

Ready to Take Center Stage: The New *Government Executive*

Leading federal media resource¹ launches next generation information platform for influentials in government

WASHINGTON, D.C. – Spurred by its recent record-breaking performance and the ongoing federal government transformation, Government Executive Media Group announced today that it is launching a redesigned media portfolio, beginning with the introduction of a newly designed magazine in October, 2011.

As the complexity and visibility of federal management issues have risen over the past two years, *Government Executive* has seen dramatic growth in readership. Federal managers are turning to *Government Executive* for help in understanding the constantly changing environment and the latest solutions and best practices for driving performance.

Through the redesign, *Government Executive* intends to create the next generation information platform serving influentials in government, including members of the cross-functional teams within each agency who collaborate to make the key business decisions. In addition to an intensified editorial approach, the new magazine will feature refreshed branding and a cleaner, more contemporary design developed by Pentagram, a world-class New York design firm whose other recent projects have included redesigns of the *Atlantic*, *National Journal*, *Time*, *Money*, and *New York* magazines.

“The pressure on federal managers and executives is more intense than ever. There is so much noise out there – mandates, regulations, new initiatives, budget battles – and understanding and navigating this complex terrain is more difficult than ever,” said Tom Shoop, V.P. and Editor-in-Chief, Government Executive Media Group. “There is no better time for the media company who understands federal managers best to invest in world class editorial to help them to do their jobs better.”

The redesign comes at a time when Government Executive Media Group is seeing record levels of engagement across its portfolio, including its magazine. Subscription applications are rising and readers are increasingly passing along magazine copies to colleagues - resulting in an average issue audience of over 350,000 readers.² *Government Executive’s* core subscriber base continues to lead the market in comprising the key influencers in government, including over 95% of the Senior Executive Service.³

At the same time, Government Executive’s other business lines are seeing explosive growth. In the first half of 2011, web traffic jumped 49% from 2010 levels while newsletter subscriptions increased by 29%. Government Executive also produced 60% more events in the first half of 2011 than the year prior. In June 2011 alone, the publisher broke revenue records for both its digital and events business lines. In addition, research division Government Business Council is continuing its 3-year growth explosion by tracking toward 46% growth in 2011.

“As the transformation of government takes center stage, our media team is elevating our leadership role with an exciting new contemporary design,” said Peter Goldstone, President of Government Executive Media Group. “We are in a significant time of investment here at Government Executive as we strive each day to fulfill the information requirements of our important audience.”

Following the magazine relaunch in October, Government Executive Media Group will roll out new designs across its portfolio, including its cornerstone web site GovExec.com, its technology platform, Nextgov.com, its research division, Government Business Council, and the premier best practices conference series, Excellence in Government.

About Government Executive Media Group

As part of Atlantic Media Company and together with sister publications *The Atlantic* and *National Journal*, *Government Executive* is dedicated to the mission of “informing and challenging the national discourse” through serving federal managers and executives across government. Government Executive Media Group is the #1 media resource for federal decision makers and the essential marketing partner for companies seeking business with federal civilian and defense agencies. By delivering the largest audience of federal decision makers combined with industry leading marketing services, Government Executive Media Group is uniquely capable of helping companies achieve breakthrough business results in the federal market. For more information about Government Executive Media Group, visit www.GovernmentExecutive.com/mediakit.

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¹Market Connections, Inc., 2011; ²BPA Worldwide & Signet Research, Inc., 2011; ³BPA Worldwide & OPM, 2011.