government technology

The smart use of technology in state and local government

2021 Media Kit

PRINT / DIGITAL / EVENTS / CUSTOM CONTENT
Launched at the birth of the gov tech era, Government Technology’s audience is comprised of hundreds of thousands of public officials across states, cities, counties and special districts who manage and deploy IT to carry out the business of government.

Government Technology’s market-leading information platform includes a robust website, national and regional events, an award-winning print magazine, research and custom content.
Who is Government Technology’s audience?

Chief Information Officers
Chief Technology Officers
IT Directors/Management
Agency Department/Management
Data Center Directors/Management
Procurement Executives
Program/Project Management
Network/Systems Administrators

90% of Government Technology’s audience are involved in the purchasing process at their organization.

Source: 2018 Harvey Readership Survey
Government Technology is:

**JOB CRITICAL**

77% of our audience says Government Technology helps them be more effective in their job.

**ENGAGING**

76% of our audience have discussed Government Technology’s content with their peers.

**SOURCE FOR SOLUTIONS**

88% of our audience says Government Technology keeps them up-to-date with what other state and local governments are doing.

**DRIVES RESULTS**

96% of our audience have taken action as a result of ads or product mentions in Government Technology.

Source: 2018 Harvey Readership Survey
State and Local Tech Spending is Increasing — Grow Your Market Share

Source: Govtech Navigator

<table>
<thead>
<tr>
<th>Year</th>
<th>State Tech Spending</th>
<th>Local Tech Spending</th>
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<tbody>
<tr>
<td>2017</td>
<td>$48.1B</td>
<td>$53.2B</td>
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<tr>
<td>2018</td>
<td>$51.4B</td>
<td>$51.6B</td>
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<tr>
<td>2019</td>
<td>$54.5B</td>
<td>$53.1B</td>
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<tr>
<td>2020</td>
<td>$56.6B</td>
<td>$54.4B</td>
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<tr>
<td>2021</td>
<td>$60.6B</td>
<td>$58.1B</td>
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$101.3B to $118.7B

2017 to 2021
Build Your Brand

Government Technology magazine

With more than 100,000 subscribers and a 1.5 pass-along rate, position your message alongside award-winning editorial, covering information technology’s role in state and local government.

Government Technology’s readers say it is their number one source for state and local government news and analysis, 8X more than Government Computer News, Route 50 and StateScoop.

Source: 2018 Harvey Readership Survey
<table>
<thead>
<tr>
<th>MONTH/SEASON</th>
<th>FOCUS</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>GovTech 100: How Startups Stepped Up When COVID-19 Hit</td>
<td>1/17/20</td>
<td>1/20/20</td>
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<td>And: The Beta Burden: Which pandemic pilots are here to stay, and how do we make them scale and spread?</td>
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<td>MARCH</td>
<td>Big System Watch: Where Legacy Lingers</td>
<td>1/19/21</td>
<td>1/22/21</td>
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<td>With: The state of the biggest systems powering government IT: From DMV and HHS, to Corrections and Courts and UI, to ERP and HR, how effectively has government pivoted these systems for the future?</td>
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<td>APRIL/MAY</td>
<td>Government Technology’s Top 25 Doers, Dreamers and Drivers</td>
<td>2/16/21</td>
<td>2/19/21</td>
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<td>And: State of the States 2021</td>
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<td>And: The Connectivity Crusade: The pandemic highlighted the criticality of broadband. Have we made progress?</td>
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<td>JULY/AUGUST</td>
<td>Beyond Chatbots: The Breakthrough Tech Issue</td>
<td>5/18/21</td>
<td>5/21/21</td>
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<td>Government by Algorithm: How algorithms are working their way into everything in state and local government from social services to public safety. Revisiting the promise and progress of VR, AR and AV technologies.</td>
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<td>And: Is there fallout for smart cities from the reckoning with police tech?</td>
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<td>And: CIOs Weigh In: If you were starting a gov IT shop from scratch, how would you do it?</td>
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<td>And: What are the new standards for protecting the enterprise and how do you pay for it?</td>
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<td>DECEMBER</td>
<td>Year in Review: Lessons from 2021</td>
<td>10/19/21</td>
<td>10/22/21</td>
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<td>And: A look at progress on FirstNet and public safety interoperability.</td>
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## 2021 Net Print Rates

All prices net. Agencies add 15%. Prices include 4C.

### GovTech.com

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<tr>
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<tr>
<td>FULL PAGE</td>
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<td>$7,500</td>
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<tr>
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<td>BACK COVER</td>
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Send materials to:
Stephan Widmaier
Production Manager,
Government Technology
100 Blue Ravine Road
Folsom, CA 95682-4703
916.932.1456
production@erepublic.com

View Mechanicals
Reach Your Buyers

Govtech.com

6.4 MILLION
Annual Unique Visitors

40,000
Social Media Followers

67%
visit govtech.com consistently

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

Sources: Publisher’s own data, May 2021; 2018 Harvey Readership Survey
Our sole-sponsored newsletters deliver your message to an engaged audience of state and local IT decision makers.

**100,000 Newsletter Subscribers**

**99% Engage with Government Technology’s newsletter content.**

**Sole-Sponsored Newsletters to Drive Leads**
- GovTech Today / 75,000 subscribers / daily
- GovTech Cybersecurity / 26,000 subscribers / weekly
- GovTech Biz / 14,000 subscribers / 2x per week
- GovTech Now / 55,000 subscribers / daily
- Emergency Management / 30,000 subscribers / 3x per week
- FutureStructure / 15,000 subscribers / weekly
- K-12 Education Technology / 18,000 subscribers / weekly
- Higher Education Technology / 16,000 subscribers / weekly

Source: 2018 Harvey Readership Survey
**Government Technology events** set the standard for connecting companies with the public-sector executives responsible for $118 billion in annual IT spending.

In 2021, Government Technology will continue to deliver its **Digital Government Summits** virtually. These events will reach thousands of state and local leaders in 41 regions, delivering content tailored to the unique challenges confronting each jurisdiction.

“"I thought the event was the most engaging of any virtual event I’ve attended this year.""  
- 2020 SPONSOR
Future-Proofing Government Networks Today for a Smarter Tomorrow

A choice of network technologies can serve multiple community priorities.

Growing threats and evolving citizen expectations are prompting governments to double down on managing and protecting data.

How to Build Stronger IT Security through Automation

Code playbooks automate security configuration and update processes for consistency, efficiency and timeliness.

Putting Privacy First

As IT services increasingly span data centers and public clouds, CIOs and CISOs need to consider four key steps to modernize their security strategies.

Great Content Marketing = Powerful Sales Results

Our team of researchers, editors and designers are pros at developing content that resonates with government buyers. With our powerful distribution network, we deliver your message to a targeted audience across a variety of print, web and event platforms.

CUSTOM CONTENT SOLUTIONS:

- Issue Briefs
- White Papers
- Infographics
- Handbooks
- Case Studies
- Executive Q&As
- Webinars
- Custom Websites
- Virtual Roundtables
- Custom Videos

Source: 2018 Harvey Readership Survey
MEDIA & EVENTS

Government Technology
The smart use of technology in state and local government

Governing
The Future of states and localities

Techwire
Real-time access to California state and local IT news, opportunities and insight

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
A national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding