GOVERNING
THE FUTURE OF STATES AND LOCALITIES
governing.com
Who We Are

Published since 1987, Governing is a trusted source for elected, appointed and other public leaders looking to manage the present and anticipate the future of state and local government.
Our Mission & Vision

Today’s state and local leaders govern during a period of dramatic shifts in technology, demography, the environment and the economy that are driving societal transformation. *Governing: The Future of States and Localities* takes on the question of what state and local government looks like in this world of rapid change.

Our mission is to be a reliable and essential resource to help public leaders successfully navigate these emerging challenges and dynamics.
e.Republic’s brands reach the full spectrum of public-sector IT decision-makers and influencers. Governing’s readers set the priorities, decide the strategies and budgets and manage the programs involving more than $3 trillion in annual spending by more than 15 million state and local government employees.
Our Audience

76% of Governing’s audience work in the public sector

55% of Governing’s audience are elected and senior government officials

Branch of Government

- 70% state/local government
  - State: 20%
  - County: 16%
  - Municipal: 31%
  - Special District: 3%
- 2% Federal government
- 23% private sector
- 4% education
- 1% other

Our Audience:

- Mayors
- Legislators
- Treasurers
- City Managers
- Chiefs of Staff
- Finance Directors
- CIOs
- CTOs
- CAOs
- Policy Analysts
- City/County Commissioners
- Public Works Directors
- Superintendents
- City/County Administrators
- Public Safety Officials

Source: Publisher’s own data, June 2021
## Our Beats

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Our Journalists

Governing has assembled a team of experienced journalists, policy experts, historians, scholars and former public officials. Together, they offer an intelligent take on the operational, policy and ethical implications of these societal changes on state and local government found nowhere else.
Our News Makes the News
“Just wanted to drop you a quick note that you hit this article spot on. I just printed it up to help me craft my Opening Day speech at the Hawaii State Legislature.”

- Della Au Belatti, (D)
  Majority leader of the Hawaii House

“Thanks again for all your hard work on that article. I just forwarded it to [US Education] Secretary Cardona since I wanted to make sure he saw it.”

- Hedy Chang, Executive Director, Attendance Works

“This is a great article. Beautifully written and thought-provoking, especially for educators.”

- Tony Knight, Superintendent, Oak Park USD

“... just want to congratulate you on the well done article on Judge Miskel. These articles are not easy to write in the detail that you provided.”

- James McMillan, National Center for State Courts

“Fantastic article! Will be pulling quotes and highlights from this for several months. Spot on!”

- Alec Mackie, California Water Environment Association
Our Platform

Governings's trusted information platform includes:

- **WEBSITE**
- **NEWSLETTERS**
- **CUSTOM CONTENT**
- **WEBINARS**
Governing.com gives your message powerful visibility with state and local executives and policy makers who rely on its first-hand insight and analysis on such issues as public finance, transportation, economic development, education, infrastructure, the environment and technology.

5.3M
Annual Unique Visitors

7.8M
Annual Page Views

650K
Average Monthly Page Views

440K
Monthly Visitors

99K
Newsletter Subscribers

95K
Social Media Followers

Source: Publisher’s own data; November 2021
Opt-In Newsletters

**Governing Daily / 75,000 subscribers**

**Topical newsletters:**
- Future of Finance / 2x Month / 23,000
- Future of Security / 2x Month / 19,000
- Future of Work / Monthly / 12,000
- Future of Community Design / Monthly / 16,000

**Deliverables:**
- 2 dedicated and exclusive content sections with 2 links each (4 total)
- Optimal tactic for driving quality traffic to landing pages
- Up to 88,000 opt-in subscribers per issue

**22%**
**Average Open Rate**

**75K**
**Newsletter Subscribers**

= **INCREDIBLE REACH**

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*A benchmark = 15% open rate
Source: Publisher’s own data, May 2021*
Standard and High Impact Banners

- IAB standard 640x480, 970x250 and 300x250
- CPM basis in even rotation with other advertisers
- ROS, gee-targeted and contextual placements available
Content Syndication

We’ll host your gated assets in our libraries, where they will be downloaded and receive valuable visibility with state and local decision makers.

Standard registration fields collected are: First/Last Name, Job Title, Organization, Address, City, State/Province, Zip, Email, Phone.

**Audiences:**
- State and Local Government Decision Makers
- Local Government (Mayors, City Managers)
- Elected Officials
- Public Safety (Police, Fire, Emergency Managers)
- Many more ... full list upon request
Channel Sponsorships

Spotlight your papers and key informational assets within an eye-catching module that rotates alongside relevant editorial and news. Banner roadblock gives your brand 100% share of voice on a trending topic.

Topics Include:
• The Future of Security
• The Future of Finance
• The Future of Work
• The Future of Community Design
• The Future of What’s Happening Now
• The Future of What’s Next
• The Future in Context

Deliverables:
• Banner roadblock on channel
• Module promoting featured assets
• 150 leads per 3-month campaign
• Dedicated project management
• Regular metrics reporting
Microsites

A custom microsite allows you to present a vast array of informational assets and insightful content in an easy-to-consume format. The housed information can be a combination of original Governing content, sponsored articles and/or client-supplied assets.

Deliverables (Quarterly):

- Hosting for multiple assets with a minimum of 150 asset registrations per campaign
- Promotional banners (minimum 62,500 impressions) and newsletter package (3 newsletter sponsorships) to drive an estimated 1,500 total pageviews per quarter
- 1 sponsored article hosted and promoted by Govtech or Governing
- Dedicated landing page and URL (i.e. governing.com/yourtopic) with monthly content refresh as needed and complete control over the layout, content and branding
- Dedicated project management and regular metrics reporting
Timely Reporting

Regular lead reports show asset performance, key titles and jurisdictions and high qualified registrants.
Great Content Marketing + Reaching a Hard to Target Audience = Powerful Sales Results
Government Technology
The smart use of technology in state and local government

Governing
The future of states and localities

Techwire
Covering California’s $14 billion state and local government IT market

MEDIA & EVENTS

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RESEARCH

Center for Digital Government
A national research and advisory institute focused on technology policy and best practices in state and local government

Center for Digital Education
Strategy and leadership to advance education through the smart use of technology