

GOVERNMENT  
**EXECUTIVE**  
MEDIA GROUP

# RISE

ABOVE THE  
**NOISE**

CAPABILITIES OVERVIEW/ 2011

"My most relevant source on the heartbeat of government."

—DEPUTY DIRECTOR, DEPARTMENT OF DEFENSE

# PRINT

The must read for federal decision makers

## UNMATCHED FEDERAL REACH

**77,236**

QUALIFIED SUBSCRIBERS<sup>2</sup>

**300,000+**

AVERAGE ISSUE AUDIENCE<sup>3</sup>

**69,081**

QUALIFIED FEDERAL SUBSCRIBERS<sup>2</sup>

**95%**

REACH TOWARD THE SENIOR EXECUTIVE SERVICE (SES)<sup>4</sup>



Government Executive magazine is the #1 publication read by federal managers, including members of the Senior Executive Service (SES) as well as managers who have purchasing involvement of at least \$1 million per year—the true decision makers in the federal government.<sup>1</sup>

## REACHING THE KEY FEDERAL PURCHASING DECISION MAKERS

Subscribers involved in purchase of goods & services<sup>5</sup> **76%**

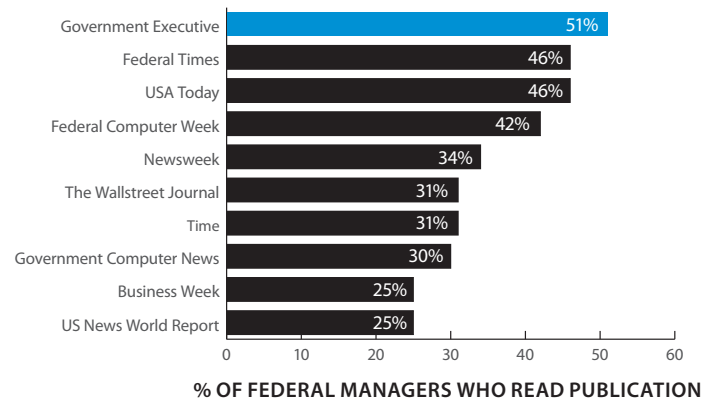
Average annual purchasing involvement of subscribers<sup>5</sup> **164.7 MILLION**

## DEEP READER ENGAGEMENT

Subscribers reading at least half of our issues<sup>5</sup> **99%**

Average time readers spend with each issue<sup>5</sup> **47 MINS.**

## THE NUMBER ONE<sup>1</sup> PUBLICATION READ BY FEDERAL MANAGERS



# CUSTOM SOLUTIONS

Government Executive's custom marketing solutions provide you the power to create the specific marketing vehicle that works exclusively for your organization.

## CUSTOM PRINT

Looking to rise above the noise? Try a custom print solution which leverages the #1 magazine read by federal managers and reaches over 300,000 readers every issue.

## CUSTOM EVENTS

Our dedicated events team offers deep expertise in developing, marketing and executing compelling executive briefings, webinars, focus groups and more.

<sup>1</sup> Market Connections, Inc., 2009-2010.

<sup>2</sup> BPA Worldwide, June 2010.

<sup>3</sup> BPA Worldwide, June 2010 & Signet Research, 2010. (pass-along rate of 2.9 readers per copy).

<sup>4</sup> BPA Worldwide Statement, June 2010 & OPM, 2010.

<sup>5</sup> Signet Research, 2010.

"[GovExec.com] keeps me plugged in every day. Essential to my job."

- PROGRAM MANAGER, VETERANS AFFAIRS

"You need to start reading Nextgov regularly."

- CRAIG NEWMARK, FOUNDER OF CRAIGSLIST

# ONLINE

The most powerful online federal marketing platform available

Our websites, eNewsletters and related digital products offer industry-leading marketing capabilities to reach the most powerful online federal audience available.

