

The New *Government Executive* Magazine Is Here!

Leading federal resource “doubling down” on commitment to federal managers

WASHINGTON, D.C. – Government Executive Media Group, a division of Atlantic Media Company, this week announced the launch of its redesigned flagship publication, *Government Executive* magazine.

Highlights of the magazine redesign include:

- A fresh, contemporary look designed by Pentagram, a world-class New York design firm.
- A clean, re-organized structure designed to deliver both comprehensive coverage of pressing federal issues as well as distinctive, useful insights.
- A new Advice and Comment section bringing together hands-on pieces for federal managers.
- The debut of a new feature, Thinking Ahead, focusing on a leading-edge innovator in government.
- Seamless integration with Government Executive Media Group’s online, events and research efforts, including new sections highlighting features on GovExec.com and Nextgov.com.

The October launch issue exemplifies *Government Executive’s* commitment to elevating the dialogue surrounding government by examining the theme of excellence in government: how it’s been accomplished in the past, how it can be achieved in the future, and the people who can show us the way.

“At a time of great debate about the role of government, we’re doubling down on our efforts to provide the most trusted information resource in the market for federal managers,” said Tom Shoop, Editor in Chief, Government Executive Media Group. “From our perspective, our readers – the senior leaders in government – face the most complex management issues in the nation as they are responsible for leading organizations with exceptionally challenging and important missions.”

Features in the October issue include:

- Federal management expert Paul C. Light of New York University outlines a path forward for managers and executives in these troubled times. There’s a way to achieve a government that delivers more value for the money taxpayers have invested, he writes, and it focuses on three areas: accountability, effectiveness and productivity.
- The results of a reader poll, conducted in cooperation with Government Business Council, on government’s greatest accomplishments in recent decades and greatest challenges for the future.
- Profiles of some of the greatest civil servants of the past century and some up-and-coming leaders who are blazing the trail toward future success.

All of these stories, as well as the rest of the issue, are available to read now via a new digital edition of the magazine – [click here to access](#).

In 2012, Government Executive Media Group will roll out more redesigns across its portfolio, including its cornerstone web site, GovExec.com, its technology platform, Nextgov.com, its research division, Government Business Council, and the industry-leading best practices conference series, Excellence in Government.

“The launch of our new magazine kicks off a new era of investment for Government Executive Media Group,” said Peter Goldstone, President of Government Executive Media Group. “We are accelerating our efforts to build the next generation resource – across digital, print, events and research - for decision makers in government.”

About Government Executive Media Group

As part of Atlantic Media Company, *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 makers¹ 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.GovExec.com/mediakit.

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¹Market Connections, Inc., 2011.