

With 1.9 million civilian workers (including DOD civilians) and 1.4 million uniformed personnel, the federal government is the largest single employer in the United States (Source: White House 2008 budget numbers and OSD). Keeping that workforce informed on pertinent news and information that impacts their careers is critical.

That's why federal employees turn to Federal Employees News Digest (FEND). For more than 57 years, FEND has served as a leading provider of books, newsletters and other information services to employees of the federal government and the U.S. Postal Service. As a trusted source for news and reference materials, the FEND product portfolio presents an ideal forum for savvy advertisers looking to reach and impact thousands of engaged federal government readers (both active and retired).

PRACTICAL AND RELIABLE INFORMATION FEDS NEED AND USE

Federal Daily, FEND's weekly e-mail newsletter and an extension of FederalDaily.com, ensures that feds don't miss a headline by delivering the top 6-10 newsbriefs of the week directly to their in-box each Monday. With more than 55,000 opt-in subscribers, *Federal Daily* keeps federal government professionals abreast of the latest developments impacting their jobs, as well as their personal livelihoods. It gives subscribers what they need to know in an easy-to-read and review format on topics such as:

- ◆ Legislation and regulation affecting the federal workplace
- ◆ Union, labor and management issues
- ◆ Federal pay and benefits
- ◆ Financial planning
- ◆ Federal retirement programs



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Banner artwork: 336 x 280 or 728 x 90, maximum size 25k, GIF or JPG format
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Spotlight the distinct value you can provide federal employees with your product offerings. To schedule your high-impact campaign in *Federal Daily*, contact your media consultant or Maxine Lunn at (703) 876-5102 or mlunn@1105govinfo.com.

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