmentExecutive.com/mediakit or contact a member of the online team below to learn how GovernmentExecutive.com can meet your federal marketing needs!

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¹Coremetrics Reports, February 2009

²Nielsen/NetRatings, Unites States: Average Web Usage, Month of October, 2008, Work Panel Data

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Unique Visitors¹	394,109
Number of Page Views¹	1,978,561
Most Active Domains to Access Site¹	
.mil	28.52%
.gov	25.60%
.net	16.25%
.com	8.13%
Highest Traffic Areas (views)¹	
GovernmentExecutive.com Homepage	537,488
Pay and Benefits Section	40,561
FedBlog	28,135
eNewsletters	Subscribers²
GovernmentExecutive.com Today	90,568+
Homeland Security Week	48,921+
Management Agenda	51,317+
National Defense Week	39,892+
Week Ahead	78,312+
Workforce Week	44,847+
Nextgov.com Today	42,992+
Daily Columns (5)	211,943+

Leaderboard – 728x90 pixels
Rate: \$65 CPM (net) Run-of-Site

Block – 300x250 pixels
Rate: \$75 CPM (net) Run-of-Site

Tower – 300x600 pixels
Rate: \$75 CPM (net) Run-of-Site

File Formats: GIF, JPEG, Flash, Animated GIF
All files must be 75k or smaller

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²Omail/Omeda Reporting, February 2009