

7.5M

Annual Unique
Visitors

10.5M

Annual
Page Views

800K

Average Monthly
Page Views

600K

Monthly
Visitors

90K

Newsletter
Subscribers

95K

Social Media
Followers



Governing.com gives your message powerful visibility with state and local executives and policy makers who rely on its first-hand 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. *78,000 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 / weekly*
- **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. *12,000 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, CONTACT:

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