

Government Executive eNewsletters reach more federal managers than those from any other media source¹. Our eNewsletters provide an outstanding opportunity to reach a highly-targeted and engaged audience to:

- Generate qualified leads
- Attract registrants for your events and seminars
- Promote whitepapers
- Drive traffic to your website

Deliver your message directly to the inbox of opt-in subscribers who receive focused eNewsletters dedicated to topics such as technology, defense, homeland security, human capital, management and more. Plus, GovExec.com's Synchronized Content feature allows you to deliver your message in both an eNewsletter and the related editorial stories on GovExec.com, the #1 website visited by federal decision makers.¹

MARKETING BENEFITS

- Efficient messaging to a targeted audience interested in your topic area
- Reach toward our most-engaged readers—all subscribers are opt-in
- High visibility through 2 prominent ad placements in each eNewsletter

TODAY'S NEWS AND PRINT PREVIEW

DATE	SUBSCRIBERS ²	EDITORIAL DESCRIPTION
GOVEXEC TODAY <i>Monday - Friday</i>	129,000+	<i>GovExec Today</i> features the day's top stories from GovExec.com and a link to <i>National Journal's</i> Earlybird headline service. This service includes a weekly roundup of top headlines and a look at upcoming events.
NEXTGOV TODAY <i>Monday - Friday</i>	61,000+	<i>Nextgov Today</i> provides the top technology stories of the day and news alerts from Nextgov.com.
GE PREVIEW <i>Prior to Each Issue</i>	55,000+	<i>GE Preview</i> is delivered to print subscribers prior to each issue mailing, and delivers an exclusive "sneak peek" at the features and columns appearing in our upcoming issue. This popular eNewsletter reaches our most engaged print readers.

HUMAN CAPITAL

DATE	SUBSCRIBERS ²	EDITORIAL DESCRIPTION
PAY & BENEFITS WATCH <i>Thursday</i>	90,000+	<i>Pay & Benefits Watch</i> covers the latest news on the world of pay and benefits, from salaries to the Thrift Savings Plan, health insurance and more.
RETIREMENT PLANNING <i>Friday</i>	84,000+	<i>Retirement Planning</i> provides insight on preparing for life after government from Tammy Flanagan, senior benefits director at the National Institute of Transition Planning.
WORKFORCE WEEK <i>Monday</i>	68,000+	<i>Workforce Week</i> focuses on the pay, benefits, hiring and human capital management issues that affect every employee, manager, and executive in the federal government.

¹Market Connections, Inc., 2011. ²Circulation based on 3 month average, Nov. 2011-Jan. 2012.

MANAGEMENT & POLITICS

DATE	SUBSCRIBERS ²	EDITORIAL DESCRIPTION
MANAGEMENT AGENDA <i>Tuesday</i>	59,000+	<i>Management Agenda</i> provides in-depth coverage of agencies' efforts to improve workforce management, fix financial problems, launch e-government initiatives, put federal jobs up for competition, and link performance to budgets.
MANAGEMENT MATTERS <i>Wednesday</i>	52,000+	<i>Management Matters</i> covers guidelines and advice on how to be a better federal manager and implement best practices.
ON POLITICS <i>Tuesday</i>	38,000+	<i>On Politics</i> provides readers with expert politics analysis from Charlie Cook, the political guru of our sister publication, <i>National Journal</i> .

TECHNOLOGY

DATE	SUBSCRIBERS ²	EDITORIAL DESCRIPTION
WIRED WORKPLACE <i>Monday</i>	16,000+	<i>Wired Workplace</i> features issues facing federal employees in an increasing mobile and technology-focused workplace.
NEXTGOV IT SECURITY <i>Wednesday</i>	24,000+	<i>Nextgov IT Security</i> provides subscribers with headlines on IT Security from Nextgov.com and around the web.
NEXTGOV HEALTH IT <i>First & Third Tuesday of Each Month</i>	19,000+	<i>Nextgov Health IT</i> keeps readers up to date on the most current critical challenges in health technology policy and implementation.
NEXTGOV MOST POPULAR <i>Friday</i>	67,000+	<i>Nextgov Most Popular</i> provides a weekly roundup of all the most read and most e-mailed articles from Nextgov.com.

DEFENSE

DATE	SUBSCRIBERS ²	EDITORIAL DESCRIPTION
NATIONAL DEFENSE WEEK <i>Thursday</i>	44,000+	<i>National Defense Week</i> reports on the management of the Defense Department and the operations of the military services, focusing on how uniformed military service members, Defense Department civilians and the defense industry work together to defend the United States.
HOMELAND SECURITY <i>Wednesday</i>	50,000+	<i>Homeland Security</i> reports on the most pressing domestic security issues facing the federal government, as well as the government's efforts to ensure the security of the United States. It features news from <i>Government Executive</i> and other <i>National Journal</i> publications.
DEFENSE IT: WHAT'S BREWIN' <i>Monday</i>	40,000+	<i>Defense IT: What's Brewin'</i> provides a look inside the world of defense information technology through the lens of veteran reporter Bob Brewin.

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