LEAD GENERATION  
FEDERAL BRANDING  
TOPIC OWNERSHIP  
AGENCY TARGETING  
SOCIAL MEDIA

AUDIENCE ENGAGEMENT  
THOUGHT LEADERSHIP  
CUSTOM MICROSITES  
E-NEWSLETTERS

## GOVERNMENT EXECUTIVE.com

Delivering streaming news and analysis on the complete spectrum of federal management issues. The #1 website visited by federal managers with annual purchasing influence of \$1 million or higher.<sup>1</sup>

# #1

### FEDERAL NEWS WEBSITE

REACHING THE LARGEST ONLINE AUDIENCE OF FEDERAL DECISION MAKERS AVAILABLE<sup>1</sup>

Monthly page views (approx.)<sup>2</sup> **2.4 MILLION**

Monthly unique visitors (approx.)<sup>2</sup> **440,000+**

% of visitors who are Federal employees<sup>4</sup> **85%**

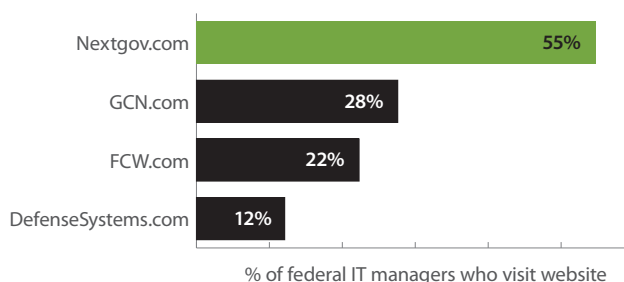
## nextgov

The online meeting place for government and industry managers to read the latest news & discussions and to share insights on successfully deploying IT to achieve agency missions.

# #1

### FEDERAL TECHNOLOGY WEB SITE<sup>3</sup>

THE LEADER IN REACHING FEDERAL IT MANAGERS<sup>1</sup>



### CUSTOM MICROSITES

We built the #1 federal web site; let us use our expertise to build powerful custom microsites and tools to promote your content and drive leads.

### CUSTOM RESEARCH

Our research intelligence division can help you create and distribute insightful research and analysis that will help you position your company as a thought leader.

### MARKETING SERVICES

Leverage our federal marketing experience to maximize ROI on your campaigns. Available services include content development, ad creation, PR and more.

<sup>1</sup> Market Connections, Inc., 2009-2010.

<sup>2</sup> Omniture Reports, November 2010.

<sup>3</sup> Compete.com, 2010 & Market Connections, Inc., 2009-2010.

<sup>4</sup> Signet Research, August 2010.

# EVENTS

Delivering the highest quality federal audiences in the market



Our dedicated events team will produce over 80 events in 2011, including executive briefings, technology forums, best practices conferences and a full slate of federal

webinars. Each event provides powerful lead generation and branding opportunities toward federal decision makers.

*"By far the best conference I've attended over my 25 year federal career."*

—SES MEMBER U.S. TREASURY

## 90% OF ATTENDEES ARE FEDERAL MANAGERS<sup>1</sup>

### EXCELLENCE IN GOVERNMENT

The premier conference dedicated to federal management best practices. In 2011, we will produce three 1-day events delivering practical educational programs for 400-500 senior executives per event.

### LEADERSHIP BRIEFINGS

The prime setting to reach federal decision makers interested in specific topics. These popular events feature on average 125-150 federal executives engaging in conversation with prominent guests on timely federal issues. Held at the National Press Club in Washington, D.C.

### CYBERSECURITY INSIDER SERIES

Produced in partnership with the SANS Institute, these executive briefings feature top federal insiders discussing the latest issues and forces shaping cybersecurity.

### EDITORIAL WEBINARS

Focused hour-long online conferences with experts on key federal issues. Webinars offer cost-effective positioning and lead generation toward a nationwide audience of federal managers.

### CUSTOM EVENTS

Our experienced events team will tailor a live or online event to match your specific marketing objectives. We deliver your target audience to a premium event powered by our best-in-class event capabilities including program development, audience marketing, logistics management, PR outreach, post-event lead nurturing and more.

<sup>1</sup> Government Executive Media Group live event registration data, 2010.

# WHY GOVERNMENT EXECUTIVE MEDIA GROUP?

## THE ESSENTIAL FEDERAL MARKETING PARTNER

By delivering the largest audience of federal decision makers combined with industry leading marketing services, Government Executive Media Group is the essential marketing partner for companies seeking federal business. Only Government Executive Media Group can provide:

# #1

## ACROSS THE BOARD

### PRINT

The #1 magazine read by federal managers (*Government Executive*)<sup>2</sup>

### ONLINE

The #1 federal news web site (*GovernmentExecutive.com*)<sup>3</sup>  
The #1 federal IT web site (*Nextgov.com*)<sup>3</sup>

