Reach state and local executives and policy makers by positioning your message alongside job-critical news, insight and analysis.

DIGITAL SPONSORSHIP OPPORTUNITIES:

Banner Advertising

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

Sole-Sponsored Newsletters to Drive Leads
- Governing Daily: Scan the day’s headlines, as well as original and breaking news of special interest to state and local government readers. 79,000 subscribers / daily
- Future of Finance: From government funds to cryptocurrencies, muni bonds to opportunity zones, pay-as-you-go to long term financing, direct taxation to P3s, and the intersection of fintech and fiscal policy. 24,000 subscribers / 2x per month
- Future of Security: Prevent, protect, detect critical infrastructure and data in rapidly changing threat environment, including policy innovations and implications around interplay among levels of government. 21,000 subscribers / 2x per month
- Future of Work: Automation and AI are expected to both displace routine work and create specialized work. Includes workforce and gig economy policy issues. 13,000 subscribers / monthly
- Future of Community Design: Thinking through and solving challenges faced in building economically and socially robust communities; overcoming constraints in conceiving, investing in and building their future. 16,000 subscribers / monthly

AUDIENCE:

- EXECUTIVE & COMMAND
  Governors, Lieutenant Governors, Mayors, County Executives, Cabinet Officials, Secretaries, Commissioners

- POLICY MAKERS
  All Members of Congress, Legislators, Council Members

- EXECUTIVE MANAGEMENT
  City Managers, Agency & Department Heads

- PUBLIC FINANCE
  Treasurers, CFOs, Budget Directors, Auditors

FOR UNDERWRITING OPPORTUNITIES,
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