

GOVERNMENT EXECUTIVE MAGAZINE CITED AS TOP PERFORMER IN BUSINESS-TO-BUSINESS AD PAGE GROWTH IN 2009

Report from min's B2B Also Names Government Executive as Best Performing Government Title

WASHINGTON, D.C. — Government Executive Media Group announced today that its flagship magazine, *Government Executive*, has been ranked by *min's b2b* as the #1 performer in ad page growth among business-to-business (B2B) publications for the first half of 2009.

The rankings were released on August 10th by *min's b2b*, a publication of Access Intelligence LLC, and cover performance for the first six months of 2009 as compared to the same period in 2008. The report shows that nation-wide only six B2B titles showed positive growth in ad pages for the first half of 2009 compared to 2008. *Government Executive* led all titles with ad page growth of +14.50%.

The *min's b2b* study also compares performance among publications which specifically serve the government market, finding that *Government Executive* is the only government publication to post positive ad page growth in 2009. *Government Executive's* 14.5% contrasts with the overall sector's performance – a decline of -24.45% in ad pages. *Government Executive* is also the only government publication to grow ad page revenue this year.

"Our success on the business side starts with a deep commitment to understanding and engaging our audience of federal decision makers. We deliver reporting that is highly relevant and useful to them in their jobs – daily," said Matt Dunie, president of Government Executive Media Group.

Now in its 40th year, *Government Executive* magazine was recently cited as the #1 publication read by federal managers by independent research firm Market Connections, Inc. In its "Federal Media Habits & Marketing Study" conducted in 2008, Market Connections also found that *Government Executive* is the most read publication among members of the Senior Executive Service (SES) and those managers who report being involved in purchase decisions totaling \$1 million or more each year.¹

The performance of *Government Executive* magazine mirrors the publisher's strength online. GovernmentExecutive.com was cited by the Market Connections study as the #1 web site reaching top federal influencers, including SES members and those managers involved in purchasing decisions exceeding \$1 million per year.¹ The publisher has also seen dramatic growth on Nextgov.com, its new web site which covers the use of technology in solving business challenges faced by agency managers. In just over one year of existence, Nextgov.com is already the leading federal IT web site as measured by total visits per month, according to Compete.com, an independent web analytics provider.²

"As ad budgets tighten, federal marketers are becoming more analytical about their investments," said Hilery Sirpis, National Advertising Director for Government Executive Media Group. "We are seeing that when marketers look at the research available and consider the performance record of their marketing options, they conclude that *Government Executive*, *Nextgov* and our expansive research and events capabilities deliver the most effective federal marketing vehicles available."

About Government Executive Media Group

Celebrating its 40th year as the premier media resource for federal decision makers, Government Executive Media Group covers the entire spectrum of challenges confronting federal executives across the government. Its portfolio includes the #1 publication read by federal managers, the #1 federal web site, a popular events program and a growing research division. Government Executive Media Group also produces Nextgov.com, the rapidly growing online home for the federal IT community. For more information, visit www.GovernmentExecutive.com/mediakit.

Contact: Will Colston 202.266.7423

¹ Market Connections, Inc., 2008.

² Compete.com, July 2009.

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