### EVENTS

Over 80 engaging events which attract the highest quality federal audiences

### RESEARCH

Government Business Council - the gold standard in research-based thought leadership programs

### THE DEEPEST FEDERAL REACH AVAILABLE

interacting with over 400,000 federal managers every month<sup>1</sup>

### #1 IN ENGAGING THE TRUE DECISION MAKERS

reaching the most managers with purchasing involvement of \$1 million or more, including 95% of the Senior Executive Service<sup>2</sup>

### THE MOST TRUSTED EDITORIAL ENVIRONMENT<sup>2</sup>

unmatched credibility built through 40 years of commitment to the federal audience

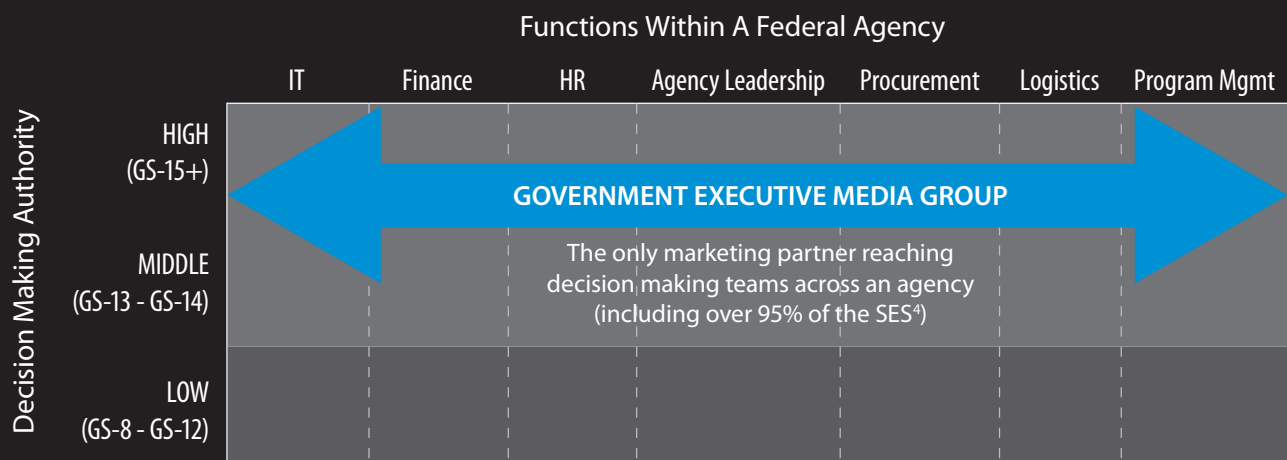
### THE MOST COMPLETE SET OF MARKETING CAPABILITIES

enabling marketers to reach any segment of the federal audience with any objective

### INNOVATIVE CUSTOM SOLUTIONS

designed to help your company break through the noise and engage and cultivate your target audience directly

## REACHING THE FULL DECISION MAKING TEAM



<sup>1</sup> Publisher's own data, 2010.

<sup>3</sup> Compete.com, 2010 & Market Connections, Inc., 2009-2010.

<sup>2</sup> Market Connections, Inc., 2009-2010.

<sup>4</sup> Market Connections, Inc., 2009-2010, BPA Worldwide, December 2009, & OPM, June 2009.

*"It was a pleasure working with the insightful team – not only did we learn more about our market, but we were able to gather and share best practices with the federal management community. We will be leveraging this report for years."*

– GBC CLIENT

## RESEARCH

Developing credible, break-out thought leadership programs

Our research intelligence division, Government Business Council (GBC), will help your company demonstrate its thought leadership through quantitative data and intelligent analysis. Leveraging Government Executive's unmatched credibility and reach, we will partner with you to design insightful research that highlights your competitive advantage in a crowded market - then deliver the results directly to agency decision makers.

### UNMATCHED CAPABILITIES

- Exceptional **market knowledge**
- **Unmatched reach** toward federal decision makers
- **Dedicated research team** with expertise in federal analysis
- **Turn-key solutions** with dedicated project management
- Outstanding **content delivery capabilities** via print, online & events

### RECENT CLIENTS

ACCENTURE

BOOZ ALLEN HAMILTON

CISCO

HP

IBM

MICROSOFT

RED HAT

DELOITTE

CDW-G

ADOBE

INTEL

NORTHROP GRUMMAN

ORACLE

**THOUGHT  
LEADERSHIP**