A NEW FOCUS

Governing: The Future of States and Localities takes on the question of what state and local government looks like in a world of rapidly advancing technology.

The accelerating rate of change in technology is escalating disruption in foundational systems including finance, communication, transportation, labor, manufacturing, media, education and politics. Beyond that, we face consequential challenges to our notions of privacy, security, equity and perhaps the very nature of democracy and civil society.
We are launching the new Governing as a resource for elected and appointed officials and other public leaders who are looking for smart insights and a forum to better understand and manage through this era of change.
It is not our aim to write about how state and local governments are using technology. Our sister site, Government Technology, does a great job of that. Our beat is the collision of technology and society and the fallout consequences, intended and unintended, that confront public leaders and increasingly influence their policy, legislation and strategies to govern.

The scope of topics we will cover are as broad as the challenges we face:

- ARTIFICIAL INTELLIGENCE
- PRIVACY
- BIG DATA
- SECURITY
- WORK
- URBAN PLANNING
- FINANCIAL SYSTEMS
- AND MORE

governing.com
To tell this important story our team will include great journalists, but we will also hear from historians, ethicists, urban planners and others who can give context to our times and help our readers “see around the corners” of the future.
Position your message alongside timely, digital content.

3.5M
Annual Unique Visitors

Sponsored Content & Demand Generation
- Topical Channel Sponsorships
- Client-Supplied Sponsored Articles
- Custom Microsites
- Client-Asset Hosting (CPL)
NEWSLETTERS

Drive leads with sole-sponsored newsletters, delivering your message to hard-to-reach, targeted audiences.

90K Newsletter Subscribers

Sole-Sponsored Newsletters to Drive Leads
- Governing Daily / 85,000 / Daily
- Future of Finance / 20,000 / Every Other Week
- Future of Security / 20,000 / Every Other Week
- Additional topics available.

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CUSTOM CONTENT

Great Content Marketing = Powerful Sales Results

Custom Content Solutions:
- Issue Briefs
- White Papers
- Infographics
- Handbooks
- Case Studies
- Executive Q&As
- Webinars
- Custom Websites

Source: Govtech Navigator
At just under 10% of annual U.S. GDP, it’s one of the largest segments of the U.S. economy.

<table>
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<th>Sector</th>
<th>Contribution</th>
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<tr>
<td>Manufacturing</td>
<td>17.1%</td>
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<tr>
<td>Information</td>
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<tr>
<td>Retail Trade</td>
<td>9.6%</td>
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<tr>
<td>State &amp; Local Government</td>
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<tr>
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Source: www.bea.gov, 2012, Not Complete List ≠ 100%
Join us on our journey through this new era of change.

For more information, contact Arlene Boeger at aboeger@governing.com or 916.932.1315.