



DIRECT EMAIL MARKETING TO THE HIGHEST QUALITY FEDERAL AUDIENCE IN THE MARKET

For the first time ever, Government Executive Media Group is providing limited use of our powerful email marketing lists.

On a strictly limited basis, *Government Executive* will approve and help deploy direct email campaigns to segments of our federal subscriber base. Comprised of 100% opt-in subscribers, these lists feature highly-interested federal influencers in categories such as:

- Agency Leadership
- Department of Defense
- Federal Technology Products & Services
- Human Capital/Training Services
- Consulting Services

HARNESS THE POWER OF OUR UNMATCHED FEDERAL AUDIENCE

This is your opportunity to leverage the marketing power of *Government Executive* to place your message directly in the inbox of our powerful federal subscribers. Thousands of federal managers join Government Executive's lists each month, ensuring that attentive, engaged users are viewing your email.

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.¹ Working with *Government Executive*, you will reach the decision making class in government:

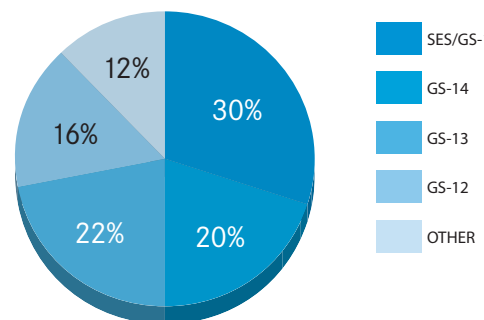
- % of the Senior Executive Service who subscribe to *Government Executive* **95%**²
- % of subscribers directly involved in the purchase of goods and services **75%**³
- Average annual purchasing involvement of subscribers **\$176M**³

MARKETING BENEFITS

- Direct use of the highest quality list in the market—100% qualified federal subscribers to *Government Executive* magazine
- Maximum efficiency via targeted lists in key purchase categories
- List usage strictly limited to maintain high engagement levels
- All recipients are opt-in, ensuring complete CAN-SPAM compliance and high interest levels
- Easy, turn-key program, including list pull, email testing and full deployment
- Post campaign analytics reporting, including open and click-through rates and heat map showing how recipients interact with your content (e.g. where they click)

**NEED EMAIL DESIGN HELP?
SEE BACK FOR DETAILS.**

Government Executive Federal Subscribers⁴



2011 OPENINGS FOR DIRECT EMAIL CAMPAIGNS ARE HIGHLY LIMITED. RESERVE YOUR SPOT TODAY.

¹Market Connections, Inc., 2011
²BPA Worldwide, June 2010 & Signet Research, 2010
³Signet Research, 2011
⁴BPA Worldwide, June 2011

PROGRAM DETAILS:

- To protect and preserve our audience, email deployments will be strictly limited.
- You may select one of six available targeted lists of opt-in federal subscribers, subject to availability.
- Client will provide HTML and subject line for the send; the “from” will be the client’s company name.
- *Government Executive* will review and must approve all copy before sent.
- *Government Executive* will provide a current, high-quality federal list from our subscriber database based on the category selected.
- A test send will be deployed to your company’s representative for approval before email is deployed.
- *Government Executive* will deploy the email campaign at a date and time mutually agreed upon.
- You will receive a full analytics report on your campaign, including open rates, click through rates, and heat map showing exactly where recipients clicked on your email content.

AVAILABLE LISTS

TARGETED LISTS				
AGENCY LEADERSHIP	QUALITY		QUANTITY PER EMAIL	INVESTMENT
GS-15 & SES	SES-27% GS-15-73%		5,000	\$10,000
GS-11, GS-12, GS-13, GS-14	GS-14-30% GS-13-37% GS-11/GS-12-33%		7,500	\$7,500
FUNCTIONAL LEADERSHIP	QUALITY		QUANTITY PER EMAIL	INVESTMENT
FEDERAL TECHNOLOGY INFLUENCERS/PURCHASERS	SES-7% GS-15-20% GS-14-19%	GS-13-21% GS-11/GS-12-16% Other-17%	5,000 10,000	\$7,500 \$10,000
DEPARTMENT OF DEFENSE LEADERSHIP	Joint Command-15% Air Force-20% Army-36%	Navy-23% Marines-4% Other-2%	5,000 10,000	\$5,000 \$10,000
HUMAN CAPITAL/ TRAINING PURCHASERS	SES-6% GS-15-16% GS-14-19%	GS-13-21% GS-11/GS-12-17% Other-21%	4,500 9,000	\$4,500 \$9,000
CONSULTING PURCHASERS	SES-9% GS-15-22% GS-14-19%	GS-13-19% GS-11/GS-12-12% Other-19%	7,000	\$7,000

CUSTOM EMAIL DESIGN AND DEVELOPMENT

Need help creating your email? *The Government Executive* marketing team has deep expertise in designing and developing creative, compelling and effective email communications for the federal audience. You provide draft content and logos; we produce complete, world-class HTML email ready for deployment.

INVESTMENT: \$5,000 incremental to campaign (requires minimum email list purchase of \$10,000)

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For more information, contact your account director or Hilery Sirpis at 202.266.7332 or hsirpis@govexec.com

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