government technology

The smart use of technology in state and local government

2022 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*
<table>
<thead>
<tr>
<th>Section</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Critical</td>
<td>77%</td>
<td>Of our audience says Government Technology helps them be more effective in their job.</td>
</tr>
<tr>
<td>Engaging</td>
<td>76%</td>
<td>Of our audience have discussed Government Technology’s content with their peers.</td>
</tr>
<tr>
<td>Source for Solutions</td>
<td>88%</td>
<td>Of our audience says Government Technology keeps them up-to-date with what other state and local governments are doing.</td>
</tr>
<tr>
<td>Drives Results</td>
<td>96%</td>
<td>Of our audience have taken action as a result of ads or product mentions in Government Technology.</td>
</tr>
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Source: 2018 Harvey Readership Survey
State and Local Tech Spending is Increasing — Grow Your Market Share

<table>
<thead>
<tr>
<th>Year</th>
<th>LOCAL</th>
<th>STATE</th>
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<tr>
<td>2017</td>
<td>$101.3B</td>
<td>$48.1B</td>
</tr>
<tr>
<td>2018</td>
<td>$103B</td>
<td>$51.4B</td>
</tr>
<tr>
<td>2019</td>
<td>$107.6B</td>
<td>$54.5B</td>
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<tr>
<td>2020</td>
<td>$111B</td>
<td>$56.6B</td>
</tr>
<tr>
<td>2021</td>
<td>$118.7B</td>
<td>$60.6B</td>
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Source: Govtech Navigator
Build Your Brand

**Government Technology magazine**

With more than **107,000** 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*
## 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Focus</th>
<th>SPACE Close</th>
<th>MATERIALS Due</th>
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| **JANUARY/FEBRUARY** | GovTech 100: The 2022 List  
Now in its seventh year, the GT 100 catalogs an industry segment transformed by record merger and acquisition activity.  
*Plus:* Justice for All: Post-pandemic, what role should technology play in the courtroom? | 1/22/2021 | 1/24/2021 |
| **MARCH** | Digital Equity and the Broadband Push  
There is considerable momentum behind connecting everyone. This issue will examine this work and where stumbling blocks remain. | 1/24/2022 | 1/27/2022 |
| **APRIL/MAY** | Government Technology's Top 25 Doers, Dreamers and Drivers of 2022  
*Plus:* Governors Set the Agenda: State of the States 2022 | 2/18/2022 | 2/24/2022 |
| **JUNE** | Dealing With Disaster  
Hurricanes. Wildfires. Tornadoes. How is technology helping to manage emergencies?  
*Plus:* A look at climate change’s impact on gov tech. | 4/25/2022 | 4/29/2022 |
| **JULY/AUGUST** | Emerging Tech 2050  
Tomorrow’s transformative technologies are in the lab today. We check in with academia on the next big thing.  
*Plus:* Ethical frameworks for new tech. | 5/23/2022 | 5/26/2022 |
| **SEPTEMBER** | Cloud + Consequences  
Cloud technologies enabled many of the changes in IT operations over the past few years.  
What do government cloud plans look like now?  
*Plus:* How has the cloud shift affected the government workforce? | 7/25/2022 | 7/28/2022 |
| **OCTOBER/NOVEMBER** | The Cybersecurity Issue  
New threats, new talent and new tools. What your agency needs to succeed. | 8/22/2022 | 8/25/2022 |
| **DECEMBER** | 2022 Year in Review  
The biggest stories of the year in gov tech and why they mattered. | 10/24/2022 | 10/27/2022 |
2022 Net Print Rates

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

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

Govtech.com

6.6 MILLION
Annual Unique Visitors

41,000
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, December 2021; 2018 Harvey Readership Survey
Government Technology Newsletters

Our sole-sponsored newsletters deliver your message to an engaged audience of state and local IT decision makers.

130,000 Newsletter Subscribers 99% Engage with Government Technology’s newsletter content.

Sole-Sponsored Newsletters to Drive Leads
- GovTech Today / 82,000 subscribers / daily
- GovTech Cybersecurity / 25,000 subscribers / weekly
- GovTech Biz / 14,000 subscribers / 2x per week
- GovTech Now / 65,000 / daily
- Emergency Management / 29,000 subscribers / 3x per week
- FutureStructure / 14,000 subscribers / weekly
- K-12 Education Technology / 17,000 subscribers / daily
- Higher Education Technology / 15,000 subscribers / daily

Source: 2018 Harvey Readership Survey
Building relationships with state and local leaders is central to a successful marketing and sales initiative. That’s why we produce over 40 events each year delivering content tailored to the unique challenges confronting each jurisdiction.

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

### Digital Government Summits
- Alabama
- Arizona
- Arkansas
- Bay Area
- California
- Chicago
- Colorado
- Connecticut
- Florida
- Georgia
- Hawaii
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Los Angeles
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Nevada
- New Jersey
- New York
- New York City
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Tennessee
- Texas
- Utah
- Virginia (COVITS)
- Washington
- West Virginia
- Wisconsin

### IT Leadership Forums
- California (sold out in 2022)
- Los Angeles
- New York
- Florida
- Texas
Future-Proofing Government Networks Today for a Smarter Tomorrow

A choice of network technologies can serve multiple community priorities.

How to Build Stronger IT Security through Automation

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

Putting Privacy First

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

How to Create a Modern Security Framework for Hybrid Clouds

As IT services increasingly span data centers and public clouds, CDOs and CISOs need to implement